

Open Landscape Academy ERAMUS Project WP 6: Vac-Budapest OLA Living Lab

Overall Monitoring and Evaluation

Quantitative indicators:

(1) Number and diversity of practitioners, community members and students involved in the Living Lab.

Approx. 3,200 unique participants

- **Practitioners:** urban planners, animation experts, artists, architects, landscape architects, museum leaders, environmental activists, church leaders, representatives of social institutions, built environment educators, geologists, foresters
- **Community members:** neighbours of the forest area, local families with children, kindergarten and school teachers, primary and lower secondary school students, local activists
- **Students:** landscape architecture students from MATE and MOME

*The total number of participations across all Living Lab activities was **3,470**, reflecting repeated engagement and returning participants.*

(2) Number of living lab activities: meetings online and onsite, workshops, events

- **43 onsite activities** (workshops and events with local communities and professional audiences)
- **2 online activities** (1 meeting, 1 event)

(3) Number and diversity of stakeholders and multipliers reached through the living lab's networking activities

- **34 local stakeholders:** local municipality members, town hall employees, activists, chief architect, representatives of the forest district, companies (DDC, green space maintenance company, bookshop, city marketing company), associations (Bagolybűkk, Magosfa, scout organisations)
- **511 professional multipliers:** research institutes, landscape architects, municipal and museum professionals reached through workshops, symposia and conferences

(Multiplier figures may overlap with overall participant numbers.)

(4) Number as well as cultural and disciplinary diversity of staff and students joining the Intensive Programme organised in this lab

- **30 students, 12 staff**
- **Cultural diversity:** Eastern and Western Europe, Africa, Middle East, USA, South America
- **Disciplinary backgrounds:** urban planning, architecture, landscape architecture, economics, built environment education, cultural management

(5) Number as well as cultural and disciplinary diversity of participants attending the Multiplier Event

- **130 participants**
- **Cultural diversity:** Eastern and Western Europe, Africa, Middle East, USA, South America (as part of the Le:Notre Landscape Forum)
- **Disciplinary diversity:** researchers and practitioners, social scientists, landscape architects, architects, environmental planners and designers, natural science experts, applied art disciplines

(7) number of social media followers of the local living lab channels (in local language)

Digital channels were used as **supportive dissemination tools**, complementing local networks, professional events, and press dissemination.

- **3 paid Facebook campaigns** linked to Living Lab events reached over **5,000 users**, generating more than **11,000 views** and **55 event responses**.
- **14 local-language media dissemination items** were published between 2023 and 2025, including articles and reports on municipal platforms, local television and radio, printed local newspapers, national online lifestyle media, and professional online forums.

Internal newsletter: used for partner and stakeholder communication.

- 49 local newsletter subscribers

Website analytics: available at project partner level; not used as a primary KPI at Living Lab level.

(8) Percentages of participants who consider that their sustainable development competences have improved (this may include variations in answers of pre and post surveys) > *This is covered sufficiently by the pre-post analysis:*

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Qualitative indicators:

(1) Level of engagement of the local community in all phases of the living lab

Local community engagement increased gradually over time. Participation shifted from occasional and passive presence to more active and repeated involvement. Families began returning regularly to activities and increasingly used the forest independently for walking, picnicking, and informal gatherings.

While full self-organisation has not yet emerged, early signs of shared responsibility are visible. A core group of committed participants has formed, providing a potential basis for a future maintenance or stewardship group. Overall, engagement evolved from initial contact to sustained participation, indicating a strengthening but still developing level of community ownership.

(2) Intensity of dialogue and depth of reflection on sustainable development, assessed by direct observation, interviews and analysis of the local lab outcomes

At the beginning, local participants were largely indifferent or sceptical about the possibility of change in the forest area. Through small, tangible interventions—such as collective forest cleaning—participants gradually experienced that change was possible.

These shared actions enabled dialogue about needs, values, and long-term goals, leading to joint visioning and idea generation. The process supported a shift in perception: the forest was no longer seen only as a neglected space but as a shared environment with potential. Participants began articulating ideas for future use and care, indicating a growing depth of reflection and collective imagination related to sustainable development.

(3) Self-evaluation of students on the role that have been given to democratic landscape transformation during their study career > *This is covered sufficiently by the pre-post analysis*

(4) Competence improvement of people who get involved as facilitators and 'democratic leaders', assessed by self-evaluation and interviews > *This is covered sufficiently by the pre-post analysis*