

NAME OF THE PRACTICE

INSTAWALKS



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Short summary of the practice: The Instawalk method combines social media with on-foot exploration, allowing participants to document and discuss their local environments. Participants walk specific routes or explore specific neighbourhoods, sharing their observations on social media with designated hashtags to spotlight community points of interest or concern.

Goal of the practice: Instawalks facilitate the on-site collection and documentation of community insights, promoting an accessible platform for dialogue on local development.

Target group: The target group is all community members who are interested in the future of their surroundings and in using Instagram or social media.

Number of participants: Instawalk should have a maximum of 20 participants to make it manageable.

Age of participants: Adults and Youth, 13+

Materials:

Smartphone with a camera

Internet access

Instagram (or similar social media app)

Method Settings: The method can be adapted to any city.

Duration of the practice: Maximum half a day including the post-walk workshop.

Preparation: Not much preparation is needed, but facilitators may need to choose the area depending on the topic.

Step-by-step guide: To implement Instawalk, organizers begin by arranging either a guided stroll or an open exploration session in a targeted area. Participants, while exploring, are guided to capture images relevant to the activity's theme. They're then directed to share these photos on Instagram with a designated hashtag. Following

the walk, participants gather for a workshop, using their collective photos as a basis for discussions on community development.

Expected output: Instawalks produce a themed array of photos, giving community developers a glimpse into varied resident viewpoints, especially from lesser-heard voices. This rich tapestry of images sheds light on the area's key concerns, fostering meaningful dialogue that can influence policy decisions.

DOs, DONTs and ethical considerations of the method:

DOs of the method:

Add images that you like, even if it's small things

DONTs of the method:

Avoid badly framed images

Avoid sexual or sensitive content

Avoid posting photos of people without permission or objects containing sensitive information.

Change the method brings to the communities: The Instawalk is an innovative approach to gather community insights and foster dialogue about local development. It leverages social media to extend the reach and longevity of community observations. However, the impacts of Instawalks are contingent on the integration of the collected insights into actual decision-making processes. Without a clear pathway to influence planning decisions, the method risks being a platform for expression without real empowerment. Additionally, the method may face inclusivity challenges, particularly with individuals who do not engage with social media platforms.

Adaptation/Application of the method: The city of Helsinki, in conjunction with a walking advocacy group, utilized the Instawalk method to garner insights about the walkability of the city centre. Participants, including city officials and local residents, walked a specified route, interacting with various development project sites

to understand and discuss the ongoing transformations. The discussions and images captured were subsequently deliberated upon in a session at the city planning department's exhibition space. The event facilitated diverse discussions and provided a platform for participants to express their perspectives on city centre developments. The images and conversations, documented online with the hashtag #instawalkhelsinki11, created a lasting repository of the community's observations.

Credit, References, and Resources:

Detailed description of the practice on the Hupmobile's Participatory.Tools project website - <https://participatory.tools/tools/instawalk/>

Case study (DK) - <https://www.digitalyouthwork.eu/?material=instawalk-dk>

Different experiences - <https://biologista.org/2018/04/27/phaenomenal-my-first-in-stawalk-experience/>; <https://eurocultureip.eu/2019/ip-student-project/>