

**Collectie van
de Gentenaar**

CoGhent

Impact Assessment Report

[project output O4.4.1]

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The CoGhent project is co-financed by the European Regional Development Fund through the Urban Innovative Actions (UIA) initiative.



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1. Executive summary

1.1 Research objectives and research design

This impact assessment of the CoGhent project had a three-fold objective:

- 1) the **development of the CoGhent impact assessment tool** in collaboration with neighborhood stakeholders, originating from the neighborhood Wondelgem, and project members,
- 2) a **qualitative assessment** of the CoGhent project in the neighborhoods Watersportbaan - Ekkerghem and Sluizeken - Tolhuis – Ham, and
- 3) a **quantitative assessment of the CoGhent project** in the neighborhood of Sluizeken - Tolhuis - Ham.

First, an impact assessment tool was developed utilizing a Theory of Change framework that was co-developed in collaboration with neighborhood stakeholders and project members. The result of this assessment tool was a lens that offered a scope for how to look at the CoGhent project as a intervention that instigates impact on a neighborhood level. The framework entailed the following components:

- **Inputs:** these are the developed artifacts of the CoGhent project. Namely, the CoGent box, the CoGhent web platform and extra artifacts that were developed during the project's utilization.
- **Activities:** The activities in which these inputs were applied in and that were organized in the three Ghentian neighborhoods. These were activities organized by the CoGhent project that can be situated on the intersection of how neighborhood dynamics can be improved by cultural heritage facilitated by technology. And how choosing for a neighborhood approach can contribute in improving the presentation and gathering of cultural heritage.
- **Change assumptions:** A set of assumptions on how the project would create impact on a neighborhood level. The assumptions were summarized into six clusters:
 - Social cohesion
 - Neighborhood participation
 - Collaboration and neighborhood ecosystem
 - Reaching out to 'unserved audiences'
 - Citizen sourcing/ collection of local cultural heritage



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- Cultural participation.
- **Sources of evidence:** The assessment involved stakeholders originating from the neighborhoods in which the project was conducted (inhabitants and local professionals), project members (who were active in the neighborhoods during the project) and data gathered on the CoGhent web platform (log data, uploaded pieces of cultural heritage,...)
- **Measuring methods:** The assessment conducted both qualitative methods (key-informant interviews and observations) and quantitative methods (neighborhood impact survey).

Second, the assessment applied a qualitative assessment, based on the identified change assumptions, consisting out of 40 key-informants interviews (N=40) with stakeholders originating from the neighborhood in which the project was conducted, and project members.

These qualitative interviews were supplemented with a series of participatory observations (N=11), in which a researcher actively participated during project events and internal project meetings.

Third, a quantitative measurement was performed by applying a neighborhood impact survey (N=18) in a pre-and post-test experimental design. The pre-test was conducted before the project was present in the neighborhood, and when the project left the neighborhood.

1.2 Results of the impact assessment

The results of the project can be summarized in the following sections:

‘CoGhent facilities’

The CoGhent project applied three inputs in the neighborhood (The CoGent box , the CoGhent web platform and extra social interventions) which were utilized into a series of neighborhood activities created in collaboration with neighborhood stakeholders. The combination of these inputs and activities created two facilities that created impact on the formulated ‘change assumptions’. Two major facilities were developed:

- **The CoGhent project as a social meeting place**

The project created a place where neighborhood inhabitants, neighborhood professionals, neighborhood organizations, project stakeholders and museum institutions could meet. By being present on a physical shared location, contacts and interaction was made possible among these stakeholders.



- **The CoGhent project as a platform for neighborhood storytelling**

The CoGhent project created a platform (both digitized and not-digitized) where neighborhood inhabitants could experience local cultural heritage in the shape of stories. In addition, the project made it possible to share their own heritage pieces (e.g. old pictures and objects) and stories with the project as well. This contributed both on improving neighborhood dynamics and on the presentation and collection of local cultural heritage.

‘Social Cohesion’

- **Through facilitating a common physical place for neighborhood inhabitants to meet with each other, the project created new opportunities to interact with other neighborhood inhabitants.**

During these interactions, inhabitants had conversations about shared interests. In addition, the stories, regarding the neighborhood the CoGent box was placed in, also served as a conversation starter. These interactions helped in creating new ties among neighborhood inhabitants. Resulting in new connections and familiar faces in the neighborhood.

- **Through the opportunity to experience and share local cultural heritage in the CoGent box and in CoGhent activities, the project helped in instigating a feeling of belonging to the neighborhood, and a feeling of being represented on the Ghentian museum collections, among neighborhood inhabitants.** This was done through:
 - *Presenting local cultural heritage to neighborhood inhabitants:* This helped neighborhood inhabitants to create an image of neighborhood history. Showing how they are part of the neighborhood.
 - *Collecting cultural heritage of neighborhood inhabitants:* This helped inhabitants to share their pieces and stories of cultural heritage with the museum collections. Giving them agency in how their own heritage is represented, and making them part of the neighborhood history.
- **Although proven to be of value, the project still missed opportunities to utilize the local cultural heritage and the developed technologies to further stimulate and facilitate interaction among neighborhood inhabitants.**



‘Neighborhood participation’

The CoGhent project impacted neighborhood participation through the following manners:

- **The CoGhent project instigated the organization of activities that attracted inhabitants to participate in.**

These activities consisted of a variety of themes and activities that aided in motivating inhabitants to join because of various reasons (e.g. spending quality time with family and friends, connecting with other neighborhood inhabitants, experience local cultural heritage).

- **The CoGhent project aided in activation neighborhood volunteers as a part of the neighborhood.**

The project collaborated with local volunteers by making them help in opening the box and co-organizing activities. This resulted in volunteers that are still active in the neighborhood, aside from the CoGhent project, as a central point of information (regarding neighborhood organizations and activities), and as a connective person among neighborhood organizations.

‘Collaboration and neighborhood ecosystem’

- **The project as an intervention instigated a temporary reason/ collaborative environment to co-organize activities in collaboration with neighborhood stakeholders.**

Because of the nature of the project, in which the project inputs needed to be utilized in activities, neighborhood stakeholders were instigated to collaborate with the project’s stakeholders, with other neighborhood stakeholders and the Ghentian museum institutions.

- **Through the project, new connections were (re)activated or among neighborhood organizations and the City of Ghent, showing potential for future collaborations.**

These connections and project collaborations formed the base for new neighborhood collaborations in the near future next to the CoGhent project. This conclusion can be made both in terms of collaborations between the City of Ghent and neighborhood organizations, and among neighborhood organizations.



‘Reaching out to ‘unserved audiences’

- **The CoGhent project facilitated a common place and activities for museum institutions to meet with neighborhood inhabitants.**

On the activities, neighborhood inhabitants who can be appointed as ‘**unserved audiences**’ were present as well. More concrete, the project attracted heard to reach audiences for the museum institutions like:

- Inhabitants with a migration background
 - Young inhabitants and adolescents
 - Inhabitants with lower socioeconomic status and capabilities
 - Elderly citizens
 - Inhabitants who are psychologically vulnerable
- **During the CoGhent activities, that attracted unserved audiences because a variety of reasons (cfr. ‘4.4 neighborhood participation’), the museum collections of the Ghentian museum institutions could be introduced. Therefore, the CoGhent project aided in reaching out to these populations.**

‘Citizen sourcing’

- **The collection of local cultural heritage pieces and stories:**
 - The project was able to facilitate the new “collection of Ghent”. A shared collection among Ghentian museum institutions added with “citizen sourced” local cultural heritage. This was heritage originating from neighborhood inhabitants. In total 75.986 pieces of cultural heritage were uploaded on the CoGhent web platform. 212 pieces were uploaded on the “collection of Ghent”, from which 86 old pictures, or scanned objects originated from inhabitants of one of the three neighborhoods in which the project was conducted.
 - Based on these pieces of cultural heritage, 17 stories were created that were shown in the CoGent box. 11 of these stories were stories that can be appointed as ‘hidden’ of which were not known to the Ghentian museum institutions yet.
- **The execution of the CoGhent project showed that ‘human effort was the most efficient manner to identify and collect these pieces and stories of cultural heritage.**



Here, a human centered and patient approach was necessary. In addition, the CoGhent web platform, on which inhabitants were able to share cultural heritage independently and without project support, was not or minorly used by neighborhood inhabitants.

‘Cultural participation’

- **The Cohent project made it possible to present cultural heritage towards neighborhood inhabitants in a new and alternative manner, utilizing the CoGent box and the organized activities.**

This resulted into a better understanding of the neighborhood history. In addition, by reaching out towards neighborhood inhabitants during activities, Ghentian museum institutions were also able to share parts of their collections as an introduction. Resulting in a better understanding of local history (cfr. ‘4.3 Social cohesion’) and of the substance of the Ghentian museum collections.

- **The project showed that it impacted the intention to experience cultural heritage among neighborhood inhabitants.**

By visiting the CoGhent box, neighborhood inhabitants showed that they are willing to visit a museum institution in the near future or to browse through online museum collections.

- **The project impacted this intention by facilitating a process that triggered interest and positive attitude towards cultural heritage and museum institutions:**
 - Through the project’s inputs and activities cultural heritage was presented to neighborhood inhabitants;
 - The project lowered barriers for neighborhood inhabitants to initiate contact with cultural heritage or museum collections. This was done by:
 - Being physically present in the neighborhood with the CoGent box and the CoGhent activities.
 - Starting from everyday items or familiar objects that are also appointed as cultural heritage.
 - Representing cultural heritage stories in an easy to experience and enjoyable manner in the CoGent box.



- By lowering the barriers, cultural heritage was made more tangible and enjoyable, resulting into a more positive attitude towards cultural heritage, and an increased interest.

‘Critical notes on the CoGhent project’

- **The design of the CoGent box and its interfaces are being faced with challenges.** The design of the CoGent box impacted the usage and adoption of the CoGhent box. Although the box was sometimes described as esthetically beautiful, the box was also appointed as too less part of the neighborhood, lacking a clear call to action and hard to identify with.
- **The intervention period of three months was too short to create maximum value in the neighborhoods.** The three month intervention period is too short to properly co-organize activities with neighborhood organizations due to a hard to find agenda-fit and an abstract communication regarding the CoGent, box and the project’s activities. In addition, the abstract communication of the CoGhent project resulted into a moderate momentum among neighborhood inhabitants.
- **Insufficient experimentation on how technology can serve as a facilitator for presenting cultural heritage in order to improve neighborhood dynamics.** The CoGent box and its developed technologies were not widely utilized by the CoGhent project stakeholders. Therefore activities did not utilize the developed technologies either. Because of this minor use of the developed technologies, an experimental potential was missed in the project.

1.3 Recommendations based on the CoGhent impact assessment

Recommendations on neighborhood approach (when executing a project on neighborhood level):

- **Asset activation:** During a project intervention, involve local assets as much as possible in order to improve the chances on a long term effect in the neighborhood and to blend in with the local context as much as possible.
 - **Utilize the local social infrastructure during the project intervention period and during the project activities.**



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- **Activate volunteers.**
- **Stimulate collaborations among neighborhood organizations during the project.**
- Facilitate a platform for neighborhood storytelling both in a digital and non-digital way:
 - **Bottom-up (improving ‘sense of ownership’):** Make neighborhood inhabitants able to share their personal cultural heritage with the project/ online collections: .
 - **Top-down (improving ‘sense of belonging’):** Present collected neighborhood assets in combination with museum collections through the project intervention or on other channels:
- **Present local cultural heritage, familiar to neighborhood inhabitants, on a mutual or collective moment**

Recommendations on activities (organized by the CoGhent project during the intervention period of three months in the neighborhoods):

CoGhent activities (intervention in the public space):

- **Co-organize activities in collaboration with neighborhood stakeholders and museum institutions**
- **Organize public events/ activities to create a common meeting ground in order to bring the following stakeholders together:**
 - Neighborhood inhabitants
 - Neighborhood inhabitants and neighborhood professionals
 - Neighborhood inhabitants (among them unserved audiences) and museum institutions
- **Content (of the CoGhent activities):** cover a variety of all sorts of activities in order to attract all kinds of neighborhood stakeholders and inhabitants.
 - Social activities that bring neighborhood inhabitants together



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- Thematical activities covering a certain topic that is appealing for neighborhood inhabitants participate in
 - Outreaching activities of Ghentian museum institutions utilizing the museum collections in these activities
- **Communication: communicate the purpose and content of the project activities as concrete as possible, involving a clear call to action.**
- **Application (of the CoGhent activities):** During intervention activities, try to utilize the developed technological interventions (inputs) as much and concrete as possible.

Recommendations on inputs (CoGent box, CoGhent web platform and extra social interventions):

CoGhent box (intervention in the public space):

- Inside of the intervention:
 - **Interfaces/ technology:** Design interfaces in the intervention as easy to use as possible. This will help in the adoption of the intervention and create momentum among neighborhood inhabitants.
 - **Content:** Use local neighborhood stories and assets as 'points of interest' to attract and instigate interest in cultural heritage among neighborhood inhabitants to the intervention.
 - **Content:** Start from local stories and assets in order to create a neighborhood narrative which can help to create an own and personal narrative for neighborhood inhabitants.
 - **Content:** Link assets, originating from museum collections, to local cultural heritage in order to introduce museum collections towards visitors of the intervention.
- Outside of the intervention:
 - **Communication:** Provide clear communication regarding the purpose, functionalities and content of the intervention in an outward-oriented manner. Neighborhood inhabitants must be aware of what to expect when visiting the intervention.



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- E.g. for the CoGent box, presenting the local stories in the direct environment of the box would attract more inhabitants to visit the box.
- **Design:** Let neighborhood inhabitants have decisive power in how the intervention should look. E.g. by collectively decorating the intervention. To do this properly, concrete activities should be organized,

CoGhent web platform (online application)::

- **Communication/ interface:** If an online web platform or application is developed in order to fulfill multiple purposes (e.g. to browse through digital museum collections, to upload personal cultural heritage and to create an own cultural heritage story), be sure that this application:
 - Has a clear call to action.
 - Has clear instructions in terms of functionalities and purpose of the application.
- **Application (of the developed technology):** Concretely utilize the application during activities organized by the project. Use these activities to show concrete use cases of the application. This will help in the adoption among neighborhood inhabitants.

Extra social interventions:

- The recommendations for the CoGent box and the CoGhent web platform are also applicable for the extra social interventions.



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2. Introduction

Cultural heritage shows great potential and plays a crucial role in shaping the identity of communities and enhancing social cohesion at the neighborhood level. It is a testament to a neighborhood's history, its shared stories, and shared interests. However, the preservation and promotion of neighborhood cultural heritage have become increasingly challenging in the digital age. With the emergence of new technologies, there is a need to explore how these technologies can be leveraged to promote and preserve cultural heritage while also enhancing social cohesion at the neighborhood level. Against this backdrop, the project "Collections of Ghent" emerged as a local consortium in the city of Ghent, funded by the EU UIA program. This consortium includes the municipality of the City of Ghent, three local public cultural heritage authorities (AGB Art and Design; AGB Heritage); the city's technology partner District09, Ghent University; two socio-cultural NGOs (Meemo and iDrops), three private technology & design companies (Studio Dott, Inuits, and Fisheye) and one creative SME (Chase Creative).

In the project "Collections of Ghent", these stakeholders collaborated to digitize an invaluable collection of more-or-less 100,000 objects, stories, and documents. The collected heritage then converged in the "CoGent box", an immersive, high-tech, and mobile experience room, which went on tour in three Ghentian neighborhoods: (1) Watersportbaan - Ekkerghem, (2) Tolhuis-Sluzeken-Ham and (3) Wondelgem. Thus, the goal of the CoGent project is to develop and implement an intervention that seeks to disclose cultural heritage through new technologies. More specifically, visitors to the installation could experience neighborhood stories supported by digitized cultural heritage. The main intervention's goal is to positively impact neighborhood social cohesion. The working hypothesis is that cultural heritage can act as an enhancer for shared neighborhood identities, improve a mutual multiperspectivistic understanding of the 'other' in the streets, and a catalyzer for social interactions.

After one and a half years of co-creation and other forms of formative research to shape the technology and the intervention, this report entails the summative, and final, stage of the project in what the interventions are assessed and in which we investigate to which extent the working hypotheses are confirmed. This report is an official project output labelled *O4.4.1 Impact Assessment Report* and aims to provide insights and recommendations for policymakers, social professionals, and cultural heritage professionals, on how to utilize new technologies to preserve and promote cultural heritage while fostering social cohesion.



More specifically, this study examines the impact of the CoGent box within the three Ghentian neighborhoods on two levels: (1) how technology and cultural heritage can contribute to neighborhood social cohesion, and (2) how Ghentian museums can reach out to 'unserved audiences' at the neighborhood level. These insights are based on an impact assessment study based on a Theory of change paradigm (Connell & Kubisch, 1998), which will be discussed in the next chapter.

In conclusion, this report aims to provide insights in the meaning and value creation of CoGhent-box at the neighborhood level. These insights are then transformed into a set of general recommendations and guidelines that can be applied to similar projects working on the crossroads of technology, (neighborhood) social cohesion, and cultural heritage.



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3. Methodology

To study the impact of the CoGent box, a theory of change (TOC) paradigm was applied, which provided a well-structured and insightful assessment framework. The framework was developed and executed in three phases.

1) the *development* of the CoGhent impact assessment tool in collaboration with neighborhood stakeholders, originating from the neighborhood Wondelgem, and project members,

2) a *qualitative* assessment of the CoGhent project in the neighborhoods Watersportbaan - Ekkerghem and Sluizeken - Tolhuis – Ham, and

3) a *quantitative* assessment of the CoGhent project in the neighborhood of Sluizeken - Tolhuis - Ham.

The following paragraphs elaborate on (1) the research questions, (2) the TOC paradigm, (3) how this paradigm was applied to create the impact measurement instrument, and (4) how this instrument was operationalized into concrete qualitative and quantitative measurement methodologies.

3.2 Research questions

The main research objective of this impact assessment is as follows:

- **How does the CoGhent project create an impact at the neighborhood level?**

To answer this question, a participatory approach is applied, in which the development of a measurement instrument to tackle this research question is a research question as well. Hence, the first goal is::

- **The participatory creation of an impact assessment instrument.**
 - How can this framework be developed based on the expectations of participating stakeholders (neighborhood inhabitants, neighborhood professionals, and project stakeholders)?
 - What is the scope of this research framework? What to look at, what to ignore?



3.3 Methodological pivot

The original methodology, as written in the work plan, described an impact assessment with a strong counterfactual approach (Mueller et al. 2014), in which three neighborhoods and a fourth control neighborhood would have been involved in a quasi-experimental design. Based on a questionnaire (neighborhood survey). Statistical comparative results at the level of the four neighborhoods would have been analyzed and served as the impact assessment of the project.

However, after thoughtfully assessing this methodological approach, the research team and technical steering committee concluded that the original methodology was considered **inappropriate** due to the following elements that gradually emerged throughout the development of the project:

- A narrow and singular quantitative approach does not sufficiently capture the **complexity** (contextual and stakeholder-bound) and nuanced nature of the dimensions that needed to be assessed. Hence, it became apparent that a 'number' and a series of statistical analyses would not suffice to assess what was going on during and after the intervention.
- A quantitative approach proved too **challenging** to conduct at the neighborhood level. This posed no problem for the city-wide survey recruiting (D4.4.1) but was challenging on a small scale. After thorough attempts, this resulted in a sample that was far too limited to conduct solid quantitative analyses on.

Hence, the project mitigated these issues and adapted the impact assessment to a more suitable methodology and research paradigm. This adjustment was formalized in the document '**Mitigations of Activity A4.4. Validation Research**'.

3.3.1 The Theory of change (TOC) paradigm

The 'Theory of Change' (ToC) is a paradigm (or approach) used to design, implement, and evaluate social interventions or programs (Weiss, 1997). It provides a framework for understanding how and why interventions are expected to lead to the desired outcomes by mapping out the causal pathways and assumptions underlying the intervention's logic.

Literature in this domain shows that the TOC-paradigm is often applied in contexts of social value creation where direct and quantitative data is not as easy to capture. This paradigm



helps in breaking down complex and societal impact phenomena or projects into smaller 'required' steps and conditions, enabling a holistic comprehension on how and why impact is generated. (Mayne & Johnson, 2015). Therefore, it is often used in the context of NGO (non-governmental organizations) interventions to assess their added value.

The TOC paradigm have been describes as entailing the breaking down of projects or initiatives into the following various components (Connel & Kubisch, 1998, Harries Et. Al, 2014, Noble, 2019), in this impact assessment, we approached the theory of change with the following **components**:

- **Inputs:** These are the facilities, materials, and other resources that are developed or gathered by the initiative.
- **Activities:** These are the key-activities that are being executed with these inputs. These activities 'activate' the to create the expected impact.
- **Outputs:** These are the assumptions on the expected short term impact (0-6 months). Where is the expected change taking place?
- **Outcomes:** These are the assumptions on how the project could have impact on the mid & long term (12-18 months).
- **Impact:** These are the assumptions on how the project will create a *strategic* impact on the long term.

According to the TOC, these components form a sequential process which generates value. Connell and Kubisch (1998) state that a good TOC must be (1) plausible, (2) feasible, and (3) testable. Plausibility requires that the proposed activities, based on evidence and common sense, could lead to the desired outcomes. Feasibility demands that the initiative could be executed on the economic, technical, political, institutional, and social level. Finally, the requirement for testability asserts that the theory of change is defined specifically and comprehensively enough for an evaluator to track progress in a credible and useful manner. This testing of assumptions can be conducted by applying a various of measurement methods, both quantitative and qualitative.

For this research, the TOC-paradigm was found to be a proper fit with the goals and aims of the specific impact assessment needs. This paradigm was therefore instrumentalized to develop the impact measurement in a participatory manner (building on principles of participatory action research (PAR) & community-based participatory research (CBPR)). This implies that various project stakeholders, neighborhood professionals and neighborhood



inhabitants were involved in co-shaping the measurement instrument. The motivation for the participatory application of this paradigm is fourfold:

- **Proven use:** The CoGhent project was aimed at generating impact on neighborhood social cohesion and neighborhood dynamics. As mentioned, the TOC is mostly applied by NGOs to develop and conduct impact assessments for similar projects creating social, innovative, and less tangible (cfr. less quantitatively measurable) outcomes.
- **Structural approach to capture a project's multi-faceted and complex nature:** The CoGhent project uses a wide variety of facilities and activities in which multiple stakeholders are present. Consequently, the impact of the CoGhent projects is complex, multi-faceted and bound to the local context of Ghent. By breaking down projects into smaller components, the TOC-paradigm supports the systematic development of an impact assessment instrument that includes more complex and multifaceted dimensions, thereby ensuring that the research design was sensitive to the contextual conditions like the expectations of neighborhood stakeholders.
- **Participative involvement of multiple perspectives:** The CoGhent project is a collaboration between a wide variety of stakeholders and is applied on a neighborhood level, therefore affecting a variety of stakeholders. When assessing and reporting the generated impact of the project, malalignment of goals & expectations is highly plausible. By applying a participatory approach to shape the TOC-framework, insights, perceptions, and expectations on impact generation, from a multi perspectivist point of view, could be gathered.
- **Mixed-method approach:** The TOC-paradigm allows researchers to apply a mixed-method measurement approach in which both quantitative and qualitative methods could be conducted. This greatly improves the understanding of the multifaceted nature and less tangible insights of the project's impact.

However, when putting the TOC-paradigm into practice, minor adjustments were applied to accommodate to the needs of the CoGhent project.

First, the assessment framework of this study is aimed at measuring impact on the short term only, because of the limited intervention period of three months and the boundary conditions of the project funding. Therefore, the outputs, outcomes and impact were summarized into one cluster of impact measurement, which were called '**change assumptions**'. A set of short-



term changes were identified (assumption) and measured (validation) in the CoGhent project. Due to the short intervention period, long-term impacts were less trustworthy and useful to measure and formulate conclusions on.

Second, in shaping the measurement tool, various sources of **evidence** and measurement methods were identified as well. Here, the above described TOC components were expanded with how the assumptions could be tested in terms of 'what' change assumptions needs tested, 'who' to involve in the measurement methods and 'how' to measure these assumptions, using a variety of research methods. This also entailed stakeholder discussions on what each considered valid 'proof' (adding to the validity of the research results and trust in the process).

Ultimately, the applied TOC-measurement instrument entails an adjusted set of TOC components: (1) **inputs**, (2) **activities**, (3) **change assumptions**, (4) **sources** and (5) **measurement methods**. The following section elaborates on how these components were identified and tested in a participative manner.



3.4 Phase 1: Co-development of the instrument

To co-develop the TOC framework, four steps were executed (figure 1). After forming the TOC framework, the project's result indicators (**Annex 1: List of Result Indicators**), formulated at the initiation of the project were added as well as an addition on this framework:

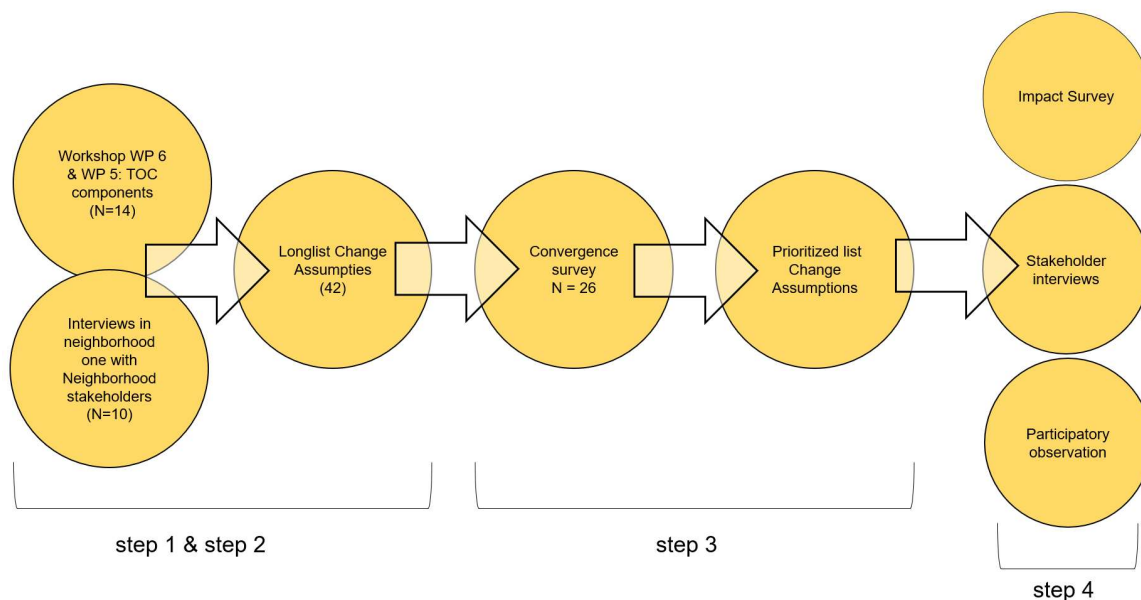


Figure 1 Flow of developing the CoGhent impact assessment framework

1. **In step 1, two workshops (N=14)** were organized with project stakeholders active in the work packages 5 (data) and 6 (participation and co-creation) to identify the project's TOC components and change assumptions:

- **What?** Two Workshops aimed at identifying the key-components of the theory of change framework:
 - Inputs: what assets or facilities does the CoGhent project provide in the neighborhood?
 - Activities: What kind of activities were organized in the neighborhood?
 - Change assumptions/ delta's: On what aspects is the project expected to have an impact?
 - Sources: where can we find evidence to falsify or validate these assumptions?
 - Measurement: What method should be used, or which data are needed to falsify or validate these assumptions?

- **Who?** Project partners (workshop WP5 N=8, workshop WP6 N=6) that were active in the first neighborhood (Wondelgem) where the CoGent box was placed.
 - **When?** 12/04/2022 and 24/05/2022
 - **Outcome:** a longlist of TOC components and change assumptions/ delta's
2. **In step 2, a series of 10 citizen interviews** (N=10), in the neighborhood of Wondelgem, were conducted to complement the insights of the first two workshops. Here, the emphasis was on how these neighborhood stakeholders had experienced and perceived the impact generation of the CoGent box in the first neighborhood. Therefore, the focus was on the 'change assumption' -component.
- **What?** 10 interviews to identify the key-elements of the theory of change framework:
 - Inputs: what assets or facilities does the CoGhent project provide in the neighborhood?
 - Activities: What kind of activities were organized in the neighborhood?
 - Change assumptions/ delta's: On what aspects is the project expected to have an impact?
 - Sources: Where can we find evidence to falsify or validate the assumptions?
 - Measurement: What method will be used to falsify or validate these assumptions?
 - **Who?** Neighborhood stakeholders (social professionals and neighborhood inhabitants) who are active or live in the neighborhood of Wondelgem.
 - **When?** 01/06/2022 - 12/07/2022
 - **Outcome:** What method should be used, or which data are needed to falsify or validate these assumptions?
3. **In step 3**, the outcome of the first two research steps (longlist of change assumptions) was aggregated, processed, and presented to project stakeholders. Furthermore, to converge and reduce this longlist to a shortlist of change assumptions, an online survey was conducted among these stakeholders with the purpose of prioritizing these change assumptions. This shortlist became the fundamental base of the impact assessment.
- **What?** Online survey to prioritize change assumptions.
 - **Who?** Project stakeholders (N=26).
 - **When?** 20/07/2022 – 20/08/2022
 - **Outcome:** a list of prioritized delta's/ change assumptions.

- This list can be found in '**Annex 2: Prioritized 'change assumptions'**'.
4. **In step 4**, and final, these change assumptions were classified in both quantitative and qualitative measurement methods to falsify or validate the identified change assumptions of the project.



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3.5 Phase 2: Qualitative assessment

In the second phase, the research team conducted a qualitative assessment by executing interviews with stakeholders and engaging in activities that took place during the project intervention to gain insights on how the project impacted the identified change assumptions from phase 1. By doing so, insights were gathered into the perceptions and experiences of stakeholders who were directly impacted by the CoGhent project. This approach enabled the researchers to identify what and how impact was created in terms of mechanisms and processes, providing a more holistic and nuanced understanding.

The qualitative side of the research was two-fold. First, in-depth key-informant interviews were conducted, second, the researchers used participatory observations to study the change assumptions.

3.5.1 Neighborhood stakeholder interviews

The first qualitative research method that was conducted entailed a series of 40 key-informant interviews. Based on the identified change assumptions, a semi-structured questionnaire was conducted to gather insights on how the project impacted the change assumptions:

- **What?** Semi-structured key-informant interviews
- **Who?** Three distinct groups of key-informants (N=40):
 - Neighborhood inhabitants (N=15) living in the second and third neighborhood.
 - Neighborhood professionals (N=15) active in the second and third neighborhood. E.g., local social workers, local field workers, ...
 - Project stakeholders (N= 10) who worked on the project in the three neighborhoods by organizing activities that are aimed at generating impact on a neighborhood level.
 - Overview interviewed stakeholder can be found in '**Annex 3: List of interviewed stakeholder/ key-informants**'
- **When?** 28/11/2022 - 17/03/2023
- **Outcome:** impact assessment (falsification and validation) of the identified change assumptions and insights in the underlying mechanisms and processes.

3.5.2 Participatory observation

The second qualitative research method entailed a participatory observation conducted by one researcher of the project's research team. In this method, the researcher actively participated during a series of activities and meetings organized by the project organizers.



These observations were all conducted during the active period of the CoGhent project in the neighborhoods of Watersportbaan-Ekkerghem and Sluizeken – Tolhuis – Ham (the second & third neighborhoods). Based on scrap notes and ethnographic observations the researcher collected valuable insights which could aid in gathering valuable insights in how the project generated impact on the change assumptions and underlying mechanisms and processes.

- **What?** Participatory observation/ethnographic research during project neighborhood activities and internal project meetings.
- **Who?** The researcher participated in two types of activities (N=11):
 - Project neighborhood activities organized aiming at impacting the neighborhood.
 - Internal project meetings of the project's activity organizers where the activities were discussed and evaluated.
 - An overview observed activities can be found in '**Annex 4: List of observed activities**'
- **When?** 17/10/2022 - 03/02/2023
- **Outcome:** impact assessment (falsification and validation) of the identified change assumptions and insights in the underlying mechanisms and processes.

3.6 Phase 3: Quantitative measurement

3.6.1 experimental neighborhood assessment survey

Finally, in the third phase, a quantitative assessment was carried out through a neighborhood questionnaire. An experimental design was set up, applying a pre-test/post-test design in the neighborhood Sluizeken-Tolhuis-Ham. Neighborhood inhabitants were asked to fill in a questionnaire before and after the CoGhent intervention (the CoGent box and CoGhent neighborhood activities) in their neighborhood. This questionnaire entailed a series of 7-point Likert-scales aimed at measuring neighborhood dynamics. This quantitative assessment was aimed at providing a more structured and systematic approach to the evaluation process, enabling the researchers to draw more robust conclusions from the data collected.

- **What?** Online neighborhood survey that was conducted two times (pre-test/post-test, within-design) aimed at gathering statistical insights regarding the change assumptions. The questionnaire covered the following topics and measurements (the full questionnaire can be found in '**Annex 5: CoGhent neighborhood impact assessment survey pre-and post-test**'):



- Block ZERO: Socio demographic information
 - Block ONE: Neighborhood dynamics
 - Neighborhood participation
 - Neighborhood attitude towards other cultures
 - Social integration (Result Indicator 5)
 - Neighborhood social cohesion index (Result Indicator 1 & 4)
 - Block TWO: Cultural participation
 - Knowledge about museum institutions
 - Psychological distance to museum institutions (Result Indicator 6)
 - Intention to browse through museum collections (online and offline)
 - Block THREE A: The intention to visit the CoGent box (pre-test only)
 - Intention to visit the CoGent box
 - Block THREE B: Visits to the CoGent box and participation in CoGhent activities (post-test only)
 - Visits
 - Participation in activities
 - Motivation for visits
 - Experience with the CoGent box
 - Block FOUR: Additional information
- **Who?** The questionnaire was conducted among neighborhood inhabitants originating from the neighborhood Sluizeken-Tolhuis-Ham (N=18).
 - **When?** 17/10/2022 - 28/02/2023
 - **Outcome:** Quantitative impact assessment (falsification and validation) of the identified change assumption/ impact of the CoGhent project on neighborhood dynamics.

This instrument was developed in the early stages of the project. Here, a survey was conducted covering the full Ghent-area to gain insights in how Ghentians think about social cohesion and cultural participation. The results of this survey-research can be found in the project's deliverable D4.1.3 (Segmentation Survey).

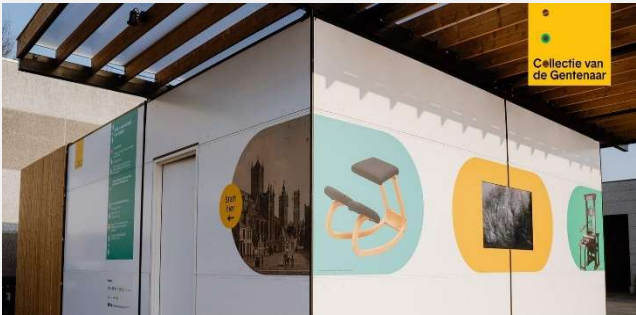





3.7 CoGhent intervention design

Following the TOC-paradigm, the CoGhent project was disentangled into a variety of components, inputs, and activities. In the following section, these components, and their key-elements/characteristics are described. We start from the inputs which were developed and created during the CoGhent project, followed by the activities in which these created inputs were utilized. These inputs and activities are the scope of the impact assessment (defining the boundaries of the impact assessment).


3.7.1 Inputs

Table 1 Overview of the developed CoGhent inputs

The CoGhent box	
What?	An immersive public space where neighborhood inhabitants are to meet with each other and where they were able to experience local cultural heritage through immersive technologies.
Characteristic 1: Outer design	<p>The CoGhent box was set into the three neighborhoods for a period of three months and was in a central place within a neighborhood. The outer design of the CoGhent box was mostly static but can be slightly adjusted by neighborhood inhabitants at the outside through adjustable graffiti panels. In addition, a 'patio' is provided that can be used as a podium for small-scale performances. (Photos 1 & 2)</p> <div style="text-align: center;">  <p><i>Photo 2 Outer design of the CoGhent box</i></p> </div> <div style="text-align: center;">  <p><i>Photo 1 Modular graffiti panels that can be adjusted by neighborhood inhabitants</i></p> </div>

<p>Characteristic 2: Inner design</p>	<p>On the inside, the box provided a 180°-wall on which visitors are able to experience local cultural heritage in the form of stories composed of ‘assets’ (digitized cultural heritage artefacts like old pictures and objects) bound the neighborhood. These assets also had a link to the Ghentian museum collections. The 180°-wall was controlled by semi-interactive interfaces, giving visitors agency to decide on the content they wished to experience (Photo 3).</p>  <p><i>Photo 3 Semi-interactive interfaces (on the floor) to control the stories depicted on the 180°-wall (screens)</i></p>  <p><i>Photo 4 Exploration tables in the back of the box</i></p>
<p>Aim</p>	<p>The CoGent box aimed to fulfill multiple purposes:</p> <ul style="list-style-type: none"> • Serve as a public meeting place for neighborhood residents. • Serve as a location and tool to organize activities around for project stakeholders. • Reach out to a wide audience within the neighborhood. • Display local cultural heritage stories. • Showcase user-generated stories created by neighborhood inhabitants. • Trigger visitors to go to the CoGent web platform.

CoGhent web platform (<https://data.collectie.gent/>)

<p>What?</p>	<p>A web platform that gives visitors access to the online museum collections and the local cultural heritage assets.</p>
<p>Characteristics</p>	<p>The CoGhent web platform was designed to digitally present the digital collections of the Ghentian museum institutions to the city's inhabitants. The platform allowed visitors to randomly explore a wide variety of assets. The platform allowed visitors to browse through the online museum collections. The platform provided a place where inhabitants could upload their own cultural heritage assets and create their own stories by linking multiple assets to each other. The user-generated stories on the platform could then be presented in the CoGent box on the 180°-wall.</p>  <p><i>Photo 5 CoGhent web platform</i></p>
<p>Aim</p>	<ul style="list-style-type: none"> • Serve as a platform to make the online museum collections available for all Ghentians. • Collect cultural heritage assets and stories from a bottom-up or citizen perspective. • Create stories to share with other neighborhood inhabitants in the CoGent box.

Extra social interventions

<p>What?</p>	<p>The third input created by the project were the extra social interventions that were aimed at improving neighborhood dynamics like social cohesion, cultural participation, neighborhood participation, ... These interventions were created by social workers on the project and mostly utilized during the project's duration in the neighborhood. E.g., 'Het geheugen van wondelgem' (Photo 6), a memory game based on local cultural heritage from the</p>
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neighborhood Wondelgem to be played between children and elderly citizens to instigate intergenerational conversations based on local cultural heritage.



Photo 6 Child and elderly citizen playing the game 'Het geheugen van Wondelgem'.

3.7.2 Activities

These inputs were utilized in a series of activities during the three-month period where the CoGent box was active in the Ghentian neighborhoods, aimed at improving neighborhood social cohesion and cultural participation. The CoGhent activities were co-created in collaboration with neighborhood stakeholders such as volunteers and local organizations. Here, the above described inputs were utilized in these co-created activities in order to bring neighborhood inhabitants together and to present and introduce inhabitants with local cultural heritage and the Ghentian museum collections.

The organized events covered a wide range of activities which did not always utilize the cultural heritage and the developed CoGhent technologies. E.g. some activities, like 'het burenbboek', in which a neighborhood inhabitants could share their interests in a shared book, were only focused on improving social cohesion, not utilizing the CoGent box or the CoGhent web platform. Consequently, as this impact assessment is set up to study the impact of cultural heritage and the role of the developed technologies, we see these activities as 'out of scope'.

To provide a concrete scope, and to decide on which activities are studied (and which not), the impact assessment only entails the organized activities that comply with one of the following conditions (Figure 2):

1. Activities that aim at improvement on a **neighborhood** level by utilizing **local cultural heritage** and the **developed CoGhent technologies** (the CoGent box and/or the CoGhent web platform).
 - In scope example - 'Kinderen van de Beluiken': 'In this activity, a project member dugged into local stories in the neighborhood Sluizeken-Tolhuis-Ham. As a result, a story regarding local Turkish guest laborers was formed. This story was then presented on the 180°-wall in the CoGent box.
2. Activities that aim at improvement on a **neighborhood** level by (technologically and non-technologically) utilizing **local cultural heritage** to **facilitate interaction** among neighborhood inhabitants.
 - In scope example - 'Memory-game huwelijksrituelen' in Sluizeken – Tolhuis – Ham: in this activity a physical memory game was co-created with inhabitants and comprised several local heritage assets (pictures of wedding rituals) originating from multiple communities in the neighborhood. This game was then played with



elderly citizens and children of the neighborhood. More information on this activity can be found in 'impact story four', which can be found further in this deliverable.

3. Activities that aim at making the **museum collections** more accessible through **technological facilitation**.

In-scope example - 'Zet uler': In this activity, Design Museum Ghent created a story on chairs, then presented a story in the CoGent box about the history and design of chairs. Therefore, presenting their collection using the CoGhent technologies. More information on this activity can be found in 'impact story five', which can be found further in this deliverable.

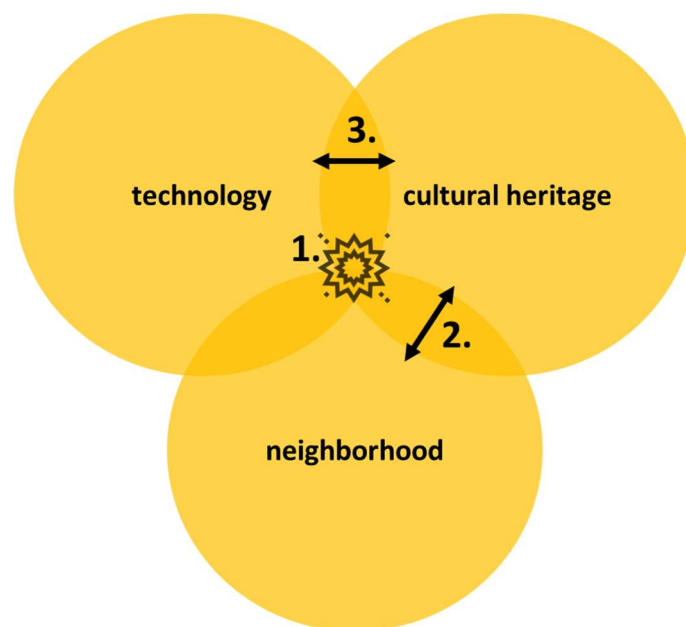


Figure 2 Scope of the studied activities

4. Results

4.1 Overview

As described in the methodology section, the TOC impact assessment framework was developed by applying a participative approach. In collaboration with neighborhood-and project stakeholders, this resulted in a shortlist of change assumptions that formed the research lens and scope of this assessment. Originally, these assumptions could be clustered into six dimensions: social cohesion, neighborhood participation, cultural participation, the 6th collection (of citizen-sourced digital cultural heritage artefacts), technology acceptance and neighborhood ecosystems.

However, after conducting the empirical research to study the change assumptions, these six dimensions were slightly reframed into six more suitable clusters, consisting of the same change assumptions, that can be divided into two general lines of impact measurement. First, the project aims at **improving neighborhood dynamics**, entailing social cohesion, neighborhood participation and collaboration among the neighborhood ecosystems. Second, the project aims at **improving the gathering and presentation of cultural heritage**, entailing the dimensions of reaching out towards unserved audiences, citizen-sourcing and improving cultural participation. It should be highlighted that these six clusters of impact generation are strongly intertwined. In addition, **the cumulation of the project's inputs (the CoGent box, the CoGhent web platform and the extra social interventions) and activities also created two major facilities** that subsequently created impact on the change assumptions. This framework forms structure of this result section (figure 3).



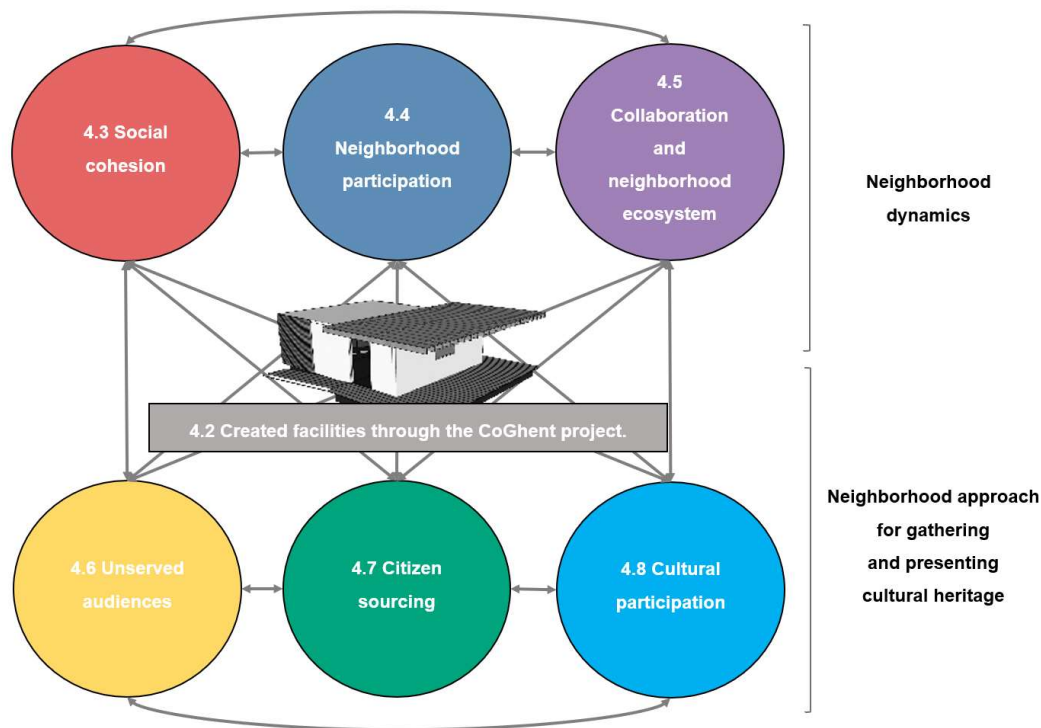


Figure 3 The CoGhent neighborhood assessment framework

Section 4.2. CoGhent facilities. The cumulation of the different CoGhent inputs created two major facilities that benefited the neighborhood on the six clusters. These facilities were utilized by the neighborhood inhabitants, neighborhood professionals and the project’s stakeholders which then led to impact generation: the CoGhent project as a social meeting space and common ground to organize activities, and the CoGhent project as a platform for neighborhood storytelling.

Section 4.3. Impact on social cohesion. How did the project impact neighborhood social cohesion? This is conceptualized through the subdimensions social contacts, diversity awareness and neighborhood awareness (sense of belonging).

Section 4.4. Impact on neighborhood participation. How did the CoGhent project impact neighborhood participation? This is conceptualized through the subdimensions event participation (is there a rise in the number of neighborhood inhabitants who participate in local events?) and event organization (is there a rise in inhabitants actively co-organizing local events?).



Section 4.5. Impact on collaboration and neighborhood ecosystem. How did the project improve local collaboration dynamics in the neighborhood ecosystem?

Section 4.6. Impact on reaching out to unserved audiences. How did the project manage to reach out to unserved audiences who are unfamiliar with museum collections and cultural heritage?

Section 4.7. Impact on citizen sourcing. How did the project impact the collection of local cultural heritage, originating from neighborhood inhabitants? How did this impact the online museum collections (6th collection)? This is conceptualized through the subdimensions collecting local assets, collecting local stories/ frames, improving cultural heritage ownership and enrichment of the museum collections.

Section 4.8. Impact on cultural participation. How did the project impact the cultural participation of neighborhood inhabitants? This is conceptualized through the subdimensions knowledge regarding cultural heritage, attitude towards cultural heritage, lowering the barriers to experiencing cultural heritage and positive behavior towards experiencing cultural heritage.

4.9 Critical notes on the CoGhent project: In the last section, this report makes some critical notes. Here, the number of involved neighborhood inhabitants, the design of the CoGent box and the role of technology in the project are being discussed



4.2 CoGhent facilities

The CoGhent project created three different inputs. The description of these inputs and their purpose can be found in section 3.7 *CoGhent intervention design*. Research data show that these inputs individually had their own contribution in impacting studied change assumptions. This will be further described in the following chapters.

However, research data also show that impact was generated by the accumulation of the project's interventions and activities as well. Here, the inputs were reciprocally influenced and strengthened, which then had a beneficial impact on the neighborhood. This resulted into two major 'facilities' which were created by the project: the CoGhent project as a **social meeting place** and the CoGhent project as a **platform for neighborhood storytelling**:

4.2.1 A social meeting place

The first facility that the project established entailed an extra addition on the existing social infrastructure, or a new social meeting point in the neighborhood. By combining the physical location of the CoGhent box with activities, a social meeting space was created.

The box alone served as a meeting place for neighborhood inhabitants where they could meet and reside with each other. Even during closing hours of the box, people were spotted around the box enjoying the social infrastructure of the box (the patio and benches around the box). As a temporary extra addition upon the existing social infrastructure, the box already served a purpose.

"During the picnic or during the opening party of the box, I did see people because of its location near the school, who would pass by or join in easily from the surrounding apartments. That's what was cool about it, the open nature, right? You can go there upfront. You can take a seat there for a while. You can stand safely in a corner and watch, and then say, "I'm going to join in". That's how you meet the others of the neighborhood". – Neighborhood inhabitant Watersportbaan – Ekkergem

In addition, the project also organized activities around the CoGent box. Nevertheless, these activities were not always connected to the CoGent box or local cultural heritage, the activities still served as a manner to meet other neighborhood inhabitants, **stimulating new social**



contacts within the neighborhood⁴. This would also provide opportunities for neighborhood professionals and museum institutions to reach out to neighborhood inhabitants and **people needing their professional assistance**, or **who never got in touch with cultural heritage (= unserved audiences)**. In addition, by creating a place to co-organize activities with local inhabitants and organizations, **the project instigated new neighborhood collaborations**.

4.2.2 A platform for neighborhood storytelling

The second facility that was created through the CoGhent project was a platform for neighborhood storytelling⁵. By combining the gathering, both online and offline, of local cultural heritage assets and stories, and the presentation of local cultural heritage in the CoGent box, the project served as a platform to both share and experience cultural heritage. This platform facility possessed a set of functionalities which also created benefits for improvement on a neighborhood level (figure 4).

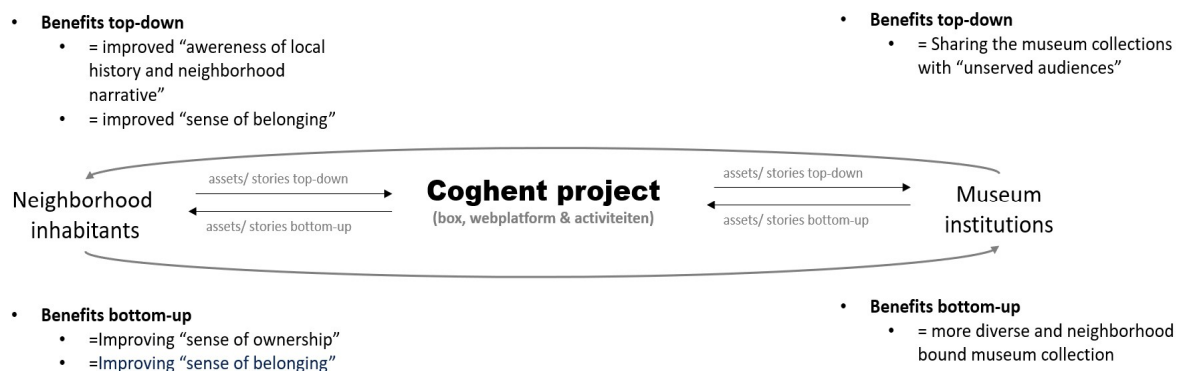


Figure 4 CoGhent project as a platform for neighborhood storytelling: bottom-up and top-down functionalities and their benefits

First, from a top-down perspective, the CoGhent project allowed sharing local cultural heritage with local neighborhood inhabitants, strengthening **awareness of the local history and neighborhood narrative**. This was done both through the CoGent box interfaces, and

⁴ Highlighted sentences propose a link with impact on one of the six dimensions of impact. More information is found in the respective chapters: **4.3 social cohesion**, **4.4 neighborhood participation**, **4.5 collaboration and neighborhood ecosystem**, **4.6 reaching out to unserved audiences**, **4.7 citizen sourcing**, **4.8 cultural participation**

⁵ This facility was not explicitly mentioned during the interviews, therefore no quotes originating from the interviews can be formulated. However, the substantiation for this facility is provided in through the observations during the project of the researchers and is also further described in the following chapters.

through the activities which were organized during the project on different locations. **Making it possible to inform local civilians about local cultural heritage and neighborhood narrative.**

Second, from a bottom-up perspective, the project allowed gathering local cultural heritage, both in a digitized and non-digitized manner. Neighborhood inhabitants were able to upload their own assets and stories on the CoGhent web platform, which then could be experienced in the CoGhent box. In addition, the project also collected local stories through offline interaction with inhabitants. These stories were then presented in the CoGhent box as well. In practice, online asset and story sharing was not utilized systematically. With the bottom-up collection of these assets and stories, the project contributed to a **sense of ownership**⁶ (Gražulevičiūtė 2006, Klamer, 2013). And **sense of belonging**⁷ (Kitchen et.al 2012) among neighborhood residents, and a **more diverse and neighborhood-bound arsenal of collections assets in the Ghentian museum collections.** In this manner, benefits created by the platform functionality were utilized by the execution of the CoGhent project.

Conclusion on ‘4.2 CoGhent facilities’

The CoGhent project applied three inputs in the neighborhood (The CoGhent box , the CoGhent web platform and extra social interventions) which were utilized into a series of neighborhood activities created in collaboration with neighborhood stakeholders. The combination of these inputs and activities created two facilities that created impact on the formulated ‘change assumptions’. Two major facilities were developed:

- **The CoGhent project as a social meeting place**

The project created a place where neighborhood inhabitants, neighborhood professionals, neighborhood organizations, project stakeholders and museum institutions could meet. By being present on a physical shared location, contacts and interaction was made possible among these stakeholders.

⁶ The feeling of possessing or having control over the assets and stories in the museum collections.

⁷ Sense of belonging is a psychological construct based on a person’s attachment to and social connection with their community



- **The CoGhent project as a platform for neighborhood storytelling**





The CoGhent project created a platform (both digitized and not-digitized) where neighborhood inhabitants could experience local cultural heritage in the shape of stories. In addition, the project made it possible to share their own heritage pieces (e.g. old pictures and objects) and stories with the project as well. This contributed both on improving neighborhood dynamics and on the presentation and collection of local cultural heritage.









The CoGhent project is co-financed by the European Regional Development Fund through the Urban Innovative Actions (UIA) initiative.

4.3 Social cohesion

Table 2 Change assumptions and result indicators on neighborhood social cohesion.

Change assumption	Validated?	Reason
Contacts		
A rise in the number of known neighbors for inhabitants		The project facilitated new opportunities to meet other neighborhood inhabitants. On these activities, new contacts among inhabitants were instigated.
A rise in the number of simple contacts and interactions between inhabitants		The project instigated 'weak ties' among neighborhood inhabitants.
A rise in the number of conversation topics between neighbors		Cultural heritage served as a 'boundary object' that instigated several topics to talk about among neighborhood inhabitants.
More positive conversations between neighbors		Cultural heritage served as a 'boundary object' that instigated several topics to talk about among neighborhood inhabitants. However, more positive conversations cannot be detected.
Diversity awareness		
A better understanding of the background and culture of other neighborhood inhabitants		The project shared and illustrated a neighborhood narrative in which different neighborhoods and their backgrounds were represented. This resulted in a better understanding of their perspective within this neighborhood narrative.

A higher appreciation of the background and culture of other neighborhood inhabitants		A better understanding of the other cultures may result in more empathy towards the other inhabitants.
Neighborhood connectivity		
A higher sense of connection to the neighborhood		Being able to share the own narrative into the broader neighborhood perspective resulted in an improved sense of belonging in the broader neighborhood narrative.
Better knowledge of local history or an increased heritage awareness		The project shared and illustrated a neighborhood narrative in which different neighborhoods and their backgrounds were represented. This resulted in a better understanding of their perspective within this neighborhood narrative.
Result indicators bound to social cohesion		
RI 1. Neighborhood social cohesion index		This index was applied and questioned within the quantitative questionnaire that was conducted in the impact assessment. No significant changes or results were found in this test. However, qualitative results show an improved number of contacts, more awareness regarding other inhabitants and greater sense of belonging within the neighborhood.
RI 4. Social inclusion		This concept was applied and questioned within the quantitative questionnaire that was conducted in the impact

		assessment. No significant changes or results were found in this test. However, qualitative results show, by improving sense of ownership and sense of belonging through the project as a storytelling platform, the project improved the inclusion of neighborhood inhabitants in the neighborhood narrative.
RI 5. Social integration		This concept was applied and questioned within the quantitative questionnaire that was conducted in the impact assessment. No significant changes or results were found in this test. However, qualitative data shows that, by improving sense of ownership and sense of belonging through the project as a storytelling platform, the project improved the inclusion of neighborhood inhabitants in the neighborhood narrative.

4.3.1 Stimulating weak ties through common interest and cultural heritage as a boundary object.

Interviewed inhabitants repeatedly mentioned that during the CoGhent activities they benefitted from new opportunities to meet with new people. During a visit to the box, or at an activity organized by the project, contacts were made between neighbors who engaged in casual conversation. Here, the added value of the project was two-fold. First, the CoGent box acted as a social meeting spot where people would be attracted to because of the organized activities. Serendipitous encounters (Wessendorf & Phillimore 2019; Glorius et. al 2020) among inhabitants in a positive and informal setting resulted in new contacts. Based on common interests (e.g., sports) and characteristics (e.g., children of the same age, similar age) visitors initiated interacting with one another.

“I got to know new neighbors through the CoGent box. Yes, strange but true. There was a woman who now helps a bit with after-school care, at the school where my children attended. So, because there was an opportunity to have a drink in the cafeteria after the performance at the CoGent box we actually had quite a profound conversation



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with that woman, which was about children growing up and what that entails. So, yes, I got to know that woman.” – Neighborhood resident Sluizeken – Tolhuis – Ham

“I don’t think that lifelong friendships arose from there, but the neighborhood may not need that right now. It was about people being able to be present in the same space. They could be present through a project that interests them, or for which they have a common interest, and that creates the opportunity to have a conversation, but it doesn’t have to.” – Neighborhood Professional Watersportbaan – Ekkergerem

In addition, cultural heritage also played a role in these conversations. Starting from common cultural heritage as a boundary object⁸ (Akkerman & Bakker 2011), linked to the neighborhood in this project, new conversations were initiated by residents. By presenting cultural heritage in the CoGent box or during the CoGhent activities (e.g., pictures of local buildings and familiar places in the neighborhood) triggered a common interest among the residents. This interest showed a common reference and understanding in how the neighborhood used to look, which then served as a bridge or conversation starter for informal and casual chats and contacts. In these conversations, intercultural and intergenerational perspectives could be shared among the neighborhood inhabitants. However, these conversations were still based upon the serendipity of casual meetups during a visit to the box or the CoGhent activities.

“There was an older lady, Lieve, I don’t know her last name, who was with us in the box at some point, and we had a really cool conversation after they watched those videos. Then she just started telling us how it used to be here. How she saw the neighborhood change and stuff like that. And this was very interesting for me, we chatted for a while.” – Neighborhood inhabitant about the story ‘Ekkergerem in’t groen’.
A story about the history of the neighborhood Ekkergerem.

Although these conversations and contacts are quite superficial and casual, they are still seen as valuable by the respondents. By interacting in this way, new ‘weak ties’⁹ (Granovetter 1973) were established, creating new connections among neighborhood inhabitants. These connections can provide the inhabitants with access to new resources and perspectives, but

⁸ A boundary object refers to an object, artifact, or concept that holds different meanings for different social groups or communities but can be used as a means of communication and coordination between these groups. Boundary objects act as a bridge or interface between different perspectives, enabling collaboration and understanding across diverse stakeholders.

⁹ Weak ties refer to social connections or relationships that are characterized by a low level of intimacy, frequency of interaction, or emotional closeness. These ties typically involve acquaintances, distant relatives, colleagues, or casual friends rather than close friends or family members.

also contribute to recognizing other neighborhood inhabitants in other contexts, aside from the CoGhent project. This may result in a more positive perception of other neighborhood inhabitants and thus the neighborhood in general (Sandstrom & Dunn 2014). In addition, interviewed neighborhood professionals also claimed the added value of the established weak ties. By recognizing familiar faces in the neighborhood, and knowing their perspectives, the neighborhood environment is perceived as more positive.

“I think people do chat with each other, but these are fleeting contacts. For example, my grandparents were there too. These are people who are very much to themselves. They are also new residents in the neighborhood. And what they found cool about it was that if there was such an activity going on at the table, people said, come and join us. Which is already a lot. I find that very valuable, but not that a sustainable contact has grown out of it.” – Neighborhood resident Sluizeken – Tolhuis – Ham

“In my opinion, lifelong friendships may not necessarily arise from that. But that’s okay. The main point is that people can come together through a project that interests them both and that creates an opportunity to start a conversation.” – Neighborhood professional Watersportbaan – Ekkergerm

Similar processes of weak-tie creation were also established among people who otherwise would not have met, stimulating inter-cultural contacts in the CoGhent project. Interview-data also points out that conversations regarding common subjects showed a positive and connecting effect between neighborhood inhabitants with different cultural backgrounds. E.g., the activity of ‘Memory-game huwelijksrituelen’ (impact story four) in S-T-H, where intercultural conversations between neighborhood inhabitants were instigated regarding marriage rituals in different perspectives, showed a connecting effect on the participating neighborhood members.

“Yes, of course, that is unifying. Every culture recognizes that other cultures also see marriage as an important moment, but every culture has its own rituals and customs, and yes, that brings people together. I always say, we have much more in common than we have differences.” – Neighborhood professional about the activity ‘Memory-game huwelijksrituelen’.

In addition, social infrastructure was utilized by placing the CoGent box and its social facilities in the public space. E.g. in the neighborhood S-T-H, a local cafeteria, which was not used up until the project landed in the neighborhood, next to the CoGent box was used as a meeting



place as well. Here, the project aided in activating local social infrastructure which was subsequently utilized by neighborhood inhabitants. Consequently, the projects showed the need for more public meeting spaces to be available in the neighborhood, therefore instigating conversations with the City of Ghent to further open up and utilize this social infrastructure, aside from the project.

4.2.2 Neighborhood storytelling (narrative) for improving ‘sense of belonging’ and ‘sense of ownership’

When looking at the CoGhent project as a platform for neighborhood storytelling, top-down sharing and bottom-up collection of cultural heritage both contributed to creating a better ‘sense of belonging’ and ‘sense of ownership’ among neighborhood inhabitants. Accordingly, when improving these two neighborhood characteristics, a more positive perception of the neighborhood and its inhabitants, both on an intercultural and intergenerational level, can be concluded. This results into individuals who feel more connected, more socially included, and more socially integrated in the neighborhood. Although these insights must be placed into perspective due to the qualitative nature of this study.

Moreover, the storytelling platform facility instigated 1) a top-down experiencing of cultural heritage and 2) a bottom-up sharing of cultural heritage, which resulted into a cycle-like process that viciously reinforces itself in a spiraling and positive manner (figure 5): in order to create an impact on sense of ownership and sense of belonging, both ways of sharing and experiencing cultural heritage is necessary to create a self-reinforcing effect:

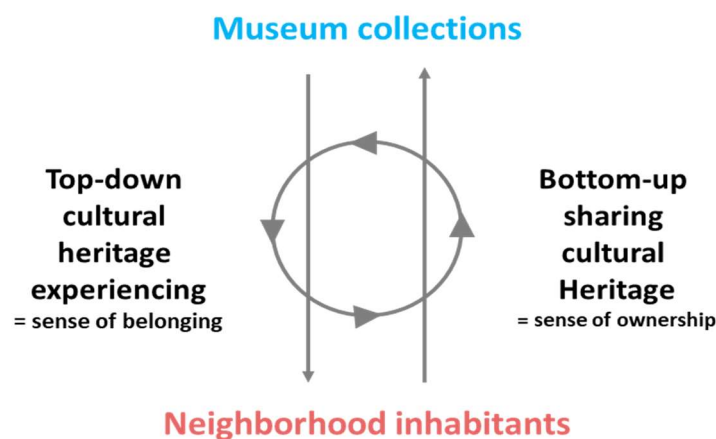


Figure 5 Experiencing and sharing cultural heritage cycle created by the CoGhent project

- **Top-down** cultural heritage sharing improving **sense of belonging**

By sharing and presenting local cultural heritage bound to the neighborhood (local assets and stories), the project made it able to reach out and share this with the neighborhood inhabitants. This helped in establishing a neighborhood narrative, enabling inhabitants to gain a broader perspective on other cultures' heritage and habits within the neighborhood. Studies suggest that a shared narrative may create more and better understanding of other members of a community (Szanto 2015). In addition, by experiencing this collective narrative, inhabitants were also enabled to create and situate their personal narrative within this broader perspective. E.g., Through the story of 'kinderen van de beluiken' in S-T-H, the narrative of the Turkish community in the neighborhood was presented, showing this community as a fundamental part of the neighborhood's history. As can be read in the quote underneath, a member of the Turkish community explained that this may result in a better understanding of their own position towards other neighborhood inhabitants, and vice versa.

“The more you get to know each other, the more respect and empathy you show. If you don't know each other, you make quick judgments, whether they are good or bad. Those judgments can be very harsh or truthful, and you can break down the other person. But if you know each other and say something different or in a different way?”
- Turkish inhabitant Sluizeken - Tolhuis - Ham.

By gaining this understanding and situating of the own perspective in the neighborhood, a sense of belonging in the neighborhood, where neighborhood inhabitants feel like they are part of the local environment, is being enhanced and further established. Furthermore, nevertheless no clear evidence was found in the data, this study also assumes that feeling as a part of the neighborhood may stimulate the sense of social inclusion and social integration among individuals, originating from different cultural backgrounds and ages. Here, neighborhood inhabitants create a clear understanding of what their position is in the neighborhood and how this position is being accepted.

“Seeing another story gives more coverage to the story you are telling at that moment. You see something from a different perspective, which also confirms your own story. This way, you can understand the other person better, and they can also understand you better. Actually, two stories should be told about the same topic or place. That can be very valuable.” - Neighborhood resident of Sluizeken-Tolhuis-Ham



- **Bottom-up** sharing cultural heritage improving sense of ownership

In the opposite direction, by bottom-up sharing their own cultural heritage the above-mentioned process is enhanced and strengthened. By collecting local assets and stories in a digitized and non-digitized manner, the project made it possible to formally share the cultural heritage of neighborhood inhabitants from a variety of cultural backgrounds. When subsequently being able to see their own assets and stories in a validated and formalized manner, this sense of ownership gets enhanced further. E.g., during the activity of ‘Memory-game huwelijksrituelen’ (impact story four), neighborhood inhabitants were able to share their own cultural habits with inhabitants from other cultures. These habits and rituals were then processed into a memory game that other neighborhood inhabitants with a variety of cultural backgrounds could play. Therefore, positioning these habits and rituals into the broader narrative or perspective of the neighborhood. By sharing this cultural heritage, inhabitants were able to claim and formalize their own place within the broader narrative. Resulting in an improved sense of ownership or feeling of having control over the assets and stories in the neighborhood narrative in a more formal and validated manner.

However, this mechanism was not only pursued in the activity of ‘memory-game huwelijksrituelen’, which did not directly make use of the developed CoGhent technologies. The project also organized a series of story collections in all three neighborhoods. E.g., in the neighborhood Wondelgem, a hidden story ‘Wondelgem op wielmpjes’ (impact story one) was collected and formed in collaboration with a former traveling community. The story showed how this community was connected to the neighborhood and how it is situated in the neighborhood narrative. The project’s staff collected this story, which then was presented into the CoGent box at a public moment that was free to join for all inhabitants of Wondelgem. The quote underneath illustrates how emphasizing the perspective of this community in the CoGhent project contributed to the sense of belonging. Here, the formal attention, presentation and appreciation through the CoGent box and the project gave one of the community's members a grateful and thankful understanding of their perspective in the neighborhood.

“Wow, I didn't expect it to be so fancy in here. It's like a cinema.’ After watching the story with a group of other people and seeing her own story and pictures, she says with a beaming smile, ‘Wow, you've listened to me so well. You've paid so much attention to me!’” - Member of the former travel community of Wondelgem

Although only a small number of neighborhood inhabitants have shared their personal cultural heritage, the collection of local assets and stories remains important. Following the 90-9-1-



rule of Jakob Nielsen 2006, only 1% of an (online) community is needed to for systematically adding content to be sufficient for providing the full community. In addition, 9% sporadically share their content and 90% only experiences the content. This rule can be applied on the CoGhent project as well, by 1% of neighborhood inhabitants to share local assets, and the other 99% who sporadically share and experience the uploaded content.

4.2.3 Leveraging the impact of CoGhent as a storytelling platform

The impact created by the storytelling facility of the CoGhent project on the change assumptions of social cohesion showed its use during the execution and application of the project's activities. However, interview respondents also mentioned that the generated impact of experiencing and sharing cultural heritage could be further leveraged. Here, instigating structural conversation circulating around a shared neighborhood was recommended to apply in a more in-depth manner. During most of the activities, the technology of the CoGent box only served as an illustrator of the different perspectives. However, presenting different perspectives regarding the same subject, in addition with supplementary activities aimed at interaction among the respective inhabitants of other backgrounds, would be even more valuable according to neighborhood inhabitants and professionals. Concluding that a technologically facilitated representation can contribute in enhance sense of belonging and sense of ownership, although stimulating human interaction and conversations, in which cultural heritage is more deeply applied as a boundary object, is still found to be essential in ultimately improving social cohesion among neighborhood members.

“What I can add about the CoGent box is just this. I think it might have been good if they had invited people from a specific neighborhood or a particular street – or from the same neighborhood but from a specific street – and made these people interact with each other. I don't know if they did that or not. Maybe people would get to know each other even better then, and even engage in conversation? That would have been nice.” – Neighborhood inhabitant of Sluizeken – Tolhuis – Ham who share his story with the project



Conclusion on '4.3 Social Cohesion'

The CoGhent project impacted neighborhood social cohesion through the following manners:

- **Through facilitating a common physical place for neighborhood inhabitants to meet with each other, the project created new opportunities to interact with other neighborhood inhabitants.** During these interactions, inhabitants had conversations about shared interests. In addition, the stories, regarding the neighborhood the CoGent box was placed in, also served as a conversation starter. These interactions helped in creating new ties among neighborhood inhabitants. Resulting in new connections and familiar faces in the neighborhood.
- **Through the opportunity to experience and share local cultural heritage in the CoGent box and in CoGhent activities, the project helped in instigating a feeling of belonging to the neighborhood, and a feeling of being represented on the Ghentian museum collections, among neighborhood inhabitants.** This was done through:
 - *Presenting local cultural heritage to neighborhood inhabitants:* This helped neighborhood inhabitants to create an image of neighborhood history. Showing how they are part of the neighborhood.
 - *Collecting cultural heritage of neighborhood inhabitants:* This helped inhabitants to share their pieces and stories of cultural heritage with the museum collections. Giving them agency in how their own heritage is represented, and making them part of the neighborhood history.
- **Although proven to be of value, the project still missed opportunities to utilize the local cultural heritage and the developed technologies to further stimulate and facilitate interaction among neighborhood inhabitants.**



Impact story ONE 'Wondelgem op wielmpjes'

What: 'Wondelgem op wielmpjes,' was a project activity that showcased the story of the former caravan dweller community in Wondelgem. This hidden narrative was brought to life through collaboration with former community members who had personal connections and possessed old photographs and objects. This former community is now settled on another location in the city of Ghent. Following the story's creation, a premiere was organized, inviting all Wondelgem residents to attend. The CoGent box hosted the event, with some of the story's protagonists present. The premiere of 'Wondelgem op wielmpjes' stirred emotional reactions among the audience, further highlighting the impact and significance of the project's storytelling initiative, and the importance of a validated channel to support local heritage storytelling.

The story was created in two phases. First a CoGhent project member personally approached the members of the former community of caravan dwellers. By approaching them using a personal and patient approach, the CoGhent project was able to collect various material in the form of old objects and pictures. These were then processed into the story 'Wondelgem op Wielmpjes' and presented in a public activity in the CoGent box.

Generated impact:

- **First**, the activity was able to have a first best practice that was able to collect local cultural heritage and present this into a story.
- **Second**, by sharing this story, and by being able to see the direct result of their contribution, a sense of ownership and belonging was stimulated among the former caravan dweller community.
- **Third**, the CoGent box and the 180°-wall served as a tangible and formalized validation of the story of the former caravan dwellers







Photo 7 Members of the former caravan dweller community of Wondelgem

"Wow, I didn't expect it to be so fancy in here. It's like a cinema.' After watching the story with a group of other people and seeing her own story and pictures, she says with a beaming smile, 'Wow, you've listened to me so well. You've paid so much attention to me!' - member of the former travel community of Wondelgem

4.4 Neighborhood participation

Table 3 Change assumptions and result indicators on neighborhood participation.

Change assumption	Validated?	Reason
Neighborhood event participation		
Rise in the number of ways neighborhood inhabitants can get to know each other (E.g. during activities around the CoGent box)		The project facilitated new opportunities to engage in neighborhood activities. Motivations for presence differ.
Rise in the number of neighborhood inhabitants that participate in neighborhood activities.		The project's activities attracted a significant number of neighborhood residents. This number of attendees was relative according to the nature of the organized events.
Neighborhood event organization		
Rise in the number of volunteers helping in socio-cultural activities.		The project generally recruited external volunteers to help organize events and maintain the CoGent box during opening hours. Local neighborhood inhabitants were usual suspects.
Improved sense of contribution among volunteers in the neighborhood.		On an individual level, some neighborhood inhabitants claimed a sense of self-fulfillment.

4.4.1 CoGhent project as an instigator of activities to attract visitors towards neighborhood activities.

The project has led to more events than usual in the neighborhood, creating more opportunities for residents to participate. As mentioned in the section '4.3 social cohesion',



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these events created the possibility to connect and interact with other neighborhood inhabitants and provided the opportunity to get in touch with the cultural heritage of the neighborhood. By creating more opportunities, neighborhood inhabitants also participated more in these events.

However, in the three neighborhoods, the project has experienced both successful and less successful moments in terms of visitor numbers (both in box visits and attendees on the CoGhent activities). Although there was a difference in how easy neighborhood inhabitants could be engaged to participate according to the respective neighborhood. E.g., on the one hand, the organization of new activities, especially had an impact on the Watersportbaan neighborhood, where there are normally few to no community events organized. This resulted in a higher rise of active neighborhood inhabitants. On the other hand, in the Neighborhood Wondelgem, where already a lot of events are being organized throughout the year, only a small number of neighborhood inhabitants were joining the CoGhent activities. Except for the activity 'Onder de drie kronen' (Impact story three). On which a significant number of neighborhood inhabitants and organizations were present a neighborhood game. Consequently, the context of the neighborhood plays an important role in the number of participating inhabitants.

During the events, people from different backgrounds were attracted as well, varying in socioeconomical background and ethnic background. However, neighborhood professionals have noted that the largest group of attendees consisted mainly of familiar faces or 'usual suspects'. It must be noted that these were residents who are also present in regular neighborhood activities and who are known to local social service organizations. This group of people are not the 'usual suspects' in terms of visiting museum institutions or experiencing cultural heritage. Nevertheless, neighborhood professionals also reported regular visits of not-known faces during the CoGhent activities although this was only a small number of visitors. Concrete numbers on the number of visitors during all the activities are not known.

By setting up the CoGent box in the neighborhood, and organizing activities, the CoGhent project created a place where neighborhood inhabitants were able to participate. Research data shows that the **motivations** to engage in organized activities vary among neighborhood inhabitants. Underneath, an overview of these motivations is described:

- The CoGent box served as an intervention in the public space (neighborhood):
 - The box and its activities were easy accessibility because of the physical proximity in the neighborhood.



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- The box attracted inhabitants because of their curiosity towards the design of the box that looked nice and appealing.
- The CoGhent activities motivated neighborhood inhabitants to participate:
 - During the CoGhent activities inhabitants could spend quality time with family and friends.
 - The CoGhent activities served as a nice activity to do together with the children.
 - During the activities, visitors could participate in social activities and build social connections with other community members.

“A nice moment was whenever I felt down, I could go there and have a chat with whoever was there. Everyone would engage in conversation at that moment. However, now it's not the same. Let's say, for example, that I feel the need to talk to someone, but the CoGent box is gone, and I can't go there anymore. I find that unfortunate.” - Neighborhood inhabitant Watersportbaan - Ekkergem about visiting the CoGent box and the project's activities

- Local cultural heritage and topics in the box and during the activities triggered the attendees for a visit of for participating the in activities:
 - The box and activities allowed the exploration of local history and culture, though this was the case for only a few people.
 - The box and its activities allowed them to find out more about their own cultural heritage.
- The possibility of free food and drinks also attracts people with lower incomes, who don't show interest in social interactions or experiencing cultural heritage.

In addition, **barriers** for visiting the box and to engage in the CoGhent activities were also addressed during the interviews:

- Inhabitants had no interest in cultural heritage or the activities that were being organized in the project.
- The design of the box also formed a barrier for visiting:
 - The box is considered too 'fancy and expensive' for some inhabitants.
 - The box is not as inviting for some inhabitants because of a lack of information.
 - There is a lack of identification with the CoGhent project and the CoGent box for people with other cultural backgrounds.



- Digital literacy, some inhabitants still find it too hard to work with the CoGent box.

Remarkable is the fact that only a small number of people were present because they wanted to experience or get in touch with local cultural heritage. In addition, new people, who were not known by neighborhood professionals, were mainly motivated by the accessibility of free food and drinks during the CoGent activities. Logically, these were people who have a lower social economical background, and don't have cultural heritage as a priority.

“To be honest, I don't think these people care about the cultural heritage, they are busy with other stuff, they must survive... They are busy with the bill at the end of the month, with going to the food bank. I think they don't even know what cultural heritage means.”

- Neighborhood professional Watersportbaan - Ekkerghem

4.4.2 An activation of volunteers as a neighborhood asset

The project aimed at collaborating with local inhabitants to serve as volunteers during the project to co organize events and to help in maintaining the CoGhent box during opening hours. Here, recruited volunteers were mostly 'usual suspects' in terms of people who already been active for volunteering purposes. In general, external volunteers were deployed who were not connected or who lived in the respective neighborhoods. This turned out to only have a pragmatic value for the project by maintaining the box and receiving visitors.

However, following the 'asset-based communities (ABC) theory' (Haines 2014), when the project did activate a local volunteer (in Wondelgem and Watersportbaan -Ekkerghem), a clear value was being created in terms of the activation of volunteers as a neighborhood asset. E.g., in Wondelgem, one volunteer organized the activity 'Onder de drie kronen' (impact story three). A neighborhood game that involved a wide variety of local organizations and stakeholders, that introduced them to each other and made them collaborate. As a result, this volunteer is now well-known among the neighborhood organizations, in which this volunteer may serve as a connecting person for future local collaborations.

In addition, a local volunteer in Watersportbaan-Ekkerghem, who was already active in two other neighborhood non-profit organizations, served as a host for opening up the CoGent box and to receive visitors in the box. During this task, and by being present on CoGhent activities, the volunteer got to know a significant amount of other neighborhood inhabitants by informing them about other neighborhood initiatives aside from the CoGhent project. Consequently, as can be read in the quote underneath, this volunteer now is recognized as a central point of



contact for neighborhood inhabitants regarding neighborhood initiatives. This gave the volunteer a fulfilling and purposeful feeling.

“But I do notice that people start recognizing me on the street or when I'm shopping at the grocery store, thanks to the work I did the box and the neighborhood work. They come up to me with specific questions like, 'When is that happening?' or 'When is Mon Jardin café (summer event in the neighborhood Watersportbaan), for example?' When is the neighborhood restaurant?' It adds value for me to be able to answer those questions, for people to know that I have that knowledge and that they can approach me. I think it's an added value because it's not just about promoting the box, but also making people aware of the other activities happening in the community.” - Box volunteer Watersportbaan - Ekkergerem

Considering these two cases of volunteers who have been deployed in the organizational ecosystem and as a central information point among neighborhood inhabitants, local assets in terms of volunteers have been activated.

Conclusion on ‘4.4 Neighborhood participation’

The CoGhent project impacted neighborhood participation through the following manners:

- **The CoGhent project instigated the organization of activities that attracted inhabitants to participate in.** These activities consisted of a variety of themes and activities that aided in motivating inhabitants to join because of various reasons (e.g. spending quality time with family and friends, connecting with other neighborhood inhabitants, experience local cultural heritage).
- **The CoGhent project aided in activation neighborhood volunteers as a part of the neighborhood.** The project collaborated with local volunteers by making them help in opening the box and co-organizing activities. This resulted in volunteers that are still active in the neighborhood, aside from the CoGhent project, as a central point of information (regarding neighborhood organizations and activities), and as a connective person among neighborhood organizations.



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Impact story TWO 'Winterfeest'

'Winterfeest' was an activity that combined a set of sub activities around the CoGent box in the neighborhood Sluizeken-Tolhuis-Ham. The activity was organized on December the 16th in collaboration with various neighborhood organizations. The purpose was to celebrate the Christmas Hollidays, but in a neutral and cultural overarching theme to bring people together around the CoGhent box. As side activities the local social service center was present to bake waffles for the visitors, a Ukrainian organization shared food and recipes of traditional Ukrainian dishes, the Design Museum Ghent was present to make festivity cards with collection pieces of their collection, and het 'Huis van Alijn' executed object handling workshop with their own collection pieces. All these stakeholders were then present on the same moment at the CoGent box. The activity attracted a variety of neighborhood inhabitants and making it possible to participate in various activities.

Through a project stakeholder, who was responsible for organizing activities in the neighborhood S-T-H, the 'Winterfeest' activity was organized by collaborating with various neighborhood organizations. This person served as a connective person to bring all the sub activities together. The various organizations spread the communication among the neighborhood to attract local inhabitants. By organizing the sub activities at the same location on a shared moment, visitors who were attracted because of a variety of reasons, were able to participate in all the activities.

Generated impact:





- **First**, the project instigated collaboration among neighborhood inhabitants by providing a single point of contact and connective person.
- **Second**, because of the variety of sub activities, 'Winterfeest' attracted a variety of neighborhood inhabitants.
- **Third**, during the activity, the museum institutions Design Museum Ghent and Het Huis van Alijn were able to introduce their collection towards all the visitors.




Photo 8 Activity 'Winterfeest in Sluizeken-Tolhuis-Ham

4.5 Collaboration and neighborhood ecosystem

Table 4 Change assumptions and result indicators on collaboration and neighborhood ecosystem.

Change assumption	Validated?	Reason
Neighborhood collaborations		
Rise in the number of neighborhood organizations collaborating with each other.		The project served as an instigator in collaboration on a neighborhood level. Local organizations had the opportunity to collaborate with one another and with the project's stakeholders regarding the subject of local cultural heritage.
City - Neighborhood collaboration		
More positive attitude towards the City of Ghent as an organizer of neighborhood projects.		Through a systematic and human-centered approach to reach out to local organizations of the project's partners, the attitude towards the CoGhent project grew in a positive manner.
More dialogue among the city of Ghent and local neighborhood organizations.		The project instigated formal and informal dialogue among project partners, Ghentian museum institutions and neighborhood organizations.
City - Neighborhood - Museum collaboration		
Rise in the number of Ghentian museum institutions and local neighborhood		The project instigated outreaching and neighborhood centered activities of the

organizations that collaborate with each other.		Ghentian museum institutions. This resulted into small-scale collaborations among the neighborhood organizations and some of the Ghentian museum institutions.
A rise in collaborative activities between Ghentian museum institutions.		This change assumption is tackled in deliverable O4.5.1 – Policy Document

4.5.1 The CoGhent project as a temporary and common reason and collaborative neighborhood environment

By organizing the project in the three neighborhoods, a temporary boost was created that instigated collaboration among the project partners, neighborhood organizations and museum institutions. The format of the intervention, as described in ‘**3.3 CoGhent interventions design**’, was set up in the neighborhood for a period of three months. During this period, the project partners co-organized a series of activities around the CoGent box that were set up in collaboration with local stakeholders. In this manner the project served as a reason or an excuse to create a collective effort to organize the activities.

Here, the project instigated a collaborative environment by communicating with the neighborhood stakeholders with the proposition of setting up concrete activities that make use of cultural heritage in order improve the social cohesion. These activities allowed local social workers to share their own expertise and knowledge to improve these activities and make it more suitable with the neighborhood context. In addition, the museum institutions also had the opportunity to create these activities, making use of their collections. In return for these efforts, the organization of these activities could be of use for the organizations as well by aiding in executing the respective tasks of the participating local organization ‘LDC De Thuishaven’, a local social service center in S-T-H was able to stimulate interaction elderly citizens and neighborhood children with each other, which is part of the organization’s daily mission (impact story three). In addition, a psychological caretaker from the Watersportbaan neighborhood mentioned that the project created a safe space to interact with target audiences.

“In a sense, by being present at the box, you also get a face without immediately being the person that works with people in psychological healthcare.... And the threshold to engage in conversation with each other because they don’t know me is sometimes



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easier. When I hand out my card for psychological assistance, I immediately get labeled. If I were standing there at the CoGent box, I would just be the colleague from the city of Ghent, or I would just be a passerby, it doesn't matter.”- Social and psychological healthcare professional Watersportbaan - Ekkergem

The result of these collaborations, around the CoGent box and on various places in the neighborhood, were activities where various stakeholders were present and shared their own set of facilities, skills, and services. More concrete, some organizations made their facilities (e.g., cafeteria's, meeting areas) available for the project, others organized sub activities during the project's activities (E.g., cooking on the events or organizing workshops for introducing the museum collections) and local social organizations helped in targeting and communicating towards certain neighborhood audiences (e.g. the Turkish communities in the neighborhood S-T-H), ... A concrete case of such an activity is 'Winterfeest' (impact story two), on which neighborhood inhabitants, the project's stakeholders, neighborhood professionals, local organizations and the museum institutions were all present. In this activity, people were invited to swing by at the CoGent box to eat a pancake (which is a tradition in Ghent during the time of the year), and to enjoy activities of a local Ukrainian organization, the Design Museum Ghent and other neighborhood organizations. Therefore, creating a common ground to collaborate and meet up with a variety of neighborhood stakeholders created a temporary collaborative environment.

4.5.2 Common activity organization to activate neighborhood assets

When following the asset-based community theory, as mentioned in section **'4.3.2 An activation of volunteers as a neighborhood asset'**, the project also served as an activation of the asset of neighborhood collaboration. This activation of collaborative assets can be appointed on three levels:

- Activating collaborations between the City of Ghent and local neighborhood organizations

The project approached the neighborhood organizations from a top-down perspective to co create activities that could be organized and facilitated by the CoGhent project. As described in the section above, this resulted in interesting activities that empowered neighborhood stakeholders. However, the project stakeholders who applied this approach also reported a series of barriers that were found during the neighborhood activation. Moreover, it was



reported that local schools and historical circle organizations were hard to convince of participation in the project. This resulted in moderate momentum in the first two neighborhoods of Wondelgem and Watersportbaan-Ekkerghem. The reported causes of the interview respondents were a 'late' and 'abstract' communication of the project towards the stakeholders. It was not clear what the meaning of the project was and what the concrete possibilities were when organizing an activity. In addition, the timing of the intervention was not a good fit with the agendas of the local stakeholders, therefore, they were not interested anymore in organizing an activity in collaboration with the project. Lastly, it was also reported that there was an amount of skepticism towards the city of Ghent that served as an organizer of events in the neighborhood. This was the case in the neighborhood Wondelgem, where there was low momentum with the local history communities regarding the project. However, by opting for a personal and patient approach that also involved local volunteers, at the end of the three-month intervention period, the project gained momentum, which subsequently resulted into a more positive attitude towards the City of Ghent and the CoGhent project. Making time and putting effort in directly communicating and organizing activities with neighborhood organizations and inhabitants, aided in generating this momentum. This is illustrated in impact story four of 'Onder de Drie Kronen', where a significant amount of neighborhood organizations and inhabitants were involved in an activity at the end of the three-month intervention period in Wondelgem.

"I might have started looking at the city in a more positive way. When look at how much time and effort has been put into the project and our neighborhood. It shows how much interest there was in collaborating with us. Because sometimes... in certain periods, they are not interested in our neighborhood when we raise issues like littering or the lack of trash bins. People drive too fast. And sometimes you really get the feeling that they don't care. With the project they did care." - Neighborhood Professional Sluizeken-Tolhuis-Ham

- Activating neighborhood collaborations

The project aimed at activating neighborhood organizations to participate in the project. In doing so, the project also facilitated collaborations among neighborhood organizations who did not yet collaborate with each other, or who did not collaborate anymore. Consequently, by co-organizing activities and connecting local stakeholders, the project aided in (re-)instigating and strengthening connections among neighborhood organizations. With the instigating of these contacts, future collaborations in the neighborhood, aside from the project, are



encouraged. Interview respondents claimed that the project served as an excuse to work with each other by helping in facilitating first or renewed contacts, which made them able to get to know the other neighborhood organizations a little better. This is illustrated in the quote underneath, where a neighborhood professional explains the added value of the activity 'Memory-game huwelijksrituelen' (impact story four) for future neighborhood collaborations.

“Positive aspects were definitely the collaboration in the memory game. The collaboration with the neighborhood partners there. That has been a fresh start. In the past, we had collaborated with schools, but due to the COVID-19 pandemic, it had to come to a halt. Because of all the staff changes. So, I am certainly pleased that we have resumed working with the local school and the teacher. And that adds up to what the teacher said, like 'I will promote collaboration with you to my colleagues.' So, that is definitely a positive aspect.” - Neighborhood professional S-T-H

- Activating collaborations among Ghentian museum institutions

This topic is part of the deliverable O4.5.1 – Policy Document, and is not tackled in this deliverable.

Conclusion on ‘4.5 Collaboration and neighborhood ecosystem’

The CoGhent project impacted the collaboration within the neighborhood ecosystem through the following manners:

- **The project as an intervention instigated a temporary reason/ collaborative environment to co-organize activities in collaboration with neighborhood stakeholders.** Because of the nature of the project, in which the project inputs needed to be utilized in activities, neighborhood stakeholders were instigated to collaborate with the project’s stakeholders, with other neighborhood stakeholders and the Ghentian museum institutions.
- **Through the project, new connections were (re)activated or among neighborhood organizations and the City of Ghent, showing potential for future collaborations.** These connections and project collaborations formed the base for new neighborhood collaborations in the near future next to the CoGhent project. This conclusion can be made both in terms of collaborations between the City of Ghent and neighborhood organizations, and among neighborhood organizations.



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Impact story **THREE** 'Onder de drie kronen'

'Onder de drie kronen' Crowns was a local activity that took place in the neighborhood of Wondelgem. The objective of this activity is to foster collaboration among neighborhood associations, with the CoGhent project serving as the facilitator. The name of 'Onder de drie kronen' is based on 'De drie wijzen van Wondelgem', a local initiative aimed at enhancing the community life in Wondelgem from a socio-cultural standpoint. During the activity, local organizations co-organized a series of games surrounding the CoGhent box over a period of three days. During these three days, neighborhood inhabitants could participate in the games in order to win prizes, originating from the neighborhood organizations who co-organized the games during the main activity.

To organize the event "Onder de Drie Kronen," a local volunteer of the neighborhood Wondelgem was activated. Together with the project stakeholders, who were active in the Wondelgem neighborhood, this volunteer created the overarching concept of the event. He then reached out to all the neighborhood organizations in Wondelgem, successfully generating enthusiasm among a large number of them in order to contribute to the project by organizing games or donating prizes.

Generated impact:

- **First**, the activity brought together residents and organizations within the neighborhood, fostering communication about other neighborhood activities and respective organizations.
- **Second**, as a result of the collaborative efforts among neighborhood organizations in the activity, they became more familiar with one another, opening up possibilities for future collaborations within the neighborhood.
- **Third**, by engaging the volunteer, the residents now have a single point of contact for information about neighborhood activities and organizations. Furthermore, this volunteer has demonstrated their ability to connect with a diverse range of neighborhood organizations, further strengthening the ties within the community.



Photo 9 Neighborhood inhabitants of Wondelgem receiving a prize during the 'Onder de drie kronen' activity





Photo 10 Neighborhood child playing a childrens game during the 'Onder de drie kronen' activity



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4.6 Reaching out to unserved audiences

Table 5 Change assumptions and result indicators on Reaching out to 'unserved audiences'

Change assumption	Validated?	Reason
Reaching out to unserved audiences for museum institutions		
Rise in the number of 'hard to reach audiences' for museum institutions who participate in neighborhood activities.		During project activities, various neighborhood inhabitants, which can be appointed as 'unserved audiences' were present. Museum institutions could improve their outreaching function by being present at these activities as well.
Rise in the number of 'new neighborhood inhabitants' who recently settled in the neighborhood (both Belgian and people with another ethnic background) in CoGhent activities		There was no data found that 'new' neighborhood inhabitants joined the CoGhent activities.

4.6.1 CoGhent project as a common ground for museum institutions and 'unserved audiences'

By organizing activities during the CoGhent project, new opportunities were created for museum institutions to improve working in an outreaching way. As described in section **'4.3.1 The CoGhent project as an instigator of activities to attract visitors towards neighborhood activities'**, the project attracted a significant number of neighborhood inhabitants towards the CoGhent activities. Many of these attendees were 'usual suspects', mostly known by people connected to the project (cfr. personal network of project members) or were already involved in neighborhood communities and organizations, and thus also known by neighborhood social workers. Although, most of these visitors can be appointed as 'usual suspects' from a neighborhood point of view. Many of them were less or not familiar to museum institutions as visitors and could be addressed as 'unserved audiences'. During the interviews these were described with the following characteristics:

- Inhabitants with a migration background



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- Young inhabitants and adolescents
- Inhabitants with lower socioeconomic status and capabilities
- Elderly citizens
- Inhabitants who are psychologically vulnerable

Consequently, despite a variety of motivations to join (also described in section 4.3.1), the activities organized by the CoGhent project attracted lesser-known audiences for the museum institutions. With the CoGhent project as a common ground and physical place to reside, introductions of the institution's collections could be put into practice. Here the museum institutions were able to organize activities that helped in presenting partial museum collections towards these unserved audiences. Here and firstly, the CoGent box served as an illustrator for presenting the museum's cultural heritage collections in a technological manner. Secondly, the museum institutions organized activities in collaboration with the project's social workers as well. At these events the introduction of the museum collections was made tangible in concrete activities.

E.g., Design Museum Ghent, a partner in the project, organized the activity 'Zet ulder!' (Impact story five) in Watersportbaan-Ekkerghem. In this activity, a story was introduced in the CoGent box regarding chairs and the design of chairs during history. In combination with the premiere of the story in the neighborhood and the introduction of real chairs originating from the Design Museum Ghent, a workshop was given on how to braid chairs. The variety of activities during the premiere allowed the project to motivate and attract inhabitants that were less interested in cultural heritage. By being present in the same location during the activities, an introduction of the collection of the Design Museum Ghent was made possible. In addition, during the activity 'Winterfeest' (impact story two) the 'Huis van Alijn', another Ghentian museum introduced their collection by organizing an 'object handling' workshop as a side activity, also allowing them to reach out towards the present unserved audiences.

“So, the activity we did with the Design Museum at the Watersportbaan? I think the one with the circle of chairs - I believe that was in October - where we brought chairs from the collection, and the chair weavers also came to the local service center. I think that was very successful. Also, because we had a diverse audience there, including older people and children. And, well, another significant factor was that the weather was nice and sunny in September. It made it pleasant to simply sit outside on a Wednesday afternoon. So, I found that one very successful.” – Employee and project stakeholder from Design Museum Ghent



In section **'3.6 Cultural participation'**, this report further elaborates on how reaching out to 'unserved audiences' impacts the cultural participation of this audience.

Conclusion on '4.6 Reaching out to 'unserved audiences''





The CoGhent project impacted the reaching out to unserved audiences through the following manners:

- **The CoGhent project facilitated a common place and activities for museum institutions to meet with neighborhood inhabitants.** On the activities, neighborhood inhabitants who can be appointed as **'unserved audiences'** were present as well. More concrete, the project attracted heard to reach audiences for the museum institutions like:
 - Inhabitants with a migration background
 - Young inhabitants and adolescents
 - Inhabitants with lower socioeconomic status and capabilities
 - Elderly citizens
 - Inhabitants who are psychologically vulnerable
- **During the CoGhent activities, that attracted unserved audiences because a variety of reasons** (cfr. '4.4 neighborhood participation'), the museum collections of the Ghentian museum institutions could be introduced. Therefore, the CoGhent project aided in reaching out to these populations.




4.7 Citizen sourcing

Table 6 Change assumptions and result indicators on Citizen sourcing

Change assumption	Validated?	Reason
Assets		
Rise in the number of collected 'assets' or pieces of cultural heritage provided by civilians		The project collected 86 unique assets originating from the three Ghentian neighborhoods.
Stories/ frames		
Rise in the number of collected cultural heritage stories provided by civilians		The project created 17 stories that were presented in the CoGent box and shared online. 11 of these stories have a direct link with the three Ghentian neighborhoods where the project was applied and were produced in collaboration with local neighborhood inhabitants.
Making 'hidden' stories originating from the neighborhood more visible.		The project created 11 stories with a direct link to the three neighborhoods where the project was applied and were produced in collaboration with local neighborhood inhabitants.
Cultural heritage ownership (sense of ownership)		
Improved sense of ownership among neighborhood inhabitants		By including citizens in the production of stories originating from the neighborhood, a sense of ownership of the museum collections was achieved. More elaboration on 'sense of ownership' can be found in section 4.2 Social cohesion.

Enrichment museum collections (POV museum)

Rise in the 'diversity' of assets and stories in the Ghentian museum collections.		The project collected 86 unique assets within the three Ghentian neighborhoods. However, this number may be subjective looking at it from different perspectives.
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4.7.1 The collection of neighborhood 'assets' and neighborhood 'stories' aka Citizen Sourcing

As described in section '4.2.2 A platform for neighborhood storytelling', inhabitants were able to share their own assets (cfr. their own pieces of cultural heritage like old pictures and scans from old objects) and stories with the CoGhent project. This functionality of the project is appointed as 'citizen sourcing'. This could be done in a digitized, through the CoGhent web platform, and a non-digitized manner, by personal contact between project stakeholders and neighborhood inhabitants who possessed this kind of assets and stories. In addition, project employees also collected assets and stories connected to the three different neighborhoods. In combination, the project collected 86 unique assets within the three neighborhoods. An overview of all the metrics regarding citizen sourcing can be found in table 7.

Table 7 metrics regarding citizen sourced assets and stories

Nature of uploaded assets/ stories:	Number of assets/ stories	Last checked on
Total number of unique 'assets' uploaded on the web platform origination from the Ghentian museum institutions and neighborhood inhabitants	75.986	23-05-2023
Total amount of unique 'assets' uploaded in 'the collection of Ghent'	212	01-11-2022
Total amount of uploaded and unique 'assets' originating from neighborhood inhabitants in 'the collection of Ghent'	86	23-05-2023

Amount of uploaded and unique 'assets' originating from neighborhood inhabitants that were guided by project stakeholders in 'the collection of Ghent'	78	23-05-2023
Amount of uploaded and unique 'assets' originating from neighborhood inhabitants that independently uploaded by inhabitants themselves 'the collection of Ghent'	8	23-05-2023
Total amount of created stories	17	23-05-2023
Number of created stories that have a direct link with a Ghentian neighborhood	11	23-05-2023

In combination with the assets that were already present in the digital Ghentian museum collections, neighborhood stories were made. A significant number of stories can be defined as 'hidden stories' within the neighborhood, which can be described as stories that were not yet known or formalized within the collections of the Ghentian museum institutions. During the project, various stories were identified and collected by the project employees. In total 17 stories (table 8) were produced, consisting of a variety of assets found in the Ghentian museum collections or Ghentian neighborhoods and then processed into a video production. These stories were then broadcasted in the CoGent box and on YouTube, making them more visible for the broader audience. 11 Of these stories had a direct link to one of the three Ghentian Neighborhoods and were created in collaboration with neighborhood inhabitants. All the produced stories can be found by [clicking on this link](#).

Table 8 Overview of all of the created CoGhent stories, where the stories were broadcasted and which area they covered

ID	Story name	Broadcasted on	Neighborhood/ area
1	De straat op	CoGent box/ YouTube:	Ghent
2	De zomer van de neptune	CoGent box	Wondelgem



3	Ekkergem in 't Groen	CoGent box/ YouTube	Watersportbaan -Ekkergem
4	Koffie Coffee	CoGent box/ YouTube	General story
5	Historie van Wondelgem v2	CoGent box	Wondelgem
6	Humans of the Watersportbaan	YouTube	Watersportbaan -Ekkergem
7	Straffe toeren	CoGent box	General
8	Wat zit er in de collectie?	CoGent box/ Youtube	General
9	Wondelgem op Wielen	CoGent box	Wondelgem
10	Zet ulder!	CoGent box	General
11	Watersportbaan: van moeras tot modelwijk	CoGent box	Watersportbaan - Ekkergem
12	Kinderen van de Beluiken	CoGent box	Sluizeken - Tolhuis - Ham
13	STH: schippers	CoGent box	Sluizeken - Tolhuis - Ham
14	STH: naaisters	CoGent box	Sluizeken - Tolhuis - Ham
15	STH: kinderen van de beluiken	CoGent box	Sluizeken - Tolhuis - Ham
16	STH: ondernemers	CoGent box	Sluizeken - Tolhuis - Ham
17	Metaalverhaal	CoGent box/ youtube	Sluizeken - Tolhuis - Ham

Although the number of collected assets (originating from neighborhood inhabitants) is rather low in comparison to the total amount of assets on the web platform. This impact assessment shows that there is still an added value in collecting assets from a neighborhood perspective. As described in section **‘4.2.2 Neighborhood storytelling (narrative) for improving ‘sense of belonging’ and ‘sense of ownership’**’, the collection of citizen sourced assets and stories, provided an added value in improving a ‘sense of ownership’ among neighborhood inhabitants. In addition, in section **‘4.6.3 The CoGhent project as an introduction to cultural**



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heritage by connecting cultural heritage with the daily 'points of interest', the added value of utilizing familiar and personal 'assets' as 'points of interest', which are collected through citizen sourcing mechanisms, as an introduction to cultural heritage and the museum collections is pointed out.

4.7.2 The importance of human effort for efficient Citizen Sourcing

Collection of assets and stories was done by offering a new web platform (digitized) and through human effort (non-digitized). The project experimented with these two ways of working in the three neighborhoods and found that human effort still offers a more efficient way to collect local assets and stories. The following insights regarding the manner of citizen sourcing can be found:

- **The CoGhent web platform** was not or minorly adopted by neighborhood inhabitants because of a lacking 'call to action.'

The web platform was not sufficiently adopted and was even neglected by neighborhood inhabitants and neighborhood professionals. In total only 8 assets were uploaded on the web platform originating from an independent source (cfr. independent neighborhood inhabitant). No inhabitants made their own story or presented it in the CoGent box. The research data shows that the web platform was still unclear for the neighborhood inhabitants because of a **lack of a call to action**. In addition, a lack of **digital literacy and capabilities** among inhabitants to utilize the web platform still formed a barrier to upload assets and create stories. In general, the web platform was unclear for its users, which resulted in a single visit.

"I don't think I see many of our parents, families (clients) going to the CoGhent website, picking out objects, and creating their own story. It's because they are not so digitally skilled. So, none of the parents would have done that. They are also too insecure about it." - Neighborhood professional Watersportbaan - Ekkergem

- **The CoGhent web platform** was not adopted by neighborhood inhabitants due to competition with other online platforms, e.g. Facebook.

However, interview respondents claimed that other online platforms are often used to share cultural heritage on a neighborhood level. E.g., two interview respondents mentioned that neighborhood Facebook groups are used as a platform where local historical pictures of the neighborhood are being shared. These pictures even helped in mitigating negative conversations on Facebook groups. Here, **the competition between the CoGhent web platform and neighborhood Facebook groups** may have had an influence on the adoption



of the web platform by providing a more interesting medium in which a more direct effect of sharing assets is established.

“Yes. Because now, if you look at digital platforms in the neighborhood, it thrives on Facebook, and that's fantastic. It often revolves around lost cats because lost cats are very important for social cohesion. But it also includes discussions about historical heritage. And you can see that it's something that strongly resonates with people. So, when something like that comes up on Facebook, it gets picked up. I manage that Facebook group. But I also, to a lesser extent now, manage the Facebook group 'de Brugse poort.' And I have an agreement with one of my fellow administrators that whenever a discussion derails, becomes racist or less desirable, he posts an image from his extensive collection of heritage material related to the neighborhood Brugse Poort. the Veningsbrug or the bridge on the Bevrijdingslaan, or whatever. And you can see the whole conversation shifting in that direction. So, in that sense, it's very powerful, but it mainly works within those Facebook groups.” - Neighborhood inhabitant Watersportbaan - Ekkergerem

- **Standalone activities** were not sufficient for collecting assets and stories.

The project experimented with ‘scan-activities’ at the CoGent box as well (E.g., ‘op koffie met het Huis van Alijn). In these activities, neighborhood inhabitants were able to visit the box, and to scan a personal object to add to the online collection. However, on these activities, a negligible number of people were present. Here, a lack of what the purpose of the activities was and what to achieve here were reported.

- **Human effort** is needed to motivate people to share their own cultural heritage.

The project also deployed three social workers that were appointed to collect assets and stories from neighborhood inhabitants. To do this, the three neighborhoods were scanned for potential interesting stories residing among inhabitants. When an interesting story, in addition to concrete and tangible assets, was found, the inhabitants were involved in a process of gathering, scanning, uploading, and processing neighborhood stories in the online collections. The biggest part of these stories was presented in the CoGent box afterwards. Here, the effort of the project’s employees was of essential importance to collect the assets and their stories from the neighborhood inhabitants. Firstly, the personal approach aided in gaining trust from neighborhood inhabitants, which helped in lowering the barriers to share the assets. Secondly, digital illiterate people were guided through the digital processes that needed to be conducted



to share the assets with the online collections. It was reported repeatedly during project meetings that a patient and guiding approach was necessary to keep neighborhood inhabitants interested and motivated to share their collections.

Conclusion on '4.7 Citizen sourcing'

The CoGhent project impacted citizen sourcing, the collection of cultural heritage originating from neighborhood inhabitant through the following manners:

- **The collection of local cultural heritage pieces and stories:**

- The project was able to facilitate the new "collection of Ghent". A shared collection among Ghentian museum institutions added with "citizen sourced" local cultural heritage. This was heritage originating from neighborhood inhabitants. In total 75.986 pieces of cultural heritage were uploaded on the CoGhent web platform. 212 pieces were uploaded on the "collection of Ghent", from which 86 old pictures, or scanned objects originated from inhabitants of one of the three neighborhoods in which the project was conducted.
- Based on these pieces of cultural heritage, 17 stories were created that were shown in the CoGent box. 11 of these stories were stories that can be appointed as 'hidden' of which were not known to the Ghentian museum institutions yet.

- **The execution of the CoGhent project showed that 'human effort was the most efficient manner to identify and collect these pieces and stories of cultural heritage.** Here, a human centered and patient approach was necessary. In addition, the CoGhent web platform, on which inhabitants were able to share cultural heritage independently and without project support, was not or minorly used by neighborhood inhabitants.



Impact story **FOUR** 'Memory-game huwelijksrituelen'

During the period when the Cogent box was located in the Sluizeken-Tolhuis-Ham neighborhood, the memory game 'huwelijksrituelen' was designed and played in collaboration with various neighborhood stakeholders. During this activity, the project stakeholders collected assets regarding wedding rituals from multiple neighborhood inhabitants originating from multiple communities residing in the neighborhood, such as the 'former shipping community' and the neighborhood's Turkish community. The collected assets were processed into a memory-game that was then played by children, coming from local schools, and elderly citizens in the local social service center 'De Thuishaven'.

The activity was conducted in two distinct phases. In the first phase, the memory game was developed by involving neighborhood inhabitants from various perspectives by conducting conversations with neighborhood inhabitants. In addition, the interviewees were also able to scan in personal objects (E.g. wedding pictures etc.) In this manner, the link to the local neighborhood heritage was made. In the second phase, based on this input, a card set was created for playing the memory game, which serves as an intercultural and intergenerational conversation starter.

Generated impact:

- **First**, the activity allowed neighborhood inhabitants to share their own cultural heritage in a formalized and validated manner. During the collection of the cultural heritage assets, participating neighborhood inhabitants were able to interact with the project stakeholders and with other neighborhood members, which resulted into a sense of approval and mutual respect.
- **Second**, intercultural and intergenerational interaction among neighborhood inhabitants was instigated through the application of local cultural heritage when the game was being played.
- **Last**, because the activity was a collaboration between the project's stakeholders, local communities, the local social service center and local school, new and renewed collaborations were instigated as well.












Photo 11 Neighborhood child and elderly citizen playing 'Memorygame huwelijksrituelen'

'Yes, of course, it creates a sense of connection. Every culture can then see that the other culture also considers marriage important and has rituals and customs surrounding it, and yes, that creates a sense of connection. I always say that we have much more in common than we have differences.' - Neighborhood professional Sluizeken - Tolhuis - Ham

4.8 Cultural participation

Table 9 Change assumptions and result indicators on cultural participation.

Change assumption	Validated?	Reason
Knowledge		
Better understanding of the substance of the collections of the Ghentian museums		The project allowed museum institutions to share their collections during activities organized by the project.
Higher conscience of what museum institutions are present in the city of Ghent		No data was found to substantiate this assumption.
Attitude		
More positive attitude towards cultural heritage among neighborhood inhabitants		By introducing the cultural heritage in a easy and enjoyable manner, directly linked to their own daily environment, inhabitants have a more positive attitude towards cultural heritage and the Ghentian museum institutions. However this remains subjective and personal for all inhabitants.
More interest in cultural heritage among neighborhood inhabitants		By introducing the cultural heritage in an easy and enjoyable manner, directly linked to their own daily environment, inhabitants have a more interest in cultural heritage and the Ghentian museum institutions. However, this remains subjective and personal for all inhabitants.

Barriers		
Lowering the barriers to experience local cultural heritage among neighborhood inhabitants		The project lowered the barriers to experience local cultural heritage by organizing activities around the CoGent box.
Lowering the barriers to visit a Ghentian museum		Neighborhood inhabitants claimed that they intend to visit a museum soon. However, no actual behavior was observed or gathered in research data.
Behaviour		
Rise in the number of people who consult the online museum collections		Neighborhood inhabitants claimed that they intend to visit the online collections soon. However, no actual behavior was observed or gathered in research data.
Rise in the number of assets that are consulted on the online museum collections		Neighborhood inhabitants claimed that they intend to visit the online collections soon. However, no actual behavior was observed or gathered in research data.
Result indicators bound to cultural participation		
RI6. (Mental) distance from museum institutions & collections		By introducing neighborhood inhabitants (among them unserved audiences) to cultural heritage on an accessible manner, the project was able to make cultural heritage tangible and connected to the daily environment of the

		neighborhood inhabitants. This resulted in a closer (mental) distance towards the museum institutions and collections.
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4.8.1 Improving knowledge regarding cultural heritage and the Ghentian museum collections

In previous sections, the impact of sharing cultural heritage from a top-down perspective through the CoGhent project, and how ‘unserved audiences’ are being reached is elaborately discussed.

In section ‘4.2.2 Neighborhood storytelling (narrative) for improving ‘sense of belonging’ and ‘sense of ownership ‘, the importance of top-down sharing of cultural heritage is emphasized because of its stimulating factor in improving sense of belonging and sense of ownership. Because of the CoGent box and its interfaces, and the outreaching activities from the CoGhent project, neighborhood inhabitants were introduced to local cultural heritage which resulted in better knowledge regarding the local environment and other neighborhood inhabitants. In addition, section ‘4.4.1 CoGhent project as a common ground for museum institutions and ‘unserved audiences’ shows that the project’s activities were appointed as a common ground for interaction between ‘unserved audiences’ and the museum institutions. Which then, by introducing the museum collections, resulted in a better knowledge of the substance of the collection of Design Museum Ghent (E.g., activity ‘Zet Ulder!’ impact story five). Nevertheless, these results were on a relatively small scale, the impact on improving knowledge regarding the institutions and their collections is proven here.

4.8.2 Improving the intention to experience the online and offline Ghentian museum collections.

In addition, following the research data, both qualitative and quantitative, the project also helped in improving the attitude towards cultural heritage, and even in the intention to visit a museum or experience cultural heritage in a digital manner. Moreover, the results of the neighborhood impact survey showed that by visiting the CoGent box, or by participating in one of the activities, an improvement in the intention to visits a museum and online collection was



established. Moreover, a significant difference ($p= 0,024$) with an increase in average from 4,76 to 5,24 (on a 7-point Likert scale¹⁰) (figure 6).

Qualitative research confirmed this observation. Neighborhood inhabitants stated that they are willing to visit a museum soon because of visiting the CoGent box by participating in a CoGhent activity. However, it was also reported by a small number of interview respondents that the project did not necessarily impact their intention to visit the online or offline collections. Therefore, this remains a subjective matter.

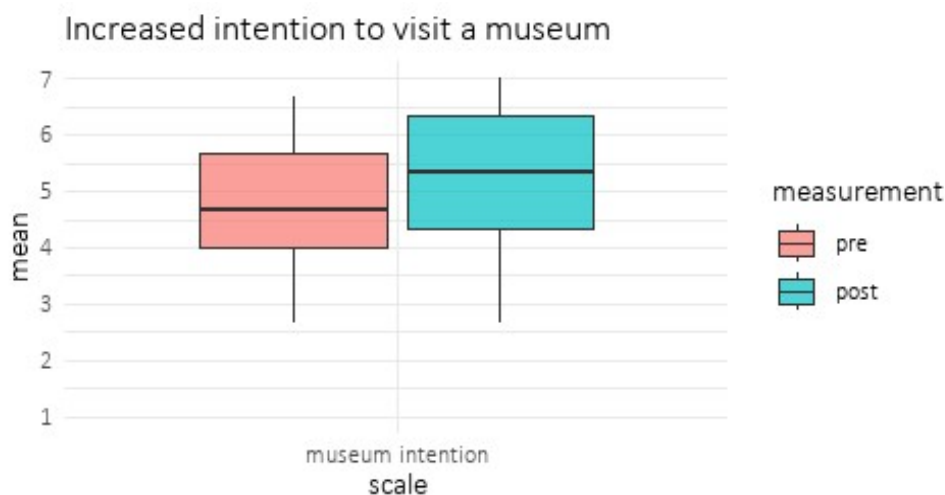


Figure 6 Increase of intention to visit a museum of online museum collection.

4.8.3 The CoGhent project as an introduction to cultural heritage by making cultural heritage more tangible through daily ‘points of interest.’

The above-described impact on cultural participation was further questioned during the interviews with the neighborhood stakeholders. Underlying processes were analyzed and found that to improve the intention to experience cultural heritage, the CoGhent project aided in creating boundary conditions that lowered the barriers to experience cultural heritage for the visitors of the box and the CoGhent activities. This resulted into a more tangible and substantial understanding of cultural heritage which resulted in an improved attitude towards, a triggered interest in and a lowering in the (mental) distance towards cultural heritage.

¹⁰ The scale entailed the following scale items:

- I plan to attend an event at a museum in Ghent in the coming year.
- I don't think I will visit a museum in the coming year (rescaled).
- I plan to surf an online museum collection in the coming year.

Ultimately resulting in a higher intention to visit a museum institution or consult the online museum collections. This underlying process can be divided into three steps and is shown and elaborated on in (figure 7):

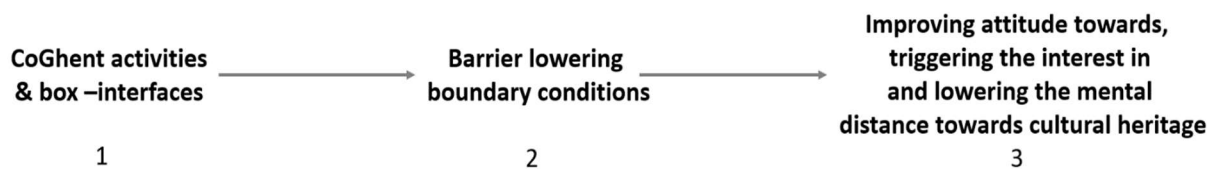


Figure 7 Flow created by the CoGhent project to trigger a positive attitude towards, triggering interest in and lowering the mental distance towards cultural heritage. This resulted in the intention to visit museum institutions and online museum collections.

1) Introduction of cultural heritage through the CoGhent activities and box-interfaces

Through the CoGhent activities and the CoGent box interfaces, local cultural heritage was introduced towards the neighborhood inhabitants. This was done through small exhibitions of museum collections, sub activities organized around the CoGent box and through the presentation of local stories on the 180°-wall in the CoGent box. During the activities, and in the premade stories on the 180°-wall, assets that have a direct link with the daily environment of the inhabitants were shown. These assets can also be appointed as ‘points of interest’, because of their direct link with the daily environment of the neighborhood inhabitants. E.g., the story of ‘Ekkergerm int groen’ in Watersportbaan - Ekkergerm, showcased the history of the neighborhood and how it evolved from a swamp towards a residential area. During the story, various pictures of local and familiar buildings were shown in this story. Next to geography linked assets, daily objects also served as ‘points of interest’. E.g., in the activity ‘Zet Ulder!’ (Impact story five) the main topic that was focused on was chairs, and how these chairs evolved over time in terms of design, linking up to today’s chairs. Utilizing the familiarity of chairs as a conversation starter and introduction, design museum Ghent was able to share its collections. ‘Het Huis van Alijn (HvA)’ also organized an ‘object handling’¹¹ workshop during

¹¹Object handling with cultural heritage refers to the practice of physically interacting with artifacts or objects of cultural significance. It involves allowing individuals, such as museum visitors or researchers, to touch, hold, examine, and sometimes manipulate these objects under controlled conditions. This side activity was facilitated by ‘Het Huis van Alijn’, a project member.



'Winterfeest' (impact story two), in which neighborhood inhabitants were able to interact with each other, using collection pieces of the institution as a conversation starter.

In addition, the CoGhent touch tables (in the back of the CoGent box), on which the online web platform was presented, also made it possible to have a first introduction with the online collections. Although no clear call to action was present on the touch tables, visitors of the CoGent box browsed through the online collection, mostly searching for old pictures of the streets they now live in.

2) **Boundary conditions that help lower barriers to get in touch with cultural heritage.**

By utilizing the CoGhent activities and the CoGent box interfaces, a set of barriers lowering boundary conditions were established:

- **The physical proximity** of the box lowered the barrier of physical distance to the museum. (More information in section '[4.3.1 CoGhent project as an instigator of activities to attract visitors towards neighborhood activities](#)')
- **The premade stories** of the CoGent box made it easy for the inhabitants to experience the local stories and their presented assets. This made the stories easy and enjoyable to watch because of its visually appealing presentation.
- The stories and the **points of interest** made **cultural heritage more tangible**. For most inhabitants, cultural heritage is a concept that goes beyond their comprehension. By starting from familiar assets or places, the inhabitants felt a more direct connection with the cultural heritage. This helped in lowering the psychological distance towards cultural heritage, because of the familiarization with daily activities.

I: And what makes it so interesting?

R: When you're presented with things like in the CoGent box, you hear and see stories, and that's really enjoyable. Because if I were to press something on my phone right now, I wouldn't hear stories about Watersportbaan. IN the box, you can find something about the neighborhood.

I: Did it also add value for you that it was told to you?

R: If it were just text, I would have found it a bit boring. Because when they tell it like that, it's much more fun, as you get a bit of the background within the story. When you



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read a text yourself, it's your own thoughts that you have. But when you can listen like this, you know that these people have experienced it, and that's more enjoyable.” - Neighborhood inhabitant Waterportbaan - Ekkergerem

3) Triggering a more positive attitude towards, triggering more interest in and lowering the mental distance towards cultural heritage

By lowering the barriers, through the facilitation of the above-mentioned boundary conditions, the project was able to introduce a first set of local cultural heritage. This resulted in a triggered interest, by showing the inhabitants a direct link with their daily environment. Starting from these ‘points of interest’, and by making the cultural heritage more tangible, a better comprehension of cultural heritage and the content of the museum institutions was established. This meant that neighborhood inhabitants also experienced a lowering in mental distance towards the museum institutions. However, no statistical proof was found for this. Ultimately, this resulted in a higher interest and intention to further explore the online and offline collections. Interviewed inhabitants, among them unserved audiences, who did not yet have interest in the cultural heritage, claimed that they now are willing to visit Ghentian museum and to further explore cultural heritage, on condition that there is a direct link with their personal field of interest.

“By engaging in those activities and the neighborhood stories, I think it can potentially pique people's interest in exploring more. For example, yesterday there was a man at the 'Repair Café' (one of the CoGhent activities in S-T-H) from Iran who was repairing tapestries. And through initiating conversations with the residents, you suddenly end up talking about the tapestry museum in Oudenaarde. It sparks something in them, and for some people, it may even lead to acting and actually visiting that museum. But it depends, once again, I think it can plant seeds? I find it a very cool way to work with heritage.” - Neighborhood professional S-T-H

In addition, for inhabitants that already had an interest in cultural heritage in the past, but who neglected this interest in the past years, the project aided in re-instigating this interest. This also triggered them to show intention for visiting a Ghentian museum in the near future.

However, it has to be noted that this interest and sparked intention cannot be interpreted as behavior in which the neighborhood residents actually visit the Ghentian museum institutions.



Numbers and evidence of more people visiting the Ghentian museum institutions and/or online collections, are not available in this report.

Conclusions on '4.8 Cultural participation'

The CoGhent project impacted cultural participation through the following manners:

- **The Cohent project made it possible to present cultural heritage towards neighborhood inhabitants in a new and alternative manner**, utilizing the CoGent box and the organized activities. This resulted into a better understanding of the neighborhood history. In addition, by reaching out towards neighborhood inhabitants during activities, Ghentian museum institutions were also able to share parts of their collections as an introduction. Resulting in a better understanding of local history (cfr. '4.3 Social cohesion') and of the substance of the Ghentian museum collections.
- **The project showed that it impacted the intention to experience cultural heritage among neighborhood inhabitants.** By visiting the CoGhent box, neighborhood inhabitants showed that they are willing to visit a museum institution in the near future or to browse through online museum collections.
- **The project impacted this intention by facilitating a process that triggered interest and positive attitude towards cultural heritage and museum institutions:**
 - Through the project's inputs and activities cultural heritage was presented to neighborhood inhabitants;
 - The project lowered barriers for neighborhood inhabitants to initiate contact with cultural heritage or museum collections. This was done by:
 - Being physically present in the neighborhood with the CoGent box and the CoGhent activities.
 - Starting from everyday items or familiar objects that are also appointed as cultural heritage.



- Representing cultural heritage stories in an easy to experience and enjoyable manner in the CoGent box.
- By lowering the barriers, cultural heritage was made more tangible and enjoyable, resulting into a more positive attitude towards cultural heritage, and an increased interest.



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Impact story FIVE 'Zet Ulder!'

The activity 'Zet Ulder' (literally translated from Ghentian dialect 'Go and take a seat!') was organized in Watersportbaan-Ekkerghem. The activity was a collaboration between project social workers and projectstakeholders of the Ghentian museum institutions.

During the activity, three basic elements were present to form the activity. First, a story regarding chairs and the design of chairs and their design history was made by the staff of the Design Museum Ghent. Here the story consisted of what the purpose is of chairs, what different chairs existed during history and how the design of chairs evolved over time. In addition, some basic information was given on what chairs can be viewed and found in the collection of Design Museum Ghent. Founding the base of the activity, this story was set to premiere in the CoGent box. To work in an outreaching manner, project staff from Design Museum Ghent were present at the premiere with a small exhibition of chairs with a variety of designs and underlying stories. Visitors at the activity were able to ask questions and get information about the small chair collection and the broader collection of Design Museum Ghent.

In addition to the premiere and the exhibition, a chair braiding workshop was conducted with visiting neighborhood inhabitants. This was organized by the project's social workers in collaboration with local social workers. In this workshop, visitors could learn how to braid chairs by learning and applying various techniques during the workshop.

Generated impact:

- **First**, the activity served as an instigator for bringing museum institutions, project social workers, neighborhood social workers and neighborhood inhabitants (among them unserved audiences) together and making them interact with one another.
- Second, by combining different activities, inhabitants would be attracted by different motivations.
- Last, During the activity the museum institution would be able to reach out to neighborhood inhabitants in general, and to unserved audiences. Introducing them with the respective chair-and broader collection of the Design Museum Ghent.



Photo 12 Neighborhood child sitting on a chair of Design Museum Ghent during the activity 'Zet Ulder!'

4.9 Critical notes on the CoGhent project

This deliverable describes how the CoGhent project was able to have a positive impact on the neighborhood. However, a set of critical notes can also be reported on the project's impact, creating a more nuanced image of the impacts. Here, various observations could be made in terms of the design of the CoGent box, the three-month duration of intervention implementation and the utilization of the CoGent box and its technologies during the activities that were organized when the box was located in the three neighborhoods.

4.9.1 The design of the CoGhent box and its interfaces

The first observed critical note which influenced the impact of the CoGhent project on neighborhood level, was the design of the CoGent box intervention. Because of its tangible and visible appearance, the box had a direct impact on how inhabitants would perceive the project and subsequently on how the box was adopted and visited during the intervention period. Moreover, it was stated by inhabitants that the number of visitors of the box were not high during the regular opening hours. Here the box was exhibitions and free to visit without any activities around it. Qualitative research data shows that there were mixed perceptions of the CoGhent box among neighborhood inhabitants:

- Positive perceptions

The design of the box was perceived as 'chique' or fancy. This was because it had a clean and minimalistic look. In addition, the interfaces in the box served as a nice illustrator for the stories originating from the neighborhood inhabitants. As mentioned in section **4.2.2 Neighborhood storytelling (narrative) for improving 'sense of belonging' and 'sense of ownership'**, by presenting the stories in a graphical and fancy manner, inhabitants felt that their stories and cultural heritage was more formally validated. In addition, the presence of the box in the neighborhood was perceived as positive. Especially in the Neighborhood Watersportbaan, the box was described as 'making the neighborhood more colorful', implying that the attention and focus on the neighborhood was welcome and aided in creating a better neighborhood atmosphere.

"I think it does attract attention because it's something that we don't often have in that area. We do have another container further down, but that's not the CoGentbox. It's just very basic. A bit rundown as well. So, I believe it does draw positive attention. Because aesthetically, it's something beautiful to look at. And because it also creates such an



opportunity once again to make the neighborhood a little more colourful.” – Neighborhood professional Watersportbaan - Ekkergem

- Negative perceptions

However, inhabitants and neighborhood professionals also explained that some of them had a negative perception of the box which resulted in a lesser number of people visiting and revisiting the box:

- No clear communication of the CoGent box

The box seemed too abstract for a lot of neighborhood inhabitants. It was not clear what the meaning of the box was, or it was not clear that visitors were able to visit the box during the opening hours.

“It’s not wrong to be a Swiss army knife (having a lot of functionalities), but then there needs to be a main blade (a main function). That main blade was missing this time. What has been the overall main driver of the project? You started by showing two flyers. For the neighborhood, the most important thing was that they could go there (...) That’s how it is. I think that communication of the general complicated, the project is not so easily explained, and difficult to... Maybe too much attention has sometimes been focused on the technological aspect to get that message across clearly.” – Neighborhood professional Watersportbaan - Ekkergem

- The CoGent box was not or too little part of the neighborhood.

‘Being too fancy’ was appointed as a barrier to visit the box. Underlying reasons are that the box felt a little ‘out of context’ and the connection with the neighborhood was off. The box didn’t seem to be part of the neighborhood and was addressed as an external top-down intervention that missed the identity of the neighborhood. The graffiti panels were not mentioned as a sufficient way to give the box more neighborhood identity.

- Low identification with the CoGent box

Respondents who were part of the Turkish community in S-T-H, explained that it was hard to attract people with a migration background because the box was too ‘white’ or they didn’t feel identified or represented in the box’s design. Because the stories about the Turkish community were not sufficiently communicated in the direct environment of the box, it was hard to make people visit the box. Thus, more concrete communication is needed regarding the box and its possibilities.



“Just like the box, a museum, it seems very white. It's not unknown, it is known but it appears very white. And if you don't feel represented there, you won't want to go there either. If I feel like, am I the only one here? Then I won't feel comfortable either. And that's why many people have the same mindset as me, thinking that it's really meant for white people. That's why a lot of organizations fail to reach people of color. Because it's just too white, it sounds strange but it's true.” - Neighborhood inhabitant with a Turkish background of S-T-H

- Too many technical difficulties

Last, especially for elderly citizens and less digitally literate inhabitants, the box was too hard to comprehend and utilize. In addition, in the first two neighborhoods, the box had a lot of technological malfunctions both on hardware and on software level. When visiting the box, momentum among visitors was lost, lowering the chances of visiting the box a second time, or recommending the box to other neighborhood inhabitants.

“And the CoGent box, technically it has been improved. But it still has some issues during the startup phase. The startup-time has been shortened a bit now. So, when everything is up and running, there are a few steps that need to be taken to make the box work. But in the first 10 minutes, the first quarter-hour, starting a story? You shouldn't do that yet. You can see an echo in the spoken word, and the mail tends to stay frozen, or the chapter gets stuck. And yes, usually after 15 minutes, they manage to resolve that. But every Sunday, I'm confronted with the need to refresh, that's what they call it. Because it gets stuck after a chapter, I have seen people running away because of that.” – Box Volunteer Sluizeken – Tolhuis - Ham

4.9.2 Three-month intervention period

Although the CoGhent project conducted a preparative phase to communicate and involve neighborhood inhabitants and professionals in the process of organizing activities, the project remained unknown on a wider scale in the neighborhood. The project stakeholders did not yet know the possibilities of the CoGent box, which resulted in an abstract communication of the project and the box itself. Therefore, because of the abstract communication, the project stakeholders experienced a difficult communication towards the neighborhood stakeholders. It was hard to reach out to the bigger audience in the neighborhood. In addition other barriers, described in section **‘4.7.2 Common activity organization as a way to activate neighborhood assets’** also impeded the collaboration with neighborhood organizations.



The CoGhent project is co-financed by the European Regional Development Fund through the Urban Innovative Actions (UIA) initiative.

Because of the subsequent moderate momentum that was created, neighborhood inhabitants were also hard to reach out to during the preparative phase. In addition, the abstract communication and lesser knowledge among neighborhood stakeholders regarding the CoGent box's presence and purpose resulted in less mouth-to-mouth communication. Also impeding the adoption of the box among neighborhood inhabitants.

However, project stakeholders reported that in the three neighborhoods, there was a rise in interested neighborhood stakeholders when the box was set up and the project advanced. During the three-month period, when activities were further organized and executed, the project got more known in the neighborhoods. This resulted in a rise in visitors of the box and participants in the organized activities. Thus, the more the project advanced in the neighborhood, the more people who got attracted and convinced on the added value of the project (figure 8). However, the interviewed project stakeholders reported that by the end of the three-month intervention period, when the project started to create value and more visitors were perceived, the project ended.

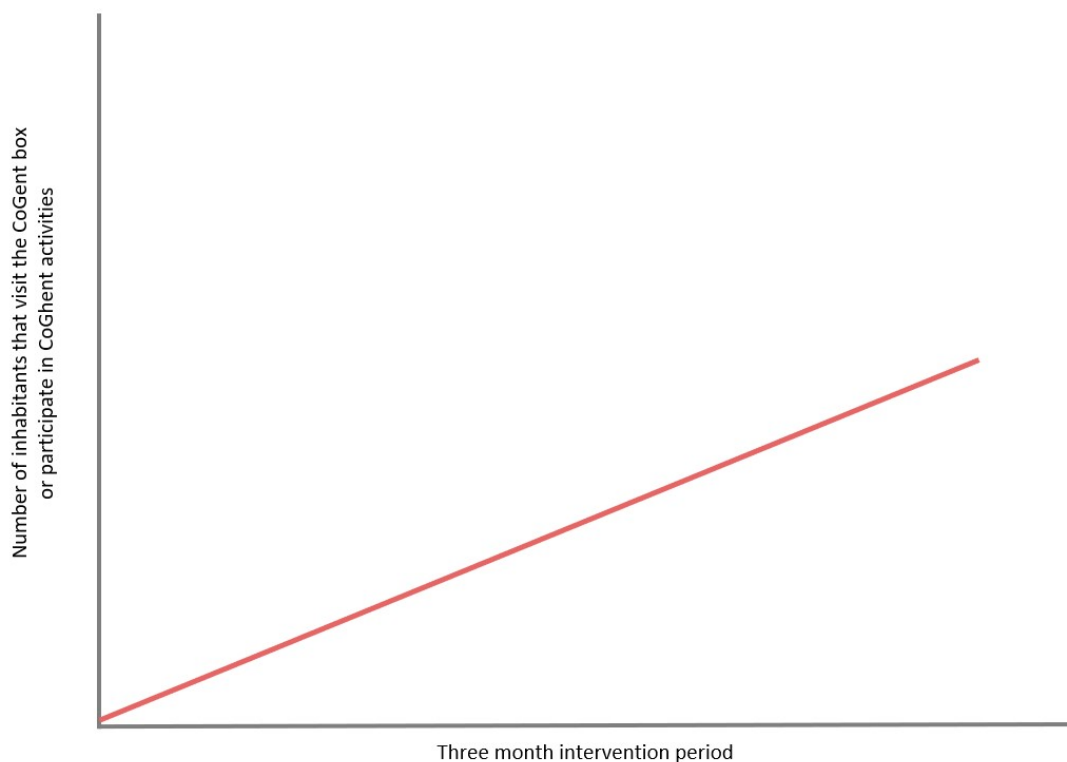


Figure 8 The perception of a rising number of visitors on the CoGhent activities and the CoGent box



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“I think this box should be here for almost a year. Because very often people can come and visit it once and then they are not able to come again because of the short time. It’s just too short, a fleeting three months? Also, for people with a vulnerable profile, they often wonder, ‘What should we do there?’ so it takes time to win their trust. And those who are truly seeking connection are less likely to engage in something that is so shorty organized... when it comes to that sense of connection, right?” – Neighborhood inhabitant Sluizeken – Tolhuis - Ham

In addition, other remarks on the intervention period were mentioned as well. First, as can be read in section **4.7.2 Common activity organization to activate neighborhood assets**, the short period of time made it hard to find a fit with the agenda of neighborhood organizations to co-organize activities. Some organizations claimed that activities should be planned more in advance, or the project should have lasted longer. Second, neighborhood inhabitants and project stakeholders explained that the amount of project activities were too densely organized in a short period of time. Because too many activities were organized, people were less likely to be motivated to visit the CoGhent activities. Claiming that, if they would have missed a few events, they wouldn’t be able to keep track of the project anymore. In addition, by organizing a high number of activities in a short period of time, inhabitants lost track of the purpose of the project as well.

Therefore, there was a unanimous conclusion that the project intervention period of three months was too short, and more value and positive impact could be generated by making the intervention period longer and less dense.

4.9.3 Experimentation

In section **‘3.3.2 activities’** the scope of the impact assessment is addressed as activities that make use of technology and cultural heritage to improve social cohesion on a neighborhood level. However, in practice, when analyzing the activities which were conducted, the CoGent box and its interfaces were often neglected. From a more abstract point of view, the project aimed at experimenting with technology as a facilitator for presenting cultural heritage and therefore stimulating neighborhood social cohesion. Although the project did create a positive impact in the three neighborhoods, the adoption of the CoGhent developed technologies is rather low. Moreover, most activities only covered the application of cultural heritage without utilizing the available technologies in the CoGent box or on the CoGhent web platform. E.g., the activity ‘Memory-game huwelijksrituelen’ covered the application of local cultural heritage to stimulate new connections among neighborhood inhabitants and a sense of belonging. This



activity has been shown as valuable to create an impact among neighborhood inhabitants. However, the CoGent box and its interfaces were not used in this activity.

The activities in which the CoGent box and its interfaces were used to present the stories in a more visually appealing and formal manner, this shows that the use of the 180°-wall may result in a better impact of the project and can be of added value. However, only a few activities actively involved the CoGent box in its application and execution. Project stakeholders who were active in the neighborhood also stated during project meetings that there was no clear added value of the screens in the box. The same impact could be achieved by using a simple projector or plasma screen to present the stories of the inhabitants. In addition, the web platform was also not regularly used in order to facilitate the CoGhent activities.

“And what did we do for that premiere? We turned around with our backs against the 180°-wall. Then we presented the story that I actually made using Canva. It's quite funny. You have this fancy box, and then I create a video using Canva for the TV screen at the back of the touchscreen tables. We showcased it there. For me, that was a very symbolic moment. The CoGentbox, well and good, but now we find ourselves with our backs against that 1/80 wall. And they were watching it on a plasma screen. So, did they really need that box? That's a bit of a question, in my opinion. Perhaps it could have worked with a few plasma screens that we could have hung in different places in the neighborhood.” – Project stakeholder about the premiere of the story ‘Humans of the Watersportbaan’ in the CoGent box.

The research results show a mixed perception of the added value of the CoGent and its interfaces. Because of a lack of experimentative activities with the CoGhent technologies, this study cannot conclude on what the added value of technology is.



Conclusion on '4.9 Critical notes on the CoGhent project'

Next to the observed impact of the CoGhent project, critical notes can be appointed as well. The following observations were made during the project:

- **The design of the CoGent box and its interfaces are being faced with challenges.** The design of the CoGent box impacted the usage and adoption of the CoGhent box. Although the box was sometimes described as esthetically beautiful, the box was also appointed as too less part of the neighborhood, lacking a clear call to action and hard to identify with.
- **The intervention period of three months was too short to create maximum value in the neighborhoods.** The three month intervention period is too short to properly co-organize activities with neighborhood organizations due to a hard to find agenda-fit and an abstract communication regarding the CoGent, box and the project's activities. In addition, the abstract communication of the CoGhent project resulted into a moderate momentum among neighborhood inhabitants.
- **Insufficient experimentation on how technology can serve as a facilitator for presenting cultural heritage in order to improve neighborhood dynamics.** The CoGent box and its developed technologies were not widely utilized by the CoGhent project stakeholders. Therefore activities did not utilize the developed technologies either. Because of this minor use of the developed technologies, an experimental potential was missed in the project.



5. Conclusion and summary

The aim of this report was to report on the creation and application of an impact assessment tool to investigate the impact of the CoGhent project on a neighborhood level. Originally, this impact assessment was set to assess how the project impacted neighborhood social cohesion. However, after opting for, and applying, the theory of change paradigm/ framework in an instrumental and participative manner, this assessment tool was further expanded with a set of six neighborhood impact clusters. By participatively involving project stakeholders, neighborhood inhabitants and neighborhood stakeholders, this deliverable was shaped to assess the impact of the CoGhent project on neighborhood dynamics such as social cohesion, neighborhood participation and collaboration and neighborhood ecosystem. In addition, the assessment tool also was aimed at impact assessment on the level of strengthening cultural heritage by focusing on reaching out towards unserved audiences, citizen sourcing, and cultural participation.

The CoGhent project was applied as an intervention for three months in three Ghentian neighborhoods: Wondelgem, Watersportbaan-Ekkerghem and Sluizeken-Tolhuis-Ham. And consisted out of three major inputs, 1) the CoGent box, a public container in which local cultural heritage is presented in an immersive manner, 2) the CoGhent web platform, on which civilians can browse in the online collection of four Ghentian museum institutions and upload personal cultural heritage, and 3) extra social interventions, artifacts that were utilized during the project's activities. With these inputs, a diverse set of activities were (co) organized with local stakeholders within the three neighborhoods to generate impact. This impact assessment applied key-informant and neighborhood stakeholder interviews, participatory observation, and a neighborhood impact survey to gain insights in the generated impact of the project.

The general conclusion of the impact assessment entails that neighborhood dynamics and a neighborhood centered approach for gathering and presenting cultural heritage have a mutual and beneficial impact on each other (figure 9). Moreover, the CoGhent project acted as a catalyst and developed CoGhent technologies as a facilitator to initiate and facilitate impact generating processes in the three neighborhoods. Although some nuances and practical limitations can be appointed as well to the project.



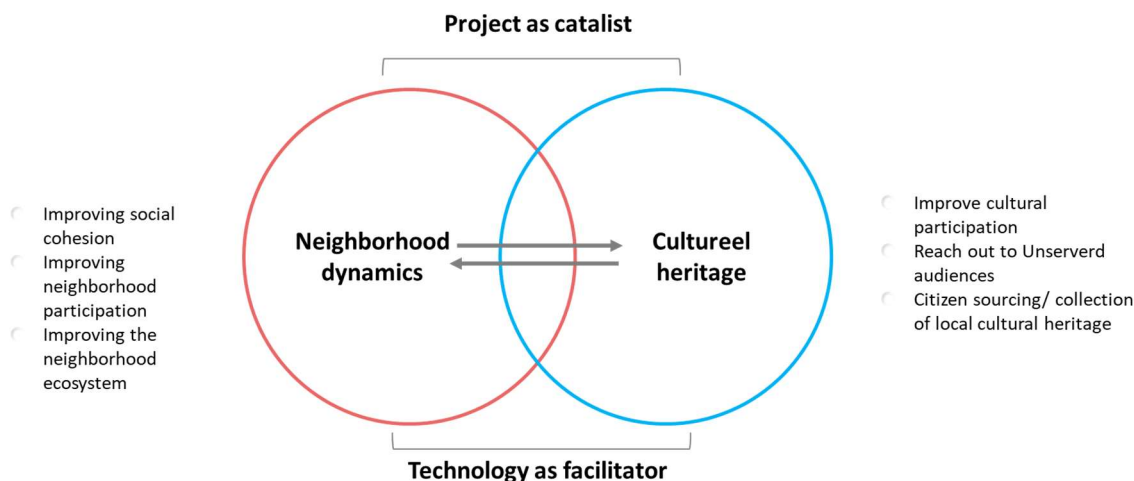


Figure 9 Schematic overview of the general conclusion

More concrete, this general conclusion can be substantiated with **11 key-insights** gathered during the impact assessment:

The first two key-insights can be appointed as neutral. These insights show how the project created two facilities that were responsible for instigating the processes of impact generation of the CoGhent project.

- *The CoGhent project as a catalyst by creating a ‘common ground’ or ‘collaborative environment’.*

The cumulation of the CoGhent inputs, the activities, and the possibility to co create these activities created a temporary boost in the neighborhoods. First, by systematically organizing events, a common ground was created where neighborhood inhabitants, neighborhood professionals and museum institutions could meet and interact. Secondly, by making it able to co organize activities, an environment for collaboration among the project’s stakeholders, other neighborhood inhabitant’s neighborhood organizations and Ghentian museum institutions was set up.

- *The CoGhent project as a facilitator/platform for neighborhood storytelling*

The project created a platform for collecting and presenting local cultural heritage in the form of assets and stories. This made it able to share local cultural heritage (both originating from the Ghentian museum collections and heritage bound to the neighborhood) from a top-down perspective towards the neighborhood, and to collect local assets and stories originating from the neighborhood's inhabitants. This was applied in a digitized and non-digitized manner.



The following three key-insights entail the impact of the facilities on how neighborhood dynamics (social cohesions, neighborhood participation and collaborations and neighborhood ecosystems were impacted by the project intervention.

- *The CoGhent project served as an instigator for weak ties among neighborhood inhabitants with cultural heritage as a boundary object.*

By facilitating a common meeting space at the CoGent box and during the CoGhent activities, neighborhood inhabitants got more opportunities to meet other neighborhood inhabitants, in which serendipitous encounters would be established, instigating contact among neighborhood inhabitants. During these contacts, 'weak ties' were created among the inhabitants based on common interests. In addition, the stories presented in the CoGent box and the cultural heritage that was utilized during the project's activities, has proven to be serving as a boundary object to initiate contact among neighborhood inhabitants.

- *The CoGhent project served as a platform for storytelling which stimulated 'sense of belonging' and 'sense of ownership' among neighborhood inhabitants.*

The project made it able to share personal cultural heritage with the Ghentian museum collections from a bottom-up perspective by sharing this in a digital and non-digital manner. In the opposite direction, the project allowed the neighborhood inhabitants to experience and consume local cultural heritage in the form of the stories in the CoGent box in an immersive and graphically appealing manner. These functionalities showed potential in the short term to trigger a circular and self-reinforcing process that impacts 'sense of ownership' (feeling of possessing or having control over the assets and stories in the museum collections) and 'sense of belonging' (feeling as being part of the neighborhood) among neighborhood inhabitants.

- *The CoGhent project served as an instigator/ catalyst for the activation of neighborhood assets.*

The CoGhent project acted as a catalyst for activating neighborhood assets.

First, social infrastructure was utilized by placing the CoGent box and its social facilities in the public space. By activating local social infrastructure, and the neighborhood inhabitants utilizing this infrastructure, the projects showed the need for more benches and public meeting spaces to open in the neighborhood.



Second, by activating local neighborhood inhabitants as volunteers in the CoGhent box, these volunteers became known for their knowledge regarding neighborhood organizations and neighborhood activities. This resulted in an activation of the volunteers as an informal central point of contact to get information from. In addition, by activating local volunteers in co-organizing activities that bring together neighborhood organizations, these volunteers became a central figure in the network of neighborhood organizations. Therefore, showing a potential connecting factor in future neighborhood collaborations.

Last, the project instigated or renewed collaborations among neighborhood organizations. By co-organizing a variety of CoGhent box activities, new contacts and possible future collaborations are instigated by the project as a common collaborative environment.

The next three key-insights entail the impact of the CoGhent project on cultural heritage by means of the collection of assets and stories, reaching out to unserved audiences and the impact on cultural participation.

- *The CoGhent project aided museum institutions to reach out towards ‘unserved audiences.’*

As a common place to meet during the activities, Ghentian museum institutions were able to reach out towards Neighborhood inhabitants. Although the present neighborhood inhabitants on these activities were ‘usual suspects’ for neighborhood professionals, a lot of the attendees on these activities were still seen ‘unserved’ for the Ghentian museum institutions. Being present in the proximity of these unserved audiences, a barrier to targeting and reaching out to this audience was lowered. By (co)-organizing sub activities at the CoGhent box, museum institutions were able to introduce their collections to these unserved audiences.

- *The CoGhent project instigated an improvement of cultural participation by introducing cultural heritage through daily ‘points of interest.’*

Starting from daily or familiar ‘points of interest’, the CoGhent project was able to introduce cultural heritage in a low-key manner towards CoGhent participants (both visiting the CoGhent box and participating in CoGhent activities). More concrete, by presenting local and familiar assets (e.g., old neighborhood pictures or daily objects where neighborhood inhabitants are familiar with) and local stories, attention and interest was grabbed among neighborhood inhabitants. This resulted in a more tangible comprehension of cultural heritage and the collections of the Ghentian museums, which subsequently improving the attitude towards museum institutions, lowering the (mental) distance towards cultural heritage and (re)-



instigated the interest in, and intention to experience cultural heritage by visiting museum institutions and online museum collections.

- *The CoGhent project collected neighborhood oriented cultural heritage more efficiently through a human centered and personal approach.*

The CoGhent project facilitated 'citizen sourcing' (the collection of assets and stories originating from neighborhood inhabitants) in a digital and non-digital manner.

On the one hand, aimed at digitally facilitating the collection of cultural heritage, the CoGhent web platform, on which inhabitants were able to share their personal assets and stories, was neglected and not widely used.

On the other hand, the project pointed out that personally approaching neighborhood inhabitants, to identify and collect cultural heritage, is more efficient than digitally collecting. Moreover, creating personal connections between the project's staff and neighborhood inhabitants has proven to be more effective and necessary. Personal trust and helping with digital skills were needed to make neighborhood inhabitants share their stories with the project. This personal approach helped in lowering the barriers towards neighborhood inhabitants to share their stories and assets.

The last three key-insights entail the critical notes on how the aforementioned impacts were generated and how practical nuances can be appointed.

- *The design of the CoGent box and its interfaces are being faced with challenges.*

The design of the CoGent box, as a tangible artifact that served as the face of the project on a neighborhood level, impacted whether neighborhood inhabitants would visit the box or not. Although also appointed in a positive manner, the box was more negatively perceived by neighborhood inhabitants. Here, abstract communication regarding the box in its direct environment, the box culturally not being part of the neighborhood, too little identification with the box and technical malfunctions obstructed the visiting and adoption of the CoGent box both from a project stakeholders and neighborhood stakeholder perspective.

- *The intervention period of three months was too short*

Unanimously, the project and neighborhood stakeholders concluded that the intervention period of three months was too short to create maximum value in the neighborhood.



First, the three month intervention period is too short to properly co-organize activities with neighborhood organizations due to a hard to find agenda-fit and an abstract communication regarding the CoGent, box and the project's activities.

Second, the three month intervention period is too short for neighborhood inhabitants to comprehend what the purpose of the project is. Therefore, widespread mouth to mouth communication of the CoGent box and the activities was not successfully instigated among neighborhood inhabitants. Resulting in a small knowledge of the CoGent box being present in the neighborhood. In addition, the number of activities organized by the project was too dense. This resulted in a lowering motivation for visiting the CoGent box or to participate in the activities.

- *Insufficient experimentation on how technology can serve as a facilitator for presenting cultural heritage in order to improve neighborhood dynamics*

Although the developed technology showed its potential to serve as a facilitator for collecting and sharing cultural heritage in the neighborhood. The application and experimentation of the developed technologies were still neglected during the CoGhent activities. Only a small amount of the activities deployed the CoGent box and its interfaces. This results in the conclusion that there is still a lot of untapped experimental potential in understanding the facilitating role of technology in improving neighborhood dynamics through the collection and presentation of local cultural heritage.

In summary, the CoGhent project demonstrated the mutual and beneficial relationship between neighborhood dynamics and a neighborhood-centered approach to cultural heritage. The project's interventions acted as catalysts and facilitators, creating opportunities for collaboration, storytelling, and activation of neighborhood assets. However, there is room for improvement, particularly in terms of design, intervention duration, and leveraging technology to enhance the impact on cultural heritage and neighborhood dynamics.



7. Recommendations

The CoGhent project provided an innovative and unique approach on the crossroads on city neighborhoods, cultural heritage and technology. By combining these three elements into an experimental setting, the above described insights, on how neighborhood dynamics and cultural heritage can beneficially improve each other, were gathered. Although the project did not yet fully benefit its experimental potential of its developed technologies, still a set of recommendations can be made and generalized towards other projects and other contexts in which similar goals are set:

Recommendations on neighborhood approach (when executing a project on neighborhood level):

- **Asset activation:** During a project intervention, involve local assets as much as possible in order to improve the chances on a long term effect in the neighborhood and to blend in with the local context as much as possible.
 - **Utilize the local social infrastructure during the project intervention period and during the project activities** in order to showcase the utility or use of this infrastructure for the neighborhood. This may serve as an activation of this infrastructure in the mid-long term.
 - **Activate volunteers** that can contribute in future projects as well.
 - **Stimulate collaborations among neighborhood organizations during the project** in order instigate future collaborations among these organizations aside from the project intervention.

- Facilitate a platform for neighborhood storytelling both in a digital and non-digital way:
 - **Bottom-up (improving ‘sense of ownership’):** Make neighborhood inhabitants able to share their personal cultural heritage with the project/ online collections: .
 - Provide a clear and easy to use digital platform to facilitate the collection of personal cultural heritage
 - Utilize human effort and a personal approach in order to efficiently collect neighborhood assets and stories, and add them to the online collections.



- **Top-down (improving ‘sense of belonging’):** Present collected neighborhood assets in combination with museum collections through the project intervention or on other channels:
 - Present the assets and stories in a graphically appealing and public manner. This can be done in the public intervention, or through social media.
 - Use wide spread communication channels to share these assets within the local neighborhood.
 - Utilize the interest in local cultural heritage to facilitate an introduction of the museum institutions and the online museum collections.

- **Present local cultural heritage, familiar to neighborhood inhabitants, on a mutual or collective moment** in order to instigate conversations (boundary object) among neighborhood inhabitants. These contacts may result in the generation of weak-ties among neighborhood inhabitants.

Recommendations on activities (activities organized by the CoGhent project during the intervention period of three months in the neighborhoods):

CoGhent activities (intervention in the public space):

- **Co-organize activities in collaboration with neighborhood stakeholders and museum institutions** in order to stimulate future collaborations among these stakeholders and to activate neighborhood volunteers.

- **Organize public events/ activities to create a common meeting ground in order to bring the following stakeholders together:**
 - Neighborhood inhabitants
 - Neighborhood inhabitants and neighborhood professionals
 - Neighborhood inhabitants (among them unserved audiences) and museum institutions

- **Content (of the CoGhent activities):** cover a variety of all sorts of activities in order to attract all kinds of neighborhood stakeholders and inhabitants.



- Social activities that bring neighborhood inhabitants together
 - Thematical activities covering a certain topic that is appealing for neighborhood inhabitants participate in
 - Outreaching activities of Ghentian museum institutions utilizing the museum collections in these activities
- **Communication:** communicate the purpose and content of the project activities as concrete as possible, involving a clear call to action.
- **Application (of the CoGhent activities):** During intervention activities, try to utilize the developed technological interventions (inputs) as much and concrete as possible. This will aid in experimentation with technology as a facilitator for improving neighborhood dynamics through cultural heritage.

Recommendations on inputs (CoGent box, CoGhent web platform and extra social interventions):

CoGhent box (intervention in the public space):

- Inside of the intervention:
 - **Interfaces/ technology:** Design interfaces in the intervention as easy to use as possible. This will help in the adoption of the intervention and create momentum among neighborhood inhabitants.
 - **Content:** Use local neighborhood stories and assets as 'points of interest' to attract and instigate interest in cultural heritage among neighborhood inhabitants to the intervention.
 - **Content:** Start from local stories and assets in order to create a neighborhood narrative which can help to create an own and personal narrative for neighborhood inhabitants.
 - **Content:** Link assets, originating from museum collections, to local cultural heritage in order to introduce museum collections towards visitors of the intervention.
- Outside of the intervention:



- **Communication:** Provide clear communication regarding the purpose, functionalities and content of the intervention in an outward-oriented manner. Neighborhood inhabitants must be aware of what to expect when visiting the intervention.
 - E.g. for the CoGent box, presenting the local stories in the direct environment of the box would attract more inhabitants to visit the box.
- **Design:** Let neighborhood inhabitants have decisive power in how the intervention should look. E.g. by collectively decorating the intervention. To do this properly, concrete activities should be organized,

CoGhent web platform (online application)::

- **Communication/ interface:** If an online web platform or application is developed in order fulfill multiple purposes (e.g. to browse through digital museum collections, to upload personal cultural heritage and to create an own cultural heritage story), be sure that this application:
 - Has a clear call to action. The visitor of the application must know what is expected when visiting the web platform.
 - Has clear instructions in terms of functionalities and purpose is of the application.
- **Application (of the developed technology):** Concretely utilize the application during activities organized by the project. Use these activities to show concrete use cases of the application. This will help in the adoption among neighborhood inhabitants.

Extra social interventions:

- The recommendations for the CoGent box and the CoGhent web platform are also applicable for the extra social interventions.



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8. Addendum

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Annexes

Annex 1: List of Result Indicators

Result Indicator	Result indicator explained
<p>RI1. Neighborhood social cohesion index</p>	<p>What: This intervention aims at developing a common cultural background that connects neighborhood residents on a latent level, through a common set of stories, values, and knowledge.</p> <p>How: A survey measures social cohesion in neighborhoods from an individual citizen's perspective, based on 3 subdimensions: psychological sense of community, neighboring, and the attraction to the neighborhood.</p> <p>This result indicator is considered positive if the data shows a statistical increase (at a $p < .005$ -level) of this index for the three neighborhood interventions.</p> <p>Frequency: We will measure this at 3 moments: the 1st survey will be conducted in the first year of the project to define the baseline and discuss neighborhood selection. The 2nd survey will be conducted before the intervention in a neighborhood. The 3rd survey will be conducted after the whitespace intervention period.</p>
<p>RI2. Degree of heritage stories linked on- and offsite</p>	<p>What: We will keep track of the number of citizen narratives captured in neighborhoods. We will then measure to what degree these narratives get linked to the institutional digital cultural heritage.</p> <p>How: The result indicator is considered positive if at least half of the number of stories captured gets linked to the institutional digital heritage.</p> <p>Frequency: Continued throughout the testing phase, can be delivered in quarterly reports.</p>
<p>RI3. Museum and Cultural Institution commitment</p>	<p>What: Partners and stakeholders will jointly compose and sign a scaling statement. Museums, cultural institutions and heritage organizations will be convinced to endorse it, committing their intention to implement a White Space or derivative. Cf. A7.5 in this proposal where Design Museum Gent already committed to integrating this concept in their new wing.</p>

	<p>Frequency: once, at the end of the project.</p>
<p>RI4. Social inclusion</p>	<p>What: This builds upon an initial analysis of the diversity of reached civilians within the neighborhood, according to their cultural consumption profile, esp. the 'underserved audiences' of traditional museums. This result indicator monitors to what extent such 'new publics' are reached. Currently, in Ghent, 75,2% of the population has visited a museum, an exhibition, gallery or historical place in the past 12 months. 24,8% of the population remains "unserved" and can be considered as 'new public' when visiting the white space. We hope one out of three visitors of the white space will be somebody who did not visit any museum the year before.</p> <p>By adopting personas and ambassadors throughout the development process, we target these groups specifically. By extracting museum collections from traditional institutes and exposing these artifacts through new interfaces and embedded in the neighborhood, we expect more civilians who are not yet involved to be included.</p> <p>How: online surveys</p> <p>Frequency: Within WP4, PP5 will measure this at three moments. The first survey will be conducted in the first year of the project to define the baseline and discuss neighborhood selection. The second survey will be conducted before the intervention in a neighborhood. The third survey will be conducted after the whitespace intervention period. For the last two surveys, we will question both the targeted neighborhood and one control neighborhood.</p>
<p>RI5. Social integration</p>	<p>What: By applying the intervention in the local neighborhood, we expect an increase in the ratio of people who feel socially integrated, due to the development of a cultural common ground and increased mutual interaction transcending different societal populations.</p> <p>The amount of the population that feels socially well-integrated in the neighborhood. Currently, in Ghent, 32,2% of the citizens feel socially integrated in the neighborhood (buurtmonitor). This result indicator is considered positive if the data show a statistical increase (at a $p < .005$ -level) of this index for the three neighborhood interventions.</p> <p>How: online surveys.</p>

	<p>Frequency: Within WP4, PP5 will measure this at three moments. The first survey will be conducted in the first year of the project to define the baseline and discuss neighborhood selection. The second survey will be conducted before the intervention in a neighborhood. The third survey will be conducted after the whitespace intervention period. For the last two surveys, we will question both the targeted neighborhood and one control neighborhood.</p>
<p>RI6. (Mental) distance from museum institutions & collections</p>	<p>What: The level of awareness of the presence of a museum institute, and whether a person identifies him/herself with the institute. By applying the intervention we expect to increase the awareness of the presence of cultural heritage. This result indicator is considered positive if the data shows a statistical decrease (at a $p < .005$ -level) of this index for the three neighborhood interventions.</p> <p>How: online surveys</p> <p>Frequency: Within WP4, PP5 will measure this at three moments using an online survey. The first survey will be conducted in the first year of the project to define the baseline and discuss neighborhood selection. The second survey will be conducted before the intervention in a neighborhood. The third survey will be conducted after the whitespace intervention period. For the last two surveys, we will question both the targeted neighborhood and one control neighborhood.</p>

Annex 2: Prioritized 'Change Assumptions' (Dutch)

ID	Cluster	Profile	Priority score
ID	Cultural participation	Het verlagen van drempels om lokaal cultureel erfgoed te ervaren	72,92
1	Social cohesion	Stijging van het aantal contacten en interacties tussen buurtbewoners	72,47
2	Cultural participation	Betere kennis van de lokale geschiedenis (verhoogd erfgoed bewustzijn)	66,78
3	Cultural participation	Meer interesse in cultureel erfgoed	66,18
4	Cultural participation	Positievare attitudes t.o.v. cultureel erfgoed	64,4
5	Social cohesion	Stijging van het aantal burens die buurtbewoners kennen	62,89
6	Social cohesion	Een hogere appreciatie voor de achtergrond en cultuur van andere buurtbewoners	60,59
7	Social cohesion	Een betere kennis van buurtbewoners in elkaars achtergrond en cultuur	56,94
8	Neighborhood participation	Stijging in het aantal "moeilijk bereikbare doelgroepen" die deelnemen in buurtactiviteiten	54,93
9	Social cohesion	Toename van het aantal manieren waarop buurtbewoners elkaar kunnen leren kennen (Vb. op een activiteit aan de CoGent box)	54,07
10	Social cohesion	Een groter gevoel van buurtverbondenheid	54,07
11	Cultural participation	Positievare emoties die opgewekt worden door het ervaren van cultureel erfgoed	49,91
12	Technology acceptance	Verhoogd bewustzijn bij Gentse museuminstellingen inzake de rol die technologie kan spelen voor hun instelling	47,99
13	Neighborhood participation	Stijging in het aantal buurtbewoners die deelnemen in buurtactiviteiten	45,55
14	Neighborhood participation	Verhoogd gevoel van van erkenning bij bijdrage aan buurtactiviteiten	45,32



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15	Cultural participation	Het verlagen van drempels om de Gentse musea te bezoeken	44,34
16	Cultural participation	Verhoogd bewustzijn van welke erfgoedinstellingen aanwezig zijn in Gent	44,33
17	Cultural participation	Verhoogd bereik van "moeilijk bereikbare doelgroepen" (Vb. jongeren, mensen met lage SES,...)	40,16
18	Neighborhood participation	Stijging in het aantal "nieuwe buurtbewoners" (zowel Belgische achtergrond als andere etnische achtergrond) die betrokken worden in buurtactiviteiten	39,6
19	Cultural participation	Beter begrip van de erfgoedcollecties van de Gentse musea	37,62
20	Ecosystem collaboration	Meer samenwerking tussen stadsdiensten	36,53
21	Social cohesion	Stijging in het aantal gespreksonderwerpen die burens met elkaar kunnen hebben	34,02
22	Technology acceptance	Stijging in het aantal bezoekers die de online collectie bezoeken	32,5
23	Neighborhood participation	Stijging van het aantal verenigingen die met elkaar samenwerken in de buurt	31,96
24	6 th Collection	Stijging van het aantal verzamelde "assets" of erfgoedstukken aangereikt door burgers	31,28
25	Social cohesion	Positievare gesprekken over de buurt met andere buurtbewoners	30,68
26	Cultural participation	Verhoogd gevoel van erfgoed-eigenaarschap (buurtbewoners voelen zich gerepresenteerd in de erfgoedcollecties)	29,38
27	6 th Collection	Stijging in diversiteit van de Gentse museumcollecties	29,2
28	Neighborhood participation	Toename van het aantal vrijwilligers in socio-culturele activiteiten	29,03
29	Ecosystem collaboration	Stijging in samenwerking tussen Gentse musea, diensten van Stad Gent en lokale verenigingen	27,93



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30	Social cohesion	Stijging van het aantal burens waarmee er "simpele gesprekken" mee kunnen worden uitgevoerd	26,07
31	Technology acceptance	Stijging in het aantal bekeken "assets" of erfgoedstukken op het webplatform	26
32	6 th Collection	Verborgene verhalen uit de buurt meer zichtbaar maken in de collecties	25,59
33	Cultural participation	Verhoogd gevoel van erfgoed-eigenaarschap in de buurt	23,46
34	6 th Collection	Stijging in het aantal verhalen die verzameld worden	22,27
35	Ecosystem collaboration	Meer samenwerking over sectoren heen	19,64
36	6 th Collection	Stijging van het aantal verhalen die door buurtbewoners opgesteld worden op het webplatform	18,52
37	Ecosystem collaboration	Meer samenwerking tussen deelnemende musea	18,37
38	Technology acceptance	Stijging van het aantal senioren die positief staan ten opzichte van nieuwe technologieën	18,15
39	Technology acceptance	Stijging van het aantal senioren die gebruik maken van nieuwe technologieën om cultureel erfgoed te ervaren en te delen	15,82
40	Ecosystem collaboration	Positievare attitude ten opzichte van Stad Gent als organisator van buurtprojecten	14,21
41	Ecosystem collaboration	Stijging in "dialogo" tussen Stad Gent en lokale verenigingen	13,76

Annex 3 List of interviewed stakeholder/ key-informants

ID	Stakeholder	Profile	Key-informant for neighborhood:
1	Neighborhood inhabitant in the direct environment of the CoGent Box	Neighborhood inhabitant	Watersportbaan - Ekkergem
2	Neighborhood inhabitant in the direct environment of the CoGent Box	Neighborhood inhabitant	Watersportbaan - Ekkergem
3	Neighborhood inhabitant in the direct environment of the CoGent Box	Neighborhood inhabitant	Watersportbaan - Ekkergem
4	Neighborhood inhabitant in the direct environment of the CoGent Box	Neighborhood inhabitant	Watersportbaan - Ekkergem
5	Neighborhood inhabitant in the direct environment of the CoGent Box	Neighborhood inhabitant	Watersportbaan - Ekkergem
6	Former inhabitant that participated in the project	Neighborhood inhabitant	Watersportbaan - Ekkergem
7	Neighborhood inhabitant in the direct environment of the CoGent Box	Neighborhood inhabitant	Watersportbaan - Ekkergem
8	Neighborhood inhabitant in the direct environment of the CoGent Box	Neighborhood inhabitant	Watersportbaan - Ekkergem
9	Neighborhood inhabitant in the direct environment of the CoGent Box and with a migration background	Neighborhood inhabitant	Sluizeken – Tolhuis - Ham
10	Neighborhood inhabitant in the direct environment of the CoGent Box	Neighborhood inhabitant	Sluizeken – Tolhuis - Ham
11	Neighborhood inhabitant in the direct environment of the	Neighborhood inhabitant	Sluizeken – Tolhuis - Ham



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	CoGent Box		
12	Neighborhood inhabitant in the direct environment of the CoGent Box and with a migration background	Neighborhood inhabitant	Sluizeken – Tolhuis - Ham
13	Neighborhood inhabitant in the direct environment of the CoGent Box	Neighborhood inhabitant	Sluizeken – Tolhuis - Ham
14	Neighborhood inhabitant in the direct environment of the CoGent Box, and active in neighborhood organisations	Neighborhood inhabitant	Sluizeken – Tolhuis - Ham
15	Neighborhood inhabitant in the direct environment of the CoGent Box	Neighborhood inhabitant	Sluizeken – Tolhuis - Ham
16	CoGent box volunteer and active in neighborhood organisations	Neighborhood stakeholder	Watersportbaan - Ekkerghem
17	CoGent box volunteer and active in neighborhood organisations	Neighborhood stakeholder	Watersportbaan - Ekkerghem
18	Neighborhood social professional	Neighborhood stakeholder	Watersportbaan - Ekkerghem
19	Neighborhood social professional	Neighborhood stakeholder	Watersportbaan - Ekkerghem
20	Neighborhood social professional	Neighborhood stakeholder	Watersportbaan - Ekkerghem
21	Neighborhood social professional with a focus on psychological support	Neighborhood stakeholder	Watersportbaan - Ekkerghem
22	Neighborhood professional with a focus on bridging the local school with neighborhood organizations	Neighborhood stakeholder	Watersportbaan - Ekkerghem



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23	Neighborhood social worker connected to the CoGhent project	Neighborhood stakeholder	Sluizeken – Tolhuis - Ham
24	Neighborhood social professional	Neighborhood stakeholder	Sluizeken – Tolhuis - Ham
25	Box volunteer	Neighborhood stakeholder	Sluizeken – Tolhuis - Ham
26	Neighborhood social professional	Neighborhood stakeholder	Sluizeken – Tolhuis - Ham
27	Neighborhood social professional	Neighborhood stakeholder	Sluizeken – Tolhuis - Ham
28	Neighborhood social professional	Neighborhood stakeholder	Sluizeken – Tolhuis - Ham
29	Neighborhood social professional	Neighborhood stakeholder	Sluizeken – Tolhuis - Ham
30	Neighborhood professional with a focus on bridging the local school with neighborhood organizations	Neighborhood stakeholder	Sluizeken – Tolhuis - Ham
31	WP6 Lead	Project stakeholder	Wondelgem, Watersportbaan – Ekkerghem and Sluizeken – Tolhuis - Ham
32	Neighborhood social worker connected to the CoGhent project	Project stakeholder	Wondelgem, Watersportbaan – Ekkerghem and Sluizeken – Tolhuis - Ham
33	Neighborhood social worker connected to the CoGhent project	Project stakeholder	Wondelgem, Watersportbaan – Ekkerghem and Sluizeken – Tolhuis - Ham
34	Neighborhood social worker connected to the CoGhent project	Project stakeholder	Wondelgem, Watersportbaan – Ekkerghem and Sluizeken – Tolhuis - Ham
35	Neighborhood cultural worker connected to the CoGhent project	Project stakeholder	Wondelgem, Watersportbaan – Ekkerghem and Sluizeken – Tolhuis - Ham
36	Neighborhood cultural worker	Project stakeholder	Wondelgem, Watersportbaan –



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	connected to the CoGhent project		Ekkergerem and Sluizeken – Tolhuis - Ham
37	Neighborhood cultural worker connected to the CoGhent project	Project stakeholder	Wondelgem, Watersportbaan – Ekkergerem and Sluizeken – Tolhuis - Ham
38	Neighborhood social worker connected to the CoGhent project	Project stakeholder	Wondelgem, Watersportbaan – Ekkergerem and Sluizeken – Tolhuis - Ham
39	Project stakeholder connected to a Ghentian museum institution that is participating in the CoGhent project	Project stakeholder	Wondelgem, Watersportbaan – Ekkergerem and Sluizeken – Tolhuis - Ham
40	Project stakeholder connected to a Ghentian museum institution that is participating in the CoGhent project	Project stakeholder	Wondelgem, Watersportbaan – Ekkergerem and Sluizeken – Tolhuis - Ham



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Annex 4: List of observed activities

ID	Activity	Activity/meeting	Date
1	Facilitating the box during opening hours in Wondelgem	Activity	21-07-2022
2	WP6 meeting	meeting	10-11-2022
3	WP6 meeting	meeting	17-11-2022
4	Openingsfeest STH	activity	20-11-2022
5	Game on (1)	activity	23-11-2022
6	Game on (2)	activity	07-12-2022
7	WP5 & WP6 consultation	meeting	15-12-2022
8	Winterfeest (all side activities)	activities	16-12-2022
9	WP5 & WP6 consultation	meeting	12-01-2023
10	Evaluation consultation of WP6 Neighborhood Watersportbaan - Ekkergem	meeting	16-01-2023
11	'Lichtfeest aan de CoGent box'	Activity	02-02-2023

Annex 5: CoGhent neighborhood impact assessment survey pre- and post-test (Dutch)

Block zero: Socio demographics

- Age
Wat is je geboortjaar?
- Gender
 - Ik ben..
 - Vrouw
 - Man
 - Ander
 - Wil ik liever niet vertellen
- Education
 - Wat is uw hoogst behaalde diploma?
 - Geen diploma of diploma lagere school
 - Diploma middelbaar onderwijs (=zesde of zevende jaar middelbaar afgerond)
 - Hoger onderwijs korte type (Bachelor of een opleiding van 2 of 3 jaar)
 - Hoger onderwijs lange type (Master of een opleiding langer dan 3 jaar)
 - Doctoraat
- Occupation
 - Wat omschrijft uw werksituatie het best?
 - Student middelbare schol
 - Student hoger onderwijs
 - Werkzoekende
 - Arbeider
 - Bediende of ambtenaar
 - Kaderberoep (management)
 - Zelfstandig of vrij beroep
 - Gepensioneerd
 - Andere

- Financial stress



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- In welke mate ben je betrokken in jouw buurt?
(7-point likert scale: Helemaal niet akkoord, Niet akkoord, Eerder niet akkoord, Noch niet akkoord - noch akkoord, Eerder wel akkoord, Akkoord, Helemaal akkoord)
 - Met mijn/ons huidig inkomen is het moeilijk om veel meer te veroorloven dan de basisbenodigdheden.
 - Ik heb het gevoel dat mijn/ons huidig inkomen toelaat een gewenste levensstandaard te behouden.
 - Ik denk dat ik in de komende maanden mijn levensstandaard zal moeten verminderen omdat ik niet genoeg geld heb.
 - Ik heb schrik dat ik in de nabije toekomst niet al mijn rekeningen zal kunnen betalen.
 - Ik verwacht dat ik, of mijn gezin, moeilijkheden zal ondervinden in de komende maanden. Vb. gebrekkige huisvesting, tekort aan medische zorg of voedsel.

Block one: Neighborhood dynamics

Introduction neighborhood dynamics:

In het volgende deel vragen we hoe jij naar jouw buurt kijkt.

Met buurt bedoelen we de directe omgeving van jouw woonst en de mensen die je zelf als buurtbewoners beschouwt.

Neighborhood participation

- In welke mate ben je betrokken in jouw buurt?
(7-point likert scale: Helemaal niet akkoord, Niet akkoord, Eerder niet akkoord, Noch niet akkoord - noch akkoord, Eerder wel akkoord, Akkoord, Helemaal akkoord)
 - Ik ben erg betrokken bij vrijwilligersorganisaties in mijn buurt.
 - Door samen te werken met anderen, zorg ik voor positieve veranderingen in mijn buurt.
 - Ik help de mensen in mijn buurt.
 - Ik doe mijn best om op de hoogte te blijven van evenementen in mijn buurt.
 - Ik praat vaak over de buurt met mensen in mijn buurt.
 - Ik steun liefdadigheidsorganisaties of -initiatieven in mijn buurt.
 - Wanneer ik deelneem aan iets in de buurt voel ik me hier welkom.
 - Ik voel ik me geapprecieerd door mensen in mijn buurt.

- Hoeveel keer ging je het voorbije jaar naar een evenement in de buurt?
Met evenement in de buurt bedoelen we een buurtfeest, rommelmarkt,...
 - Geen enkele keer
 - 1 keer
 - 2 keer
 - 3 keer
 - 4 keer
 - 5 keer
 - Meer dan 5 keer
 - Ik weet het niet

- Hoeveel keer heb je in het afgelopen jaar meegeholpen om een buurtevenement te organiseren?
Met evenement in de buurt bedoelen we een buurtfeest, rommelmarkt,...
 - Geen enkele keer (1)
 - 1 keer (2)
 - 2 keer (3)
 - 3 keer (4)
 - 4 keer (5)
 - 5 keer (6)
 - Meer dan 5 keer (7)
 - Ik weet het niet (8)

Neighborhood attitude towards other cultures

- In welke mate ga je akkoord met volgende stellingen?
(7-point likert scale: Helemaal niet akkoord, Niet akkoord, Eerder niet akkoord, Noch niet akkoord - noch akkoord, Eerder wel akkoord, Akkoord, Helemaal akkoord)
 - Ik vind dat er in mijn buurt te veel mensen met een andere cultuur wonen.
 - Als je mensen met een andere cultuur beter leert kennen, is dit vaak een verrijking.
 - Het is goed voor een buurt wanneer er mensen uit verschillende culturen aanwezig zijn.
 - Ik zou het zinvol vinden, mochten in mijn buurt activiteiten worden georganiseerd waarbij mensen uit verschillende culturen elkaar beter kunnen leren kennen.
 - Ik zou het niet zo prettig vinden als er een gezin uit een andere cultuur in het huis naast mij komt wonen.
 - Ik vind dat ik voldoende kennis heb van de achtergrond en cultuur van mijn buurtbewoners.

Social integration

- In welke mate ga je akkoord met volgende stellingen over uw buurt?
(7-point likert scale: Helemaal niet akkoord, Niet akkoord, Eerder niet akkoord, Noch niet akkoord - noch akkoord, Eerder wel akkoord, Akkoord, Helemaal akkoord)
 - Ik heb veel contact met andere buurtbewoners.
 - Ik heb veel contact met mijn directe burenen.
 - Ik voel me thuis bij de mensen die in deze buurt wonen.
 - Mensen in mijn buurt zijn bereid hun burenen te helpen.
 - Mensen in mijn buurt zijn te vertrouwen.

Ties and contacts among neighborhood inhabitants

- Geschat, hoeveel personen ken je in jouw buurt?
 - Open answer
- Geschat, hoeveel keer per week heb je een gesprek met een buurtbewoner?
Dit kan een heel kort gesprek zijn van een aantal minuten.
Mensen binnen jouw gezin tellen niet mee.
 - Geen enkele keer
 - 1 keer
 - 2 keer
 - 3 keer
 - 4 keer
 - 5 keer
 - 6 keer
 - 7 keer
 - 8 keer
 - 9 keer
 - 10 keer
 - Meer dan 10 keer

Social infrastructure as a catalyst for contacts

- In welke mate ga je akkoord met volgende stellingen over je buurt?
(7-point likert scale: Helemaal niet akkoord, Niet akkoord, Eerder niet akkoord, Noch niet akkoord - noch akkoord, Eerder wel akkoord, Akkoord, Helemaal akkoord)
 - Er zijn voldoende plekken in mijn buurt om buurtbewoners te leren kennen.
 - Het is makkelijk om buurtbewoners te leren kennen.
 - Er worden voldoende evenementen georganiseerd om buurtbewoners te leren kennen.



- Ik heb voldoende onderwerpen om met mijn buurtbewoners te bespreken.
- Ik heb regelmatig gesprekken over de geschiedenis of verhalen van de buurt met mijn buurtbewoners.
- Als ik een gesprek heb met een buurtbewoner over de buurt, is dit meestal positief.

Neighborhood social cohesion

- In welke mate ga je akkoord met volgende stellingen over je buurt?
(7-point likert scale: Helemaal niet akkoord, Niet akkoord, Eerder niet akkoord, Noch niet akkoord - noch akkoord, Eerder wel akkoord, Akkoord, Helemaal akkoord)
 - Over het algemeen woon ik graag in mijn buurt.
 - Ik heb het gevoel dat ik thuishoor in mijn buurt.
 - Ik bezoek mijn burens af en toe bij hen thuis.
 - De vrienden en kennissen die ik in deze buurt heb, betekenen veel voor mij.
 - Als ik kon, zou ik naar een andere buurt verhuizen.
 - Als er iets georganiseerd wordt in mijn buurt beschouw ik dit als iets dat "we samen als buurt" doen.
 - Klik "noch niet akkoord, noch akkoord" aan.
 - Als ik advies nodig zou hebben, dan kan ik terecht bij iemand uit mijn buurt.
 - Ik denk dat ik hetzelfde over de dingen denk als de meeste mensen in mijn buurt.
 - Ik geloof dat mijn burens mij zouden helpen wanneer ik problemen zou hebben.
 - Ik leen soms zaken van mijn burens.
 - Ik ben bereid om samen te werken met anderen om mijn buurt te verbeteren.
 - Ik ken de geschiedenis van mijn buurt goed.
 - Ik help mijn burens soms.
 - Ik ben van plan om lang in deze buurt te wonen.
 - Ik vind dat ik lijk op anderen in mijn buurt.
 - Ik heb maar zelden burens op bezoek.
 - Ik voel me verbonden met de andere mensen uit mijn buurt.
 - Ik zal zelden stoppen en een babbeltje slaan met de mensen uit mijn buurt.
 - Wonen in deze buurt geeft me een groepsgevoel.

Block Two: Cultural participation

Introduction cultural participation

In dit volgende deel polsen we naar jouw mening over de Gentse musea en hun collecties.

Dit zijn:

- het STAM
- het MSK (Museum voor Schone kunsten)
- het SMAK (Stedelijk Museum voor Actuele Kunst)
- het Design Museum
- het Industriemuseum (vroeger MIAT)
- het Huis van Alijn
- het Museum Dr.Guislain
- De Wereld van Kina
- het GUM (Gents Universiteitsmuseum)

Wanneer we vragen stellen over de "Gentse museumcollecties" bedoelen we zowel de collecties in de musea zelf als de online collecties op de websites van deze musea.

Om te weten hoe deze online collecties eruit zien, kan je hieronder de collecties van de Gentse musea bezoeken: (Dit is geen vereiste om de volgende vragen verder te beantwoorden)

- Online collectie van het STAM ([Klik hier](#))
- Online collectie van het Design Museum Gent ([Klik hier](#))
- Online collectie van Het Huis van Alijn ([Klik hier](#))
- Online collectie van het Industriemuseum ([Klik hier](#))

Knowledge about museum institutions

- Welke van volgende musea kende je al voor het invullen van deze vragenlijst?
 - STAM
 - MSK (Museum voor Schone kunsten)
 - SMAK (Stedelijk Museum voor Actuele Kunst)
 - Design Museum
 - Industriemuseum
 - Huis van Alijn
 - Museum Dr.Guislain
 - De wereld van Kina
 - GUM (Gents Universiteitsmuseum)
 - Ik kende nog geen enkele van deze musea



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- In welke mate ga je akkoord met volgende stellingen?
Met "Gentse museumcollecties" bedoelen we zowel de collecties in de musea zelf als de online collecties op de websites van deze musea.
 (7-point likert scale: Helemaal niet akkoord, Niet akkoord, Eerder niet akkoord, Noch niet akkoord - noch akkoord, Eerder wel akkoord, Akkoord, Helemaal akkoord)
 - Ik weet welke musea er allemaal in Gent te vinden zijn.
 - Ik weet welke soort thema's er in de Gentse museumcollecties te vinden zijn.
 - Ik weet welke soort objecten ik terug kan vinden in de Gentse museumcollecties.
 - Ik weet welke soort verhalen ik terug kan vinden in de Gentse museumcollecties.

Mental distance towards museum institutions

- In welke mate ga je akkoord met onderstaande stellingen?
Met "Gentse museumcollecties" bedoelen we zowel de collecties in de musea zelf als de online collecties op de websites van deze musea.
 (7-point likert scale: Helemaal niet akkoord, Niet akkoord, Eerder niet akkoord, Noch niet akkoord - noch akkoord, Eerder wel akkoord, Akkoord, Helemaal akkoord)
 - De Gentse museumcollecties focussen over het algemeen op een interessante geschiedenis.
 - De Gentse museumcollecties focussen op relevante thema's.
 - De Gentse museumcollecties hebben weinig te maken met mijzelf en mijn leefwereld.
 - Gentse musea worden vooral bezocht door anderen, niet door mensen als ik.
 - De Gentse museumcollecties zijn makkelijk toegankelijk.
 - Ik moet me ver verplaatsen om Gentse musea te bezoeken.
 - Ik heb tijd om naar Gentse museumcollecties te kijken.
 - Naar Gentse museumcollecties bezoeken is tijdrovend.
 - Een museumbezoek is betaalbaar.

Intention to experience cultural heritage

- In welke mate ga je akkoord met volgende stellingen?
 (7-point likert scale: Helemaal niet akkoord, Niet akkoord, Eerder niet akkoord, Noch niet akkoord - noch akkoord, Eerder wel akkoord, Akkoord, Helemaal akkoord)
 - Ik plan het komende jaar een evenement in een Gents museum bij te wonen.
 - Ik denk niet dat ik het komende jaar langs zal gaan in een museum.
 - Ik plan het komende jaar om te surfen naar een online museumcollectie.



Subjective norm for visiting museum institutions

- In welke mate ga je akkoord met volgende stellingen?
(7-point likert scale: Helemaal niet akkoord, Niet akkoord, Eerder niet akkoord, Noch niet akkoord - noch akkoord, Eerder wel akkoord, Akkoord, Helemaal akkoord)
 - Als ik een museum (in het echt of online) bezoek is dit vooral omdat anderen mij dit vragen.
 - Mijn familie en vrienden vinden het bezoeken van een museum (in het echt of online) belangrijk.
 - Mijn familie en vrienden vinden dat het bezoeken van een Gents museum (in het echt of online) iets is wat bij mij past.
 - Wanneer ik een museum bezoek (in het echt of online), vraag ik soms aan anderen om mee te gaan.

Quality of past museum experiences

- In welke mate ga je akkoord met volgende stellingen?
(7-point likert scale: Helemaal niet akkoord, Niet akkoord, Eerder niet akkoord, Noch niet akkoord - noch akkoord, Eerder wel akkoord, Akkoord, Helemaal akkoord)
 - Mijn algemene indruk van mijn laatste bezoeken aan Gentse musea is goed. (1)
 - Ik vond mijn vorige Gentse museumbezoeken de moeite waard. (2)
 - Ik vond mijn vorige Gentse museumbezoeken leuk. (3)
 - Ik zou een Gents museumbezoek aanbevelen aan anderen. (4)

Block Three A: Intention to visit the CoGent box (pre-test only)

Introduction Intention to visit the CoGent box

Vanaf 20 november zal de **CoGent box** in jouw buurt geplaatst worden. Deze gekke doos laat je op nieuwe en toffe manieren **lokale verhalen ervaren**, maar laat jou ook **jouw eigen verhaal vertellen**.

Bekijk hieronder hoe deze box eruit ziet in onderstaand filmpje, om de volgende vragen goed te kunnen beantwoorden.

<https://www.youtube.com/watch?v=ujFwsPJj7gU>

Ja kan de box vanaf 20 november **ook gewoon eens bezoeken in jouw buurt!** De volgende vragen zullen over deze box gaan.

Questions Intention to visit the CoGent box

Intention to visit the CoGent box

- Hoe waarschijnlijk is het dat je volgende zaken zal doen wanneer de box opent in jouw buurt?
(5-point scale: Onwaarschijnlijk, Eerder onwaarschijnlijk, Noch onwaarschijnlijk – Noch waarschijnlijk, Eerder waarschijnlijk, waarschijnlijk)
 - De CoGent box negeren.
 - De CoGent box verkennen.
 - De CoGent box meermaals bezoeken.
 - Actief aan de slag gaan met de CoGent box (collages maken, stemmen, dingen in de kijker zetten, ...).
 - Zelf verhalen of objecten aanreiken voor de CoGent box.

Block Three B: Visits to the CoGent box and participation in activities (post-test only)

Introduction visit to the CoGent box and participation in activities

De afgelopen drie maanden stond de CoGent box in de buurt Sluizeken-Tolhuis-Ham. In de volgende sectie willen we graag peilen naar hoe je deze box ervaren hebt wanneer je hier op bezoek bent geweest.



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Indien je niet goed meer weet hoe deze box eruit zag en hoe deze werkte, kan je onderstaand filmpje nog eens bekijken:

Questions Visits to the CoGent box

Visits

- Heb je de CoGent box bezocht toen deze in jouw buurt (Sluizeken-Tolhuis-Ham) stond?
 - Ja
 - Neen

- Hoeveel keer heb je de CoGent box bezocht of activiteiten rond de Cogent box bijgewoond in de afgelopen drie maanden?
 - 1 keer
 - 2 keer
 - 3 keer
 - 4 keer
 - 5 keer
 - Meer dan 5 keer

Participation in activities

- Bij welke activiteiten was je aanwezig in de afgelopen drie maanden?
 - Ik heb gewoon een bezoekje aan de box gebracht.
 - Het openingsfeest van de CoGent box.
 - Ik heb deelgenomen aan één of meerdere sessies van de "Game ON" activiteit.
 - Ik ben naar de box gegaan om een verhaal te bekijken (Vb. het verhaal "Dit is mijn wijk: Sluizeken - Tolhuis - Ham: Kinderen van de beluiken").
 - Het "winterfeest aan de CoGent box".
 - Het "Magnetisch miniatuurtheater" bij te wonen.
 - Het "Repair café" bij te wonen.
 - Ik heb deelgenomen aan één of meerdere van de sessies van het "Atelier - Textiel Circulair".
 - Het "Lichtfeest aan de CoGent box" bij te wonen.
 - Het slotfeest van de CoGent box bij te wonen.

Motivation for visits

- Waarom bezocht je de CoGent box wanneer deze in jouw buurt stond?
(Er kunnen meerdere antwoorden aangeduid worden)
 - Ik was nieuwsgierig naar de box die in de buurt stond.
 - Ik wilde graag meer te weten komen over lokale verhalen uit de buurt.



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- Ik wilde graag de activiteiten bijwonen die rond de CoGent box plaatsvonden.
- Ik wilde graag sociale contacten leggen met mede buurtbewoners.
- Ik weet het niet.
- Andere:

Experience with the CoGent

- In welke mate ga je akkoord met volgende stellingen?
(5-point scale: Onwaarschijnlijk, Eerder onwaarschijnlijk, Noch onwaarschijnlijk –
Noch waarschijnlijk, Eerder waarschijnlijk, waarschijnlijk)
 - Een bezoek aan de CoGent box zorgde ervoor dat ik nieuwe buurtbewoners heb leren kennen.
 - Een bezoek aan de CoGent box zorgde ervoor dat ik leuke contacten heb gehad met medebewoners.
 - Een bezoek aan de CoGent box zorgde ervoor dat ik meer kennis heb van welke verhalen er in mijn buurt te vinden zijn.
 - Een bezoek aan de CoGent box heeft ervoor gezorgd dat ik nu meer bezig ben met cultureel erfgoed.
 - Een bezoek aan de CoGent box heeft ervoor gezorgd dat ik meer kennis heb van wat de Gentse museumcollecties inhouden.

Block FOUR: Additional information

Email adres

E-mail Om de stad Gent bon twv 50 euro te kunnen ontvangen hebben we nogmaals jouw e-mailadres nodig, gelieve dit hieronder aan te vullen:

Questions or remarks

Heb je nog opmerkingen of suggesties voor ons?



