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Initiatives for intercultural exchange



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Mistra Urban Futures is an international Centre for sustainable urban development. We believe that the coproduction of knowledge is a winning concept for achieving sustainable urban futures and creating accessible, green and fair cities. The Centre is hosted by Chalmers University of Technology and has five platforms in Cape Town, Kisumu, Gothenburg, Skåne and Sheffield-Manchester as well as a node in Stockholm.

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Cover photo: playground at Dunga, Kisumu, Kenya. Photo: Lillian Omondi

Initiatives for intercultural exchange

This report presents the results of a comparative study between Sweden and Kenya made on initiatives for intercultural exchange during 2019. The main study is conducted by two researchers at the University of Gothenburg, Sweden and one researcher at Maseno University, Kenya. The study is funded by Formas, SIDA and Mistra Urban Futures. The author of this report worked as project assistant for three months, from June to December 2019, conducting interviews, observations as well as practical and administrative work in relation to case studies in the project *TiMS - the role of tourism in multicultural societies*.

The two locations (Kisumu, Kenya and Dals Långed, Sweden) provide contexts for a discussion on challenges and opportunities regarding migration and urbanisation and how they can be utilized. The report presents studies made on initiatives aimed at intercultural exchange and social inclusion in relation to built environment and food events. The cases lay foundation for discussion on participatory approaches in place and destination development in rural and urban areas, and how aspects of diversity and multiculturalism are considered in the processes.

This is followed by a discussion on what challenges and opportunities lay within projects that aim for intercultural exchange, how goals and intentions are responded to and what these projects contribute to on an individual and local level.

Dals Långed, January 2020

Alice Hultdin



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1. Introduction

This report pertains to the study on *Initiatives with intercultural exchanges*, a comparative study between research cases in Kisumu, Kenya and Dals Långed, Sweden. The main focus is placed on the research conducted in the Swedish context.

The research is conducted for Mistra Urban Futures, within its collaborative and comparative programs and projects between the platforms in Sweden and Kenya. It is also conducted within the project TiMS – the role of tourism in multicultural societies. Thus, this report aims to inform these projects of the process of the study, and for future academic papers to be produced within the TiMS project. The aim is also to inform coming projects and local actors and stakeholders participating in the research cases. The study builds on, maintains and strengthens the collaboration and exchange between research conducted in Sweden and Kenya, as well as it creates synergies and exchange of knowledge with and within TiMS.

Background

SKILLs (Sweden - Kenya Interactive Learning Labs) is a collaboration program between two of Mistra Urban Futures platforms in Gothenburg, Sweden (GOLIP) and Kisumu, Kenya (KLIP) aimed at sustainable urban development and knowledge exchange between contexts. The collaboration began in September 2012 at the same time as a group of doctoral students from JOOUST, Maseno University and the University of Gothenburg began their PhD projects in Kisumu within the areas of ecotourism and marketplaces. The aim was to create a program for collaboration and knowledge exchange between contexts, the students, teachers and supervisors, as well as between the three universities. Today, SKILLs is not only an exchange between doctoral students, but also between research projects at the two platforms. The project includes evaluation of ongoing research projects and activities that are possible to build upon and can produce both academic and practical results.

Mistra Urban Futures' comparative project Migration and urban development aims to understand the challenges and opportunities that migration poses to sustainable urban development, and what effects it has at local and regional level. One entry point is *transformative practices*, that is, how alternative initiatives/development projects can contribute to inclusion at the local level, both socially and economically. A second entry point is *transformative collaborations* and how to find new collaborations to discuss challenges and opportunities related to migration and site development, both regarding collaborations between different actors locally, but also in research collaborations between Kenya and Sweden.

The collaboration between Mistra Urban Futures platforms in Kenya and Sweden, and the comparative Migration and urban development project, contributed to the idea behind the current research project TiMS (Funded by Formas - Swedish research council for sustainable development). The overall purpose of the TiMS project is to explore the role of tourism in multicultural societies, primarily in Sweden but also in other countries, and to act for inclusion and representation of diversity in tourism development and place branding work.

The goals of the overall TiMS project are to:

- Understand how the plurality of places and destinations is communicated, represented and experienced;
- understand participatory processes in tourism and its outcomes, such as who controls them, who is included, whose views are considered legitimate and how conflicts are handled;
- explore the potential of tourism to strengthen relationships, contribute to intercultural exchanges between people and create multi-dimensional destinations.

Aims

TiMS consists of a total of nine case studies, two of which are linked to this study on initiatives for intercultural exchange (cases 5 and 6). Both refer to participatory processes in place and destination development. The aims of this study are to:

- critically examine the challenges that lie in developing initiatives aimed at sustainable rural development, intercultural exchange and diversity;
- exploring how these initiatives and events are experienced by visitors and organizers and what they generate;
- to generate knowledge and provide suggestions that can guide other initiatives in destination and location development.

Description of the study

The study has been conducted in Dals Långed, Sweden and Dunga beach community in the outskirts of Kisumu Kenya. Dals Långed is a community with about 1500 inhabitants, located at the heart of the region Dalsland, Sweden. It is also the location of the craft based preparatory school; The Steneby school, and the arts and craft based university education; HDK Steneby, Gothenburg university. Dals Långed has a student community of about 200 with students coming from all over the world – thus is a very multicultural group in constant circulation. Some students choose to stay and work after their studies. In recent years the community of Dals Långed has been enriched by Middle Eastern refugees, of whom many immigrated from Syria. In summertime Dals Långed is a popular destination for tourists, mainly from Sweden, Norway, Germany and The Netherlands. Thus, Dals Långed is a community with a very multicultural body of people both living in – and visiting the place.

Dals Långed is located in a rural area within a municipality facing issues of economic - and population decline due to urbanisation (Karlsson, 2019, 18 augusti). The municipality had a population decrease from about 12500 to 9626 between 1979- 2015 (Gelin, 2019, 17 september). Changing conditions in Swedish politics and economy lead to increasing segregation on a social and economic level (Karlsson, 2019, 18 augusti). Residents in Dals Långed witness shops and industries closing down, resulting in changing work conditions and lack of common public places for people to meet and interact. In recent years a number of projects was born, with a clear focus on multiculturalism and diversity and that aim to work for social inclusion and integration within Dals Långed.

Dunga is a community that lay in the outskirts of Kisumu in Kenya. The community has received a great inflow of migrants from rural areas within Kenya that come to settle and earn their living at the bank of Lake Victoria. The community consists of several social groups living side by side and many migrants struggle to sustain themselves financially through formal

employment. Thus, Dunga community face challenges of social inclusion. Participatory approaches were used to engage these specific groups in discussion of these issues and to stimulate social integration (Omondi, Onyango & Sande, in print).

Dals Långed and Dunga provide contexts for two of the cases in TiMS. First, *Multiculturalism in built environments* (case 6) specifically looking at a Långed park project in Sweden and the playground project 'Building on the Children of Dunga' in Kenya. Second, *Multiculturalism and events* (case 5), in which studies are made on food events in the two countries. Both cases are described in the following.

[Multiculturalism in built environments \(case 6\)](#)

The case study explores multiculturalism and diversity in relation to the physical and built environment in urban and rural development. It addresses, for example, the challenges that arise both within the participatory processes and the final results, and how they can be handled.

The research questions for the two projects in Sweden and Kenya in case 6 are:

- How are the results of the projects used today, and how is the physical environment experienced by residents and visitors?
- How do the end results respond to the project's intentions and goals, and how do they contribute to integration, diversity and poverty reduction?
- What opportunities and challenges lie in the results of the projects and how can they be utilized / managed?

[Multiculturalism and events \(case 5\)](#)

The case study examines intercultural exchange and integration through multicultural events. The study explores whether and how aspects of multiculturalism and diversity are taken into account in the development of social events. In this study multiculturalism refer to all cultures included, not by bringing in other cultures to complement the norm as a way to represent diversity. But seeing knowledge about different food cultures as protagonist for innovation and product development. The intention is to contribute to the training and development of individual meal contractors and collaboration between these entrepreneurs, as well as to the development of multicultural food events and the development of the place from a resident and visitor perspective.

In a Kenyan context, and in a city like Kisumu where unemployment is high, the organization of events can contribute to local development and new job opportunities for its residents. Furthermore, the focus on multiculturalism through food provides the opportunity to create conditions for those individuals and families who migrate from other parts of Kenya (or from other countries) and who run the risk of ending up in poverty when the dreams of work are broken. The research questions for case 5 are:

- What are the challenges of developing multicultural food projects and how can these initiatives create genuine intercultural exchanges?
- How can initiatives such as these stimulate social and economic inclusion at the local level, and contribute to the future and development of society?

- How can different food players interact for establishment, knowledge generation and exchange?
- How are these initiatives and events experienced by visitors and organizers, and how are they communicated and represented?

Methodology

The study has been conducted through a qualitative method with observation and interview techniques. The Dals Långed initiatives and projects covered in this study, are also monitored through various communication channels to investigate how the projects are communicated and represented. Participant observations of the project *Äta tillsammans / Let's eat together* were conducted for 15 weeks, and 4 food events. The rest of the study was carried out from mid November 2019, including formal interviews with 13 informants, and around 15 informal interviews during observations. Interviews were made with students, local residents, Syrian immigrants, children and food actors. 7 visitors evaluated the food event through an online survey. The study also includes an analysis of documentation conducted during the park project 2019, as well as documentation and articles relating to the playground project in Kisumu, Kenya. Through situated ethnographic method, together with qualitative and informal interviews, interactive methods and analysis of texts and images in eg. social media the goal is to answer the research questions as holistically as possible. Due to short time frame, and this study being conducted shortly after implementation of the two park projects, the sustainability and long-term impact of the projects on the community cannot yet be comprehended. Examination on these aspects can be attended to by TiMS at a later stage. The project assistant to TiMS, Alice Hultdin, lives and works in Dals Långed, she has local knowledge and contacts that contribute with continuity in relation to stakeholders and actors in the community of Dals Långed.

Exchange between the research platforms in Dals Långed and Kenya pose some challenges, such as communication - due to practical reasons, as well as finding a common ground for the research since contexts differ. Sharing of data and material has been proved difficult as the Kenyan food workshop was not conducted due to complications. For instance, the food workshop in Kenya has at the time of writing not yet been conducted due to student strike at the university and difficulty in mobilizing an Indian food actor for the project. Thus, present an issue in the dependency on each part delivering in order to finalise the project.

2. Multiculturalism in built environments

Playground project in Dunga

Cities in Kenya face large inflows of migrants from rural areas, which put pressure on city infrastructure. Due to urbanisation Kisumu is facing challenges of waste management and as families struggle to ensure survival, safe spaces for children to play are overlooked in the development.

Kisumu has been a living research lab for more than a decade. Findings and outcome of the research has informed several development projects executed in the area, implementing participatory approaches and collaborative processes together with local stakeholders and management. One such project is the playground project In Kisumu, 2019. The project goes by the name '*Building on the Children of Dunga*' and the aim is to address several challenges in the area regarding social and economic inclusion and environmental sustainability.

The project was set up at Dunga beach. The intention was to help the group of women who work at the beach with fish handling, cooking and crafts. Several of the women have migrated from other areas of Kenya or other countries and in some cases are single parents of many cannot afford childcare. Stereotyped gender roles lead to reduced work hours that affect these women economically, as peak hours of visitors are early mornings and late evening, the same time of the day when women perform household labor. This reflects a structural problem of gender division in the business of tourism in Kisumu (Omondi, Jernsand & Kraff, 2019). The new playground is located at the beach in close connection to where these women work, offering possibility to supervise their children at the playground and at the same time work and earn their living. The playground was expected to attract more visitors to Dunga beach, and by extension stimulate economic activities.

In a long term perspective, the hopes are that the project can provide positive childhood memories and values of social inclusion as children from various ethnic, social and religious belonging play and interact within the community of the playground. Playing together implement values of social inclusion. By extent this can stimulate the development of a sustainable community in Dunga by bridging ethnic divisions and social segregation. By reuse of locally sourced waste, such as old car tires, in the design the project aim to address the issue of waste in a short time perspective, and a long-term perspective by introducing approached of recycling and reuse to children.



Image 1. Building on the Children of Dunga. Photo: Lilian Omondi.

How is the park experienced and used?

Since the playground is placed in connection to the fishmonger business at Dunga beach women bring their children daily to play while they are working. The playground is sparkling with colors and is experienced as beautiful in its design although constructed by recycled materials such as old car tires. Since the erection of the park, it has become a popular destination and is used frequently. The intense use of the park has however resulted in breaking down of the structure and is presently in need of renovation.

What does it contribute to? Effects on an individual and local level?

Individual fishmongers describe the park as a good addition to Dunga beach, as it provides them with the opportunity to work in peace and quiet and focus on their practices, undisturbed by looking after their children. Hopes are that the park will bring more visitors and in extension customers that will stimulate sales, contributing to economic growth for both individual fishmongers and the local community of Dunga beach.

How does it respond to goals and intentions?

The project is successful in terms of use, also leading to the challenge of management and maintenance of the playground. The playground is a free service, and the project is struggling with financial sustainability. Suggestions from management and researchers in Kenya are to offer the playground as a free service for the fishmongers, and to implement a small fee for visitors and tourists - to secure maintenance of the park. This has not yet been implemented (Omondi, Onyango & Sande, inprint). Building on the children of Dunga the playground offers a forum for different social groups to meet and interact.

Långed park summer project

The Långed park summer project in Dals Långed was initiated by the local development NGO of Dals Långed and done as a collaboration between the University of Washington, The Steneby School and HDK Steneby. It is part of a university Study Abroad program called Design Build administered at the Architectural School of Washington, a course is run by a professor from the same school. Each year he brings a group of students outside of the US to design and build some kind of public space in collaboration with the local community where they are. The Långed park project ran for eight weeks 2018 and four weeks 2019. 22 students of seven nationalities, from three different universities in the USA and HDK Steneby in Sweden participated in the program 2019, through the guidance of teachers and mentors.

A participatory design approach was used, and residents participated in open meetings for collaborative idea generation. The result of the project is a public sauna, a vegetable garden and an outdoor kitchen (2018), an adventure trail, a barbecue area and a garden with fruit and berries (2019). The park was built with the intention of creating a public meeting place that would contribute to social integration and diversity within the community, through the process of collaborative idea generation and physical construction, to finished results. The summer project 2019 was followed and partly documented by the TiMS researchers, but mainly by the the author Alice Hultdin.



Image 2. Collaborative idea generation with the local community. Photo: Alice Hultdin

Dals Långed was chosen as the place for the design build program based on the unique social setting of an international and multicultural body of people. Based on a notion that different social groups within the local community, often referred to as *Students, locals and immigrant* each keep to its own, and seldom mix; organisers saw an opportunity in creating an inclusive space in which these groups would meet. The design concept was based on activities conceived to stimulate social interaction and intercultural exchange, hence the choice of a public sauna, outdoor kitchen and vegetable garden (2018). In the workshop 2018 the aspect of multiculturalism was addressed and expressed partly through symbolism, including traditional Swedish shingles and an Arabic mosaic in the physical structure. The sauna was designed with added elements such as dedicated spaces for changing to secure cultural inclusion in relation to nudity.

In 2019 the aspect of multiculturalism and diversity was addressed in different ways. A job coach from the integration unit of the municipality was engaged to actively reach out to immigrants. A designer specialised in design for children was hired to lead a workshop series, involving children from the local elementary school to develop the park in relation to their needs and aspirations. The need of developing more child friendly activities in the park was expressed by residents at public meetings during the idea generation process. Food as a means for social integration was as an initial theme for the project 2019 and aimed to meet requests by immigrant representatives to have better possibilities to gather in large groups to cook together at the site. Further practical solutions were added to requests such a stairway down to the park, and a screened swimming area, based on an issue of nudity as people tend to swim naked by the barbeque area.

How is the park experienced and used?

The study shows that all parts of the park is activated during the warmer months of the year e.g. May-September in Swedish climate, by people swimming, sitting in groups by the pavilion and

children playing with the rafts that were built 2019. The barbeque areas are used frequently, often by larger groups of immigrants for big dinner parties. Especially the wind shelter (not part of Långed park) further down the canal brink is used frequently, as it might offer more private and secluded use. Need of winter activities in the park is expressed by Syrian immigrants at public meetings and the kitchen has not been used as much as hoped for. Local stakeholders express that the kitchen might need activation to establish use. The last few months the park has faced destruction, minor vandalism and stealing. Individuals engaged in the management of the park describe situations where solar powered lamps and firewood has disappeared from the site, and finding crushed glass splattered around the barbecue area. The kitchen has been used for parties and been left contaminated, although litter bins are available and regularly maintained at the site, resulting in discussions within management of the park of having the kitchen locked up.

The most prominent part of the park is the sauna '*Långeds Allmänna bastu*' / '*Långeds public sauna*' with about 30- 40 visitors each week at open hours and regularly reserved for private parties. Open hours are divided in women's and mixed gender times. At the start up, the sauna was organised with a separate time for men as well. Due to limited demand, this was deprioritized. Main user groups consist of students and members from the local community, and a small sauna community has been formed with some visitors using the sauna regularly. The sauna is run on a voluntary basis by a sauna group that was formed fall 2018.

The reputation of Långeds Allmänna sauna has spread around the area and numbers of visitors are increasing. Big groups of people gather in the sauna to meet new and old friends, sometimes resulting in high volume, leading to a demand for a silent sauna. Silent sauna is a new concept that will be continued regularly. Users express how the silent sauna offers a more introverted and meditative experience, thus attract another group of visitors.

Several local NGOs are tied to the park. The development council, the Allmänna bastu group, and the guest harbour group together take responsibility for the organisation and activation of the park, as well as maintenance and development in relation to needs that arise after the project ending. To mention a few examples; insulating the sauna, building new furniture for the outdoors kitchen, maintaining litter bins, source firewood and heat up the sauna.



Image 3. Långed park. Photo: Eva Maria Jernsand

Effects on an individual and local level?

Within the local community of Dals Långed, social separation between the different groups seem to be the more general idea as well. Informants express the Schools of Steneby School and HDK Steneby and the community around these institutions, sometimes is experienced as a world on its own, separated from the rest of the community. As one informant describe that the Steneby schools together are like an island on its own in the middle of the village. The students make up a tight group and some local residents find the two art and craft schools a bit “odd”. Syrian immigrants express finding it hard to meet and get to know Swedish people within the community, as they experience Swedish people as shy. In relation to this, the park is experienced as a great addition to the village, since it offers a public meeting place. Before the park there were not many common places for people to meet and interact. Older local inhabitants often relate to what the community used to be like when they were young. The community had several shops, restaurants and bakeries where people would meet. In a steady regression all these meeting places have disappeared. Today the park can respond to those needs, and the sauna is a place where users report having made new friends. Moreover, it offers a place where tourists and local residents meet, and information can be shared. One informant described situations where she met tourists at the park, receiving questions about the area leading to the park functioning almost like a tourist information centre in that sense.

The overall sentiment toward the park is positive. People are astonished of the work that was put into it and that the students succeeded in building these structures in only a few weeks. The park is seen as a beautiful place, well-crafted and has a certain *architectonic lightness* - as expressed by a local architect. It creates a sense of pride among the residents who often bring their guests to show the park or stop by the park on their walk, just to have a look. It has become a place for residents to commonly take care of, as some describe taking the opportunity to do a bit of maintenance and cleaning up while visiting the site.

The park is viewed as a contribution to Dals Långed as a destination as it builds on Långeds reputation of a place where things are happening. It builds on Dals Långed as a tourist destination. Tourists express curiosity and wish to return to the village in order to see the finished results of the project. Dalsland being a destination for summer tourism this may stimulate the industry.

How does it respond to goals and intentions?

Evaluating how the results of the project respond to initial intentions and goals, and the impact the park has had on intercultural exchange and social integration is yet to be seen. Many informants express that it is impossible to know at this stage, as it is a process that takes time. Currently, the park in general is reported as a good meeting place, as it opens up possibilities for interaction and activities to take place. The compact layout creates situations where people use the park side by side, thus facilitating opportunities for interaction to happen naturally. Simply by using the same space visitors get close and greet each other at the site - expressed by informants as a first step in bridging barriers between people. As one student witness the site used to be dominated but tourists in summer and by students for the rest of the year before the park was erected. The park has dissolved place mandate and the area has become a place for everyone living in or visiting Dals Långed.

The sauna functions as a meeting place that offer intercultural and social exchange, as it is used by people from many different nationalities, visitors of the sauna often count nationalities that have been using the sauna at the same time. Study shows that it is hard to reach locals and the sauna is seldomly used by immigrants with middle eastern background. This reflect a conflict regarding culture and tradition, mainly affecting muslim women. The conflict of public nudity reflects in the park in general as the considerations made in the physical structures, eg. changing

booths, added swimming spot with screening might not be enough. Lack of lights at the dedicated sauna swimming spot results in people not using it at all, thus the initial problem of people swimming naked at the centre of the park remains.

One important aspect that was highlighted during the public dedication ceremony of the park 2019 was that main visitors of the event were either locals or students, and less from a Middle eastern background. Simultaneously a large group of immigrants were having a barbeque party by the wind shelter further down the canal brink. In an interview with the job coach it became clear that they were unsure what the event was about and if they had to pay to enter. This does not relate to the whole park itself, but exclusively about the dedication event. Still this example demonstrates a gap between the groups in terms of access to the park, it's related activities and the communication of the site.

During the process of the food lab (as will be described below) The title of Långed park is proved not established, rather it goes by the name “down by the sauna” - reflecting the sauna as the most prominent part of the park, as well as a need for better marketing and establishment of the park and the sauna within the community. A suggested way of establishing the site as part of the community is to create a landmark visible from the main road, and to mark the entrance of the park with information.

Långed park project process

In the project diversity and social integration was addressed as one of the main goals. Another perspective of multiculturalism lay within the project itself, namely amongst students and teachers coming from different disciplines and design cultures leading to challenges within the design process as design methods and approaches vary. Resulting in product and craft-based designers from HDK Steneby experience falling behind in the process and left out from design decisions made by landscape architects and architects. There was no outspoken strategy to address these issues within the project. Team building exercises within the group, communication and discussion is suggested for future development of the educational program.



Image 4. Construction of Långed park 2019. Photo: Alice Hultdin

Critique is expressed from different perspectives, relating to the idea of bringing people from outside to execute a place development project in a certain community, and that a community project needs to be anchored locally to be successful. A local architect frame that local engagement increases the chances of a successful project, as being part of building, something might lead to participants using the space later on. A question remains if the local engagement was successful. Evident in the project 2019 was a lack of participants from the local community in the building process. During construction phase there was no implemented strategy to activate and include local residents. Members of the community would visit the work site to observe the process from a distance. Participating students express that the site too crowded for more people to take part, and visitors experience a feeling of being in the way in case of participating.

Main responsibility for communicating, inviting and translating to immigrants was assigned to the job coach, and he and his family were the most engaged participants from a Middle Eastern background. These aspects reflect the challenges that lay within the social context of Dals Långed that in turn pose challenges within the collaborative design process. By this, a continuous inclusion of local inhabitants in the process can be improved by implementing more strategies for engagement.

This leads to one prominent aspect on participation; representativity. Who are engaged in the project and whose ideas are in the end included in the design? Interviews with Swedish local inhabitants show that words like unpretentious, modest and simple are used as positive values in relation to park (and food event), while middle eastern participants give ideas on grand and monumental designs inspired by Dubai architecture, such as water fountain that was suggested both 2018 and 2019. Although attempts were made to include such ideas as by implementing the arabic mosaic in the design, many ideas were in the end discarded - raising the question on how to stay true to the local traditions and context while bringing in new ideas within a project with multicultural intentions. The job coach describes a slight disappointment that the park in the end turned out having a simplistic design and wish for Swedish people to be more daring. These factors might have an impact on the social setting of the park and its use, as well as how established the park gets within the local community and different groups.

Media and social media

Långed park project has been communicated through formal and informal channels such as local newspapers and through physical posters placed in public places in the village. Långed park Facebook group and Instagram was introduced and continuously managed by students and project management summer 2018 as a platform for invitation and communication of the process to the public, by posting pictures of the construction site and students working. During 2019 project, these channels was used to a lesser extent, as it would add extra work for the students to manage. Still requests and invitations to the local community was made through these channels.

By the end of the project 2019 the local newspaper 'Dalslänningen' posted an article about the project, that proved to be problematic as it contained several mistakes presenting the project as a collaboration between archeology, landscape students and cabinet making students from the Steneby school. This led to confusion among residents. In conversation with a visitor a participating student was asked if they had found anything while digging. Confused he answered that they had found a lot of rocks and a battery. This example shows the role of media in relation to community projects when it comes to communicating correct information. Representations like these create an unclear image of the content of the project, and the difference between HDK Steneby, and the Steneby school; what the two schools are and what

they do. This might build on the gap between the school and the community, as well as excluding the residents from taking part of the project.

At present the park is communicated frequently at the Allmänna bastu Facebook page, managed by a representative of the sauna group. It makes up a platform where information about the sauna is shared, such as changes in schedule. The manager of the sauna Facebook page expresses a need for further marketing of the park online, as no official platform for information about the project and the park is erected. The development council is in the process of building a website that will include information about the sauna and the park.

Comparative analysis between Sweden and Kenya

Both the playground case and the park case are situated in context with challenges of migration, being multicultural communities with social segregation at different scale. One facing challenges of population decline, the other population increase. Common within the two cases is the role of place development in relation to the demographic changes of the contexts and social issues that follow. In both cases participation and collaboration with local stakeholders is practiced as a way to source different perspectives, explore local needs and harvest local knowledge to inform the designs. Långed park project and the playground project each present an attempt to address aspects of multiculturalism through the act of creating physical environments as platforms for social inclusion. In Sweden, this was done through creating a public meeting place responding to different needs within the local community, and in Kenya by addressing the need for childcare, as a way to both support economic sustainability in relation to the parents, and to implement values of social inclusion in a long term perspective.

The study shows positive sentiment toward the projects among users. Short term effects in Kenya show the playground as contributing to the female fishmonger at individual level, by offering reduction in the burden of childcare and experience it as beautiful. In Sweden the park is experienced as a meeting place for residents, students and visitors. The sauna is used regularly, although hardly by Middle Eastern immigrants. Both projects contribute to positive development in the long term as they offer opportunities for social inclusion, and economic stimulation through tourism. As the project in Kenya aims to lay a foundation for education and implement values of waste management and social inclusion among children for a socially and environmentally sustainable development, the park has a long-term goal that is reliant on maintenance of the physical site. Thus, is in need of maintenance plan implementation, which by extension is a prerequisite for the economic effects on an individual and local level.

Question remains if the social issues in both contexts can be solved solely by physical construction? The erection of built environment creates something concrete, something tangible to point at in relation to place development. Still some relating issues remain, as is seen in the Dals Långed context. What other measurements could be taken to further stimulate social inclusion? Both contexts rely on local organisations to maintain, activate and develop the sites in relation to needs that appear with time. In Dals Långed the NGOs and institutions tied to the park offer a strong web. While these organisations mainly rely on voluntary engagement, the hope is that projects like building on a culture of co-creating and place development from a bottom up perspective by activating local engagement. The local NGOs connected to the park is mainly formed by older locals, and some students. A suggested way to increase diversity and bridge gaps between social groups is to make an effort to involve representatives from a middle eastern background. In a Kenyan context, a further exploration on division of financial resources in relation to development projects is suggested in terms of addressing the issue of childcare. Further, specific events can be used to increase the use of the new constructs, as will be considered in the following section.

3. Multiculturalism and events

Workshop series with focus on multicultural food events

During the fall, a workshop with focus on intercultural exchange was planned to be held at each location, in Kisumu and Dals Långed, with the same or similar theme. 5-10 people who work or want to work with food events are invited to share experiences, identify opportunities and challenges, and make suggestions on collaborations. Questions and problems that guided the workshops are:

- How could a collaboration between different food contractors be designed?
- What opportunities and challenges are there for the cooking initiatives to be established in the market?
- Challenges and strategies related to product development and marketing of food initiatives and food events.
- Pricing strategies.

Initial stages

In the initial stages of the process of the food workshop a concept for the workshops held in each context was defined with aim to find a similar basis for discussion and purpose. Resulting in the goal to bring together local food agents with different cultural backgrounds and cuisine in a workshop to develop a concept on how to showcase the multicultural and diverse nature of the locations and exploring food as a medium of social integration. Focus on cultural fusions and innovation in the development of new products or events to be tested and evaluated, with the goal to introduce the local food actors to test their products at a new market, meet other food actors and get new insights on marketing.

Finding actors and planning for workshop series

A mapping of food actors within each context was conducted. For the food workshop in Kenya the plan was to mobilize food actors from different cultural groups in Kisumu such as the Luo, swahili and Indian communities. In Dalsland this includes small scale start up food initiatives, voluntary based social food projects, more established projects with the aim to address multiculturalism through food, and local development organisations. An invitation was sent out to suggested projects in Dals Långed.

The final participating actors in Dals Långed were:

- *L. Kitchen* is a small scale catering service in Dals Långed / Billingsfors. The food actor prepares dishes such as Syrian dolma, mini pizzas, croissants, baklava, and much more for both private customers and businesses. L. Kitchen participated at a local food festival Glupsk på Dalsland 2019 in collaboration with a project project called 'Kalas utan gränser' / 'Parties without borders' administered in nearby community Bengtsfors. Customers are mainly sourced from her facebook page (all in arabic) and through reputation and recommendations. All foods are prepared in her own kitchen. Moreover, she contracted to cook for the American students during the Långed park project 2019.

- *Apple Day* is an annual autumn event executed two times in Dals Långed run by (at present) two alumni students. Local apples are collected and pressed into fresh apple juice in a self-built apple press. Apple Day aims to make use of local resources, bring people together through the pressing process and enjoy the finished juice together. Offering a free service the project was financially supported by Meeting place steneby, (an organisation aimed at developing connections between the educations at Steneby and the world outside) at the start up, and is dependent on financial contribution from local companies to maintain the event. Apple day is often raised as a successful initiative in bringing people together. The project is marketed on social media, in the local newspaper Dalslänningen and by reputation. First edition Appleday had a stand at the local food market Glupsk på Dalsland to market the event.
- *Äta tillsammans / Let's eat together* is a series of open cooking evenings held every other week in the local non profit café organisation 'Café Schuckert'. Each event, a person living in the village prepares a dish from their home country. The project is about eating together and appreciating different cultures through food. Everyone is welcome to cook and eat together. The initiative was born as a response to the gap between the social groups of students, locals and immigrants, and the initiators own experience of finding it challenging to meet new people, as they were not part of the Steneby education context. At that time, they had counted 25 nationalities living in Dals Långed, and they saw food as a medium social - and of intercultural exchange. The project is active on social media platforms such as facebook and Instagram and marketed at local public places. At the initial stages the project received financial support from Mötesplats Steneby and the municipality. Äta tillsammans / Let's eat together is a free event, financially supported by Café Schuckert that also offer the infrastructure needed.
- *Dals Långeds Utvecklingsråd* – the local development council. Voluntary organisation that work with development of the village.

Background research of food actors

Background research on the Swedish projects was conducted through participant observations and interviews to map background of the projects, the current situation; challenges the actors may face in the projects and opportunities for development, as well as their view on food and culture, and of food as a medium for social - and economic integration.

Insight from this research shows belief in food as a medium for social integration. Food is seen as a universal human way of socializing and can be a conversation starter between consumers and actor/consumer. It can be a means for economic integration as there is always a demand for food.

The actors raise the need of lack of infrastructure and economic support in starting and/ or sustaining the projects, need for better marketing strategies for reaching out to customers and visitors, as well as possibilities for development of new products and collaborations in relation to their concepts to develop their activities and sustaining them socially and economically.

Workshop series

In Dals Långed the actors were invited to participate in a workshop series of food labs and together develop new products and services that showcase the multicultural aspect of the local community. The goal was to create an event concept based on the spices used in different food

cultures in everything from cakes, breads and desserts to light dishes and savory casseroles. The event was planned to be held in Långed park (based on knowledge from the analysis of the park, showing that the outdoor kitchen needs activation and the needs expressed by Syrian immigrants to have winter activities in the park)

The workshop series was held in two steps, with one extra workshop session for development and experimentation. A graphic designer was contracted to consult in the marketing of the event. The role of the graphic designer was to inform how an event concept can be communicated and marketed in visuals based on knowledge from studies made on previous multicultural events, where lack of graphic material resulted in lost message about the event and its cultural attributes. Having visuals in print and digital has proved to help in communication of aspects that otherwise might get lost due to language barriers. Two translators were contracted to assist in communication between Swedish/English and Arabic throughout the process. A post lab is planned to be held in Dals Långed mid January for further follow up and evaluation of the workshop series together with the participating food actors.

During a preparatory workshop, a concept for a food event in Långed park was developed. For the preparatory workshop the participating actors were asked to bring something edible or drinkable that contains some or all of the spices; cinnamon, saffron, cloves, cardamom, ginger, pomegranates, star anise, or mustard seeds and for which they have a strong relationship. The idea was that smells, tastes, memories and feelings connected to the spices would become the basis for discussion of new ways to cook / prepare present side by side, “merge” or package food and drinks for the event. The workshop also included suggestions on how the social and physical environment of the event site can contribute to creating a feeling that reinforces the concept.



Image 5. Food workshop in Dals Långed. Photo: Alice Hultdin

During the workshop the spices that were laid out on the table acted as a means of communication when language was an issue, also leading to cultural exchange through discussions on how the spices are used in the various food cultures represented. The stories connected to the spices and the food that each participant brought laid the foundation for a brainstorming session that took place in two groups. The model of experience scape (Mossberg, 2007) was introduced and executed as a tool in relation to a top view map of the Långed park site, for the participants to think of the complete visitor experience of the event. Aspects of sensory experiences, target groups, food and drinks, marketing, pattern of movement, activities, social interactions and pricing were to be considered in the design process. Two ideas were developed, each idea including different elements and stories brought to the table at the introduction.

The two concepts were finally merged in a mid workshop where the concept was built stronger as the different actors brought their experiences and knowledge to the table. The concept turned into a merge of each actors' speciality, connecting the Äta tillsammans /Let's eat together concept of 'Arabic fika' (arabic coffee and pastries combined with a Swedish culture of snacking) with apple juice and the Syrian cuisine from L. Kitchen. The concept was based around the theme of an English Midwinter ceremony called Wassailing that the actor of Apple day celebrated yearly with his family while growing up. During Wassailing members of the community gather to drink warm cider produced by apple juice that had been pressed the same autumn. As an offering to the 'apple god', with wishes for a successful apple season to come, they hang pieces of bread in the apple trees. The birds then come to eat the pieces of bread, learning the pattern of movement to circle between the trees, that will help with pollination as spring comes. In relation to this, an idea of decorating a tree as communal act within the event was born - as a symbolic connotation of bringing the community together.

The event has the title Steneby Midwinter Solstice:

“In Dals Långed many celebrates midsummer, but during the coldest and darkest time of year most people hide in their homes. To bring people together, we have created an event to celebrate the darkest days together, before the days begin to get longer and lighter. We warm ourselves by open fires and welcome the light!

We welcome you with warm apple juice on Långed park's terrace. Down by the pavilion we invite you to try delicious traditional Syrian cuisine. Together we dress a tree with decorations that winter-hungry birds can eat, according to the English tradition of Wassailing. Materials to make your own decorations are available on site. While making and decorating, you can enjoy Arabic coffee and grilled saffron buns, welcome!”

Important aspects that were discussed in relation to the event was how to reach different groups and identifying channels for invitation. Based on previous experience from apple day having a pre event at a local food festival to promote their project, and based on L. Kitchens input on how carnivals in Dubai are promoted by hanging lights in the streets a few days before, a decision was taken on having a marketing event in public places where different groups use. Suggested public spaces for the marketing event were the local supermarket, the development centre for immigrants and Arabic shops. This included offering people warm apple juice and handing out flyers. This would also be an opportunity to gather visitors who could act as evaluators of the event. Another idea was to mark the event with candles and fires that would guide people to the park - based on the knowledge of the park being somewhat hidden from the rest of the community centre.

During discussions the actors expressed importance in the events being free and open to the public, to secure inclusion and for evaluators to get the “real experience” of the event.

Important aspects that were raised was offering activities at the site, that would ensure visitors staying longer at the site, to attract children and their parents to the event and to encourage interaction between people. Knowledge obtained from the experience of Äta tillsammans / Let's eat together shows that common activities is an important factor in creating situations for social interaction. The experience from the project is that; when no activities are introduced visitors tend to each stick their own social grouping. The discussions landed in a craft station that would be managed by teenagers from 'Bubble café' - a platform created for teenagers in the village. Using the sauna was excluded from the final event design as it is problematic regarding inclusiveness (based on previous knowledge of park). Each actor sharing the knowledge what they have gained from their work and the knowledge they have about Dals Långed to make the most of the event.



Image 6. Event poster created by Hannes Blixt

Marketing- graphic design

Present at all workshops was a graphic designer, currently a student at the HDK Steneby furniture design program, conducting research for developing visual material for web and print that would communicate the concept and market the event. For the event posters for print and web in English and Swedish were developed and placed in public places, as well as posted in locally anchored online forums. He designed a header that was used in a facebook event spread through different facebook groups and posted in the event calender of the regional tourism

organisation. Flyers in Swedish and English were printed and handed out at a marketing event outside the local grocery store, and a top view map of the site including a small description of each food actor was handed out to visitors at the entrance of the event. The graphic designer laser cut a welcome sign in wood was placed at the entrance of the park. The word about the event was spread orally and representants from the local NGOs and institutions helped sharing the information. The initial idea was to print all information in Arabic, Swedish and English and translations in all languages were made. However, the Arabic version failed due to complications with the computer programme. The reason was that the graphic designer used the Steneby school's program that was not installed with the appropriate software to handle Arabic.

Test lab

The test lab was held in Långed park 18th of December between 5 and 8 pm. Big candles led the visitors from the village centre, down to the park site by the canal. The event layout included a welcoming drink at the terrace that mark the entrance of the park. A big pot of spiced apple juice placed in the middle of a big fire, served in porcelain cups. The welcoming information sight in laser cut plywood was placed on top of the hill and the visitors received a map of the layout of the site, with the stations marked out with a small description and contacts for the different actors.



Image 7. Entrance of the food event at Långed park. Photo: Eva Maria Jernsand

Candles led the visitors down the stairs of the hill toward the main area of the park. Fires were burning in every grill and additional lights decorated the site and marked the stations. Spruce

tree branches were placed on seating areas. In the middle of the park a spruce tree was placed in the ground, decorated with christmas lights. Deep in the park, by the pavilion, Syrian hot beans were served from a big boiling pot, along with sauces, vegetables and spices. The customers brought their cup from station to station for reuse. On the way from the pavilion, down to the space between the sauna and the kitchen, a station for washing the cups was placed, to offer the possibility for visitors to rinse their cup before filling it with strong arabic coffee. By the fireplace, between the two structures of the sauna and the outdoor kitchen, the visitors had the chance to try grilling saffron buns - lussebulle, a type of pastry often eaten in Sweden during celebration of Lucia. The station was represented by Åta tillsammans / Let's eat together with the concept of Arabic fika. The kitchen had been transformed into a craft station for the visitors to create their own decorations to hang in the tree, music streaming from the room. The decorations were made from Arabic celebration cookies "Kahk", and icecream cones, dipped in peanut butter, seeds and cereals, for birds to eat - relating to the Wassailing concept. The kitchen craft station was represented and operated by teenagers from Bubble café. The visitors then hung their decorations in the tree before walking up the stairs to exit the event.



Image 8. Children decorating the tree at the food event. Photo: Eva Maria Jernsand

The organisers of the event wore small lamps to be recognizable, and were placed at different stations, but also moved around the site. Two researchers from TiMS were present to observe and interview, a specially designed ipad stand with an ipad was set-up for visitors to fill out an online survey to evaluate the project.

During the evening visitors entered the event in a regular flow. The event had an estimated number of 30-35 visitors with representatives from different social groups at the site. Many of the visitors were people who often engage in local happenings or are involved in the local NGOs. A group of furniture design students and a few alumni students showed up at the event, as well as a few representatives from the Syrian community. Present at the site was also a group of children from around age five to thirteen years old, playing at the site and using the adventure trail. The children were playing and interacting across ages and cultural backgrounds, grilling saffron buns and marshmallows (the latter that they brought with them), and by the end of the event turned the kitchen into a karaoke scene.

The event was experienced by the visitors as calm, unpretentious, simple and cosy - the lights, fires and candles adding to the atmosphere. Especially appreciated was a tree that was lit up by a construction lamp. One informant had posted a picture of the lit up tree on social media, describing how she had received several positive comments from friends, astonished asking where she was?



Image 9. The lit up tree by th pavilion of Långed park. Photo: Eva Maria Jernsand

Visitors experienced a warm welcoming at the entrance, although the first station with the juice and the map was missed by several, a result of the actor representing the station being busy speaking to other guests. In that sense the food actor expressed the situation as difficult, and later proposed having two people at the entrance for the future, preferably one Swedish/English speaking and one Arabic speaking person to be able to better communicate the event to Arabic speaking people that arrive. Throughout the evening the different stations were not always represented, leading to the stories and the various experiences getting lost, leaving the visitors with a sensation of not really understanding the concept. One visitor expressed that he did not understand why we decorated the tree in this way. Hearing the explanation, he was astonished by the story and wish for that to be communicated better. This example showcases the

importance of communication at the site by representatives at each station, and/ or more signs at the site.

The multicultural aspect of the event was clear, mainly from the experience of the Arabic food. The evaluation shows that the visitors see food as a medium for intercultural exchange and experienced it at the site through dialogue with the actors, an opportunity to practice languages. One Swedish visitor of the event report having the opportunity to practice his Arabic during the event, and a visitor, by mother tongue non-Swedish speaking, described the event as an opportunity to use food related Swedish words such as “gott” (good). This was very much appreciated as it was perceived as inspiring and exciting to try new foods, and as expressed by one evaluator; food makes you focus on similarities rather than differences. Simple interactions as receiving a piece of food from someone is expressed by one of the actors as a first step in bridging boundaries between people; you cannot expect people to immediately exchange phone numbers, but it might lead to more interactions in the future, when meeting in the local supermarket for example. Some voice the issue of food becoming stereotyped, as it might be connected to culture determinism and politics, although all evaluators found it a minor problem. Rather, the idea of presenting different food cultures represent diversity, thus is something positive.

Visitors were pleased to see a mix of people at the site, and some expressed that these sorts of events are often dominated by Steneby students. To meet and interact with people from other cultures is seen as an important aspect to bridge social divisions in the Community of Sweden, and so more people would benefit from experiencing this event. The activities at the event were appreciated as they offer attraction for a variety of people. Especially the craft station was expressed appreciated as it provided activities for children and proved to be fruitful as children and teenagers were very engaged at the event. A suggested way of increasing interaction among visitors is by offering more activities at the site, as making something practical things together is a good way to start a dialogue. Although visitors express how people formed groups in relation to their social belonging, this was expressed as a successful attempt in creating an event with intercultural exchange.



Image 10. Overview of the food event. Photo: Eva Maria Jernsand

Language was raised as an important aspect in an event with multicultural aspirations. Information and visuals in Arabic was framed by a visitor as important to communicate inclusiveness, and to actually reach to Arabic speaking people, as communicated by the Syrian food actor in an evaluation of the event. Reaching out and attracting local inhabitants, was raised as a challenge, as some residents might experience a certain feeling of not belonging, or that events like these are not for them. One informant expressed that some might be a bit negative to the Steneby school. This challenge relates to the sauna and the park in general.

To handle these challenges suggestions were made on future collaboration with local organisations and institutions such as Cafe Schuckert, the Steneby schools, the development council, the local sports club - as a gateway to the connected social networks. One informant reported that events connected to these organisations often lead to a large number of visitors due to large social network and support from organisations can bring a sense of trust to the event.

Visitors appreciated that something was happening in the village, something new, something different at winter time. The only concern was the cold, and the darkness. The cold and the darkness were raised as an issue that might mainly affect the number of visitors from the Syrian group. The Syrian food actor reported having met three Syrian immigrants after the event, who expressed that the weather condition was the main reason they didn't attend the event - only Swedish people want to be outside this time of year. The food actor suggests the event being arranged on a Sunday, as many immigrants prepare dinner for their families after work hours during weekdays. More optimal would also be to arrange the event a few weeks earlier, when more students are still around, and inhabitants are less stressed before Christmas. This was expressed by both visitors and one of the food actors, as he had to simultaneously prepare for his trip home. Another food actor was supposed to leave for Christmas holidays the day after the event. A concern that was raised in discussions regarding the event was the concept of midwinter being bound to a certain time frame and cannot be pushed too far from the date of midwinter. However, the visitors and food actors believe in the concept and wish for it to be a recurring event yearly and implemented as a tradition in the community. Thus, the event might grow bigger with more actors and more visitors.

Most visitors found out about the project from friends, and so the information was mainly spread orally. Communication of the event should have come out earlier on social media and the poster could have been clearer regarding information about the event. The poster did not catch the eye due to a dark colour scheme, although evaluators found the visuals beautiful and holding a high quality. The map of the site might be excess, as people did not feel the need to navigate at the site and it was too dark to read it. And so, the information about the actors got lost.

In evaluations of pricing visitors would not pay to enter the event, if so a small amount. In case of being a paid event it would need to be larger in scale, with more actors and more activities. However, they appreciate the low key, unpretentious and simple setting. The graphic designer described that there is a culture in Dals Långed of events being open and free, which contributes to a closer connection between the actor and the visitor. Another side to free events is the fragile construction dependence on a small group of locally engaged inhabitants, running projects on a voluntary basis. As the financial foundation for purchasing ingredients and decorations, paying rent, contracting a graphic designer and translators was in this case provided by TiMS, the event would need financial support for future arrangements. Many suggest voluntary contribution to support and sustain the project.

4. Conclusion

The Playground project in Dunga respond to the intentions and goals in a short term perspective as it reduces the burden of childcare among fishmonger women at Dunga beach. The opportunity for increased work hours can stimulate economic growth on an individual - and local level. One goal with the playground is to implement values of social inclusion and ecological sustainability to children, through the act of playing together and by introducing the concept of reuse and recycling. This is a long term goal that is yet to be seen.

The playground is successful in terms of use. It is used daily by children at Dunga beach, both children of local fishmongers and visitors. It is experienced as beautiful in its construction although made from old car tires. The playground in Dunga is currently facing challenges of deconstruction due to intense use of the park. The playground is offered as a free service and the struggle of financial sustainability is evident. Suggestions are to respond to those challenges by implementing a fee for visitors and tourists, money to be reinvested in the maintenance of the structure.

The main intentions and goals of Långed park were to create a public meeting place to stimulate social integration among the different social groups in Dals Långed. Långed park respond to those goals to a certain extent, as it is experienced as a meeting place by residents within the community. It has dissolved previous place mandate, and as used by people of various backgrounds and social belonging.

It is appreciated as a great addition to the village as it opens possibilities for social interaction through the compact layout of the park, including multiple parts and options of activities. It is experienced beautiful and well crafted and contributes to a sense of pride. The Långed park in general sense is used mainly between May and September, and the various parts of the park are used to more or less extent by different social groups. The sauna built 2018 is used regularly all year round, as the other parts experience more seasonbased use. The barbecue areas is used frequently by Syrian immigrants.

Even though the park is expressed as a meeting place it faces challenges regarding use and intercultural exchange. The kitchen has not been used as much as hoped for and might be in need of activation and has faced issues of minor vandalism. The sauna being the most prominent part of the park is mainly used by students and locals, hardly by immigrants from the middle east. Thus, the issue of cultural inclusion is evident. Study shows a challenge in establishment of the park within different groups. In Dals Långed several organizations are connected to the park, that maintain and continue developing the site after project ending. More ways of activating the park and addressing issues that arise with time can be a way of utilizing those challenges. Engaging representatives from different social groups in these organisations can be a way to secure social inclusion and include diverse needs in the development of the site.

The study shows that actors in Dals Långed expressed low interaction between the different social groups. Both the park project and the food event are attempts to address this issue. Multiculturalism was addressed in the food event through involvement of actors from various cultural backgrounds and by extension in representation of different food cultures presented side by side, that fused within the same event, titled Midwinter solstice.

The overall sentiment toward the event was positive. Visitors appreciated something happening at the park in wintertime and experience the event as cosy, although cold and dark. The food and the activities were enjoyed as they found it interesting to try new foods and meet people

from the community and were positive to see a social mix among visitors. Visitors expressed that multicultural events like these can help bridge boundaries in Dals Långed, as they offer a platform for interaction. Food is seen as a medium for social integration both by actors and visitors, as it shows diversity and functions as a conversation starter between people. The actor representing Apple day compare social integration to a balance act. As each individual grain of sand is moved from one side to the other, the scale will slowly tip over. Continuously organising projects for intercultural exchange prepares the plane field for social integration, step by step. Creating situations and platforms for people to meet in a simple way, through receiving a piece of food can be a successful way of creating intercultural exchange.

Challenges within these projects as reflected in the food event and Park Långed project, are reaching all target groups. The event was marketed through formal and informal channels, on social media, poster in print, a marketing event where flyers and warm apple juice was offered and word of mouth. It was marketed as a midwinter solstice celebration to bring people together during the coldest and darkest time of year. The information about the event came out late and was written in English and Swedish. Intentions were to include Arabic in the marketing, however this failed due to struggle with computer software. Evaluation shows importance in including Arabic in the marketing in order to reach Syrian immigrants, as well as representing inclusion. Important prerequisites in order to reach out is rigid marketing in several languages. However, the collaboration and knowledge exchange between the food actors create opportunities for reaching a larger audience, through their connections to different social networks.

By extension the collaboration between food actors creates opportunities for the actors themselves to widen their own network and customer circle. The event function as an opportunity for the actors to develop and market their activities, leading to establishment of each project and initiative. During the process a description of the L. Kitchen business, made by the project assistant, was copied and used on the facebook page of the business. Moreover, a municipal employee contacted the project assistant, requesting to connect her to L. Kitchen for a work opportunity, cooking for a workshop to be held in spring. These examples present how participation in a research project such as this can affect small scale start up business and stimulate the establishment of the business. The head of Dalsland tourism organisation states in an interview that service jobs such as restaurant and food industry in relation to tourism can be a way for economic integration.

Sourcing local initiatives to develop an event from a bottom up perspective, can be a way to anchor the project locally, as the actors know their community, its needs, opportunities and challenges. Each actor bringing in their knowledge and experience contributed to the final event design by merging marketing strategies, merging cultural food traditions for innovative concepts, and by bringing in elements that has previously proved successful, such as having activities at the site to encourage social integration and attract children. At an evaluative stage they also bring suggestions on improvement from their different experiences at the event, and in relation to marketing. Examining the challenges and opportunities from different perspectives can inform future project to create an even more successful initiative.

Besides that, the social network and connection to local organisations institutions is important as they offer support in infrastructure and resources to realise and market the project. Suggested ways of sustaining the project, and make it a recurring event, is by engaging the local organisations to be responsible for upcoming arrangements of the event. Financially the event could potentially be sustained by voluntary economic contribution.

Challenges proved to be sense of ownership and responsibility of project among the food actors. During the process and the workshops, the two TiMS researchers and the project assistant at several occasions received the question of what *we want* and *what our idea is* from the food actors. This reflects a struggle in action research; engaging actively without becoming responsible of the ownership. Due to the project being conducted on a voluntary basis by the food actors, the motivation must be clear - what will their participation bring them? In evaluation with the graphic designer he suggests methods of brainstorming where participants are assigned different roles to perform in the design process. This method stimulates the generation of new ideas and undress already established roles in the process, as a way to act for mutual ownership and responsibility.

5. Recommendations

In the following, a number of recommendations, based on the study of the two cases, are given, which aim to guide future initiatives in destination and place development. The recommendations are listed in accordance to the areas of built environment and food events for intercultural exchange.

Built environment

- Map local stakeholders.
- Anchor the project locally through collaboration with local stakeholders in idea generation to source local knowledge and challenges within the community from different perspectives.
- Explore the most appropriate approaches to deal with those challenges.
- Devote time to explore possible challenges that may arise during the process and after implementation of the project and address them.
- Develop strategies for social inclusion in the collaborative process with the local community both during idea generation, and construction to source and implement diverse ideas, and to establish a sense of ownership.
- Develop a marketing strategy to reach different social groups.
- Establish inclusion of representatives from different social groups in organisations tied to the projects.
- Implement maintenance and activation plan, and strategies for financial sustainability.
- Create a sense of the destination and establish the project through information at the site and online.
- See to that media has a clear understanding of the project.

Food event for intercultural exchange

- Include local actors of various cultural backgrounds.
- Map opportunities and challenges within each actor's practice and the local context.
- Secure representation of diversity and aim at innovation.
- Clarify motivation for actors to participate to implement a sense of ownership.
- Use workshop methods and approaches to find similarities and to include multiple perspectives.
- Establish collaboration with local institutions and organisations for infrastructure and marketing.
- Develop a marketing strategy, including clear visuals and multiple languages.
- Create situations for intercultural exchange, through food and activities.
- Develop strategy for economic sustainability.

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Mistra Urban Futures strives towards Realising Just Cities which are Accessible, Green and Fair.
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