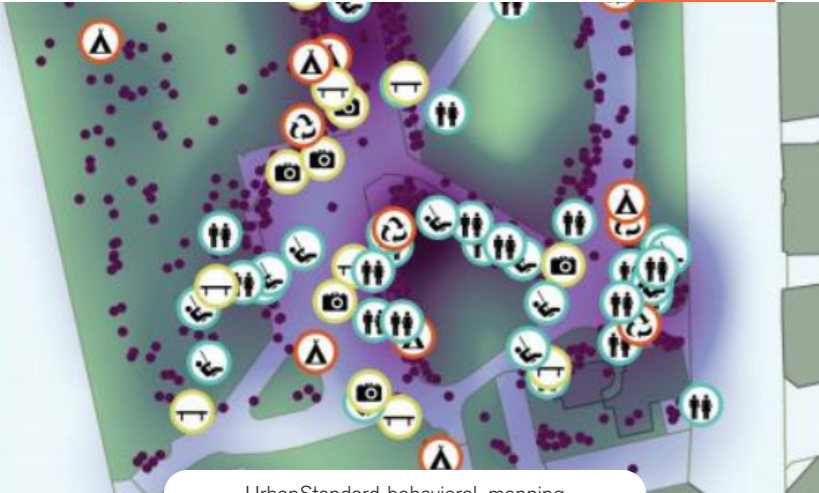
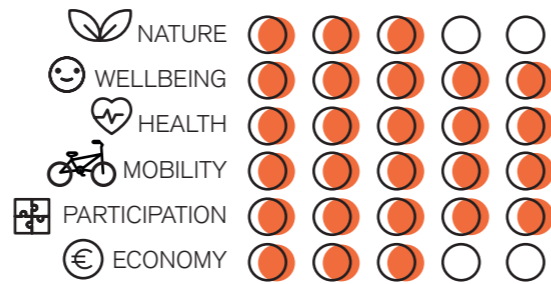


CHALLENGES ADDRESSED



UrbanStandard-behavioral_mapping

Dynamic activity:

- Running/Jogging
- Riding a bike
- Working out
- Walking
- Walking pets (dogs)
- Dancing

Dynamic game:

- Playing children
- Badminton
- Climbing/Jumping off fence, bench, wall
- Football
- Hide and seek
- Table tennis
- Volleyball

Passive activity:

- Drinking beer
- Eating ice cream
- Lying
- Observing
- Photoshoot
- Reading
- Sitting, standing, waiting

Passive activity:

- Flying kite
- Holding balloon
- Playing cards
- Singing

Behavioral_mapping in Sofia

IMPLEMENTATION			
SOFT	MEDIUM	HARD	
REPLICATION POTENTIAL/FLEXIBILITY			
LOW	MEDIUM	HIGH	
AMORTIZATION PERIOD			
SHORT	MEDIUM	LONG	NA
INVESTMENT			
LOW	MEDIUM	HIGH	NA

BEHAVIOURAL MAPPING

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DESCRIPTION

Behavioural mapping is structured observation combining different techniques for documentation, mapping and counting of activities performed by people passing and occupying a defined space in chosen moments of time. It helps to explore the quantity and the quality of various activities performed at the place observed, the non-motorized moving, staying, recreating or playing. The process of gathering of data through observations and data analysis and visualization can reveal the ways of presence of different targeted groups in the study area and their behaviour. This information can present overall pictures of health, wellbeing, socialization, time budget and physical activity. The results can provide in-depth knowledge of the users' dynamics at specified locations as input for urban regeneration decisions, planning and design of healthy corridors and implementation of place oriented NBSs.

INNOVATION ASPECT

- Non-participant observation method with the help of new information and communication technologies for documenting and mapping;
- Can reveal important patterns in public space use with the help of various cartographic and other methods for visualization.

REPLICATION AND SCALABILITY

- Easy replicable in smaller scope and useful in diverse places of interest;
- Quality of replication relates to initial preparation, instructions, motivation and potential use of reliable hardware;
- Processing and visualization of data through GIS, illustration and preprint design techniques possible with the help of free and open source software.

PARTICIPATION PROCESS

CO-DIAGNOSTIC
Very relevant for the in-depth understanding and communication of performed activities, usual or extraordinary behaviour observed in a public space.

CO-SELECTION
Particularly relevant for the informed selection of solutions more suitable to the public life which adapted to the existing environment and was cultivated in time.

CO-DESIGN
Particularly relevant for preliminary evaluation of the impact from planned and designed interventions. Also relevant for the involvement of volunteers from the community to help them to understand places beyond their routine.

CO-IMPLEMENTATION
Can be relevant if included between phases of implementation and as part of tactics for gradually evolving design and realization, step by step.

CO-MONITORING
Particularly relevant to emerging issues during monitoring for the improvement of implemented solutions and the overall evaluation of the transformation of public life, pattern of old and new activities, changes in the behaviour of users.

BEST PRACTICES and REFERENCES

LINKS:
Gehl collaborated with the J. Max Bond Center for a study of public life and urban justice in New York City in 2015. Gehl Architects included [behavioural mapping](#) in a report for the historical centre of Sofia in 2017. It was preceded by two demonstration projects of the Union of Bulgarian Spatial Planners – [Share the Neighborhood](#) and [Urban Standard](#).
[More: urbanat.eu](#)

COMPLEMENTAR NBS FROM URBINAT

ADAPTIVE REUSE OF URBAN NETWORK SPACE	LEARNFORLIFE	COMMUNITY-BASED ARTS PROJECTS	3D MODEL THINKING	SOLIDARITY MARKET FOR CHILDREN	LOCAL EXCHANGE AND TRADING SYSTEM	BREAD HOUSES NETWORK
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