



EARTHCHECK

# EARTHCHECK **ACTIVATE**



## Activation

Activation defines and celebrates local culture, identity and diversity, inspires community led projects and creates compelling stories that contribute to the personality of a place. Creative activation has the ability to stimulate local communities and economies, attract investment, motivate entrepreneurs and deliver sustainable outcomes with new activities, and a rejuvenated sense of space. It enhances the visitor experience and adds a dimension of authenticity that will connect visitors emotionally to a place and time.

EarthCheck can define and design an overall strategy that embeds the values system of activation, sustainability and the triple bottom line into destinations and precincts. These strategies provide reason and purpose to new projects that are required to highlight high level policy and budgets outcomes.

An example of large scale activation includes major infrastructure projects such as the High Line in New York which has generated 5 million visitors a year, created 12,000 jobs and doubled the property value in the surrounding area. Smaller projects may include design and fabrication of a travelling art installation that moves from hotel to hotel; a pop-up patch on the top of a building's roof or atrium areas; or a virtual reality experience that creates new experiences within spaces to engage new audiences.

## Activation seeks to:

- Find a common ground in which all elements of society can positively interact
- Bridge cultural divides through storytelling
- Create alternate uses to existing infrastructure and buildings and diversify income
- Promote community discussion on topics such as climate change, social inequality, sustainability and culture
- Create spaces for people to express themselves and build a sense of belonging
- Learn and engage with indigenous culture and partner with traditional owners
- Acknowledge heritage and history to better articulate future challenges but connect to a sense of place.
- Embrace and promote multiculturalism
- Bring awareness to the biodiversity of urban and natural landscapes
- Integrate technology in innovative ways for greater accessibility
- Influence and contribute to the local supply chain in a meaningful and empowered way
- Promote exchange and understanding between all ages, including young people and elders, within communities.



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## Activations can include:

- Green infrastructure
- Car parks and disused spaces
- Public art
- Urban farms & pop-up patches
- Heritage storytelling
- Adventure and nature activities
- Waterway activation including river and wave pools

## Key Themes for Engagement:

- Indigenous
- Community
- Arts and culture
- Heritage
- Youth
- Multiculturalism
- Biodiversity
- Technology

To start the project, EarthCheck will conduct a sustainability HealthCheck to scope and determine project goals with the client. We conduct a gap-analysis of your site to determine which areas are working well, what space needs attention and also to conceptualise characteristics that underpin the social, cultural and economic fabric of the surrounding neighbourhood.

Our team can coordinate a planning visioning exercise with internal, external and community stakeholders to provide context and a visual focus. We can formulate an action plan and develop a concept for activations including urban design, art installations, landscape architecture and creative walkways that link the community with open spaces. In addition, we can determine project viability and identify partnerships and grant applications prior to developing the business case for investment attraction.

EarthCheck is the project facilitator setting strategic direction and master planning for our clients. We work with our partners, including UAP and The Little Veggie Patch Co., for technical expertise as required by each activation.

### Project Facilitation Model

1 Project Visioning	2 Engagement	3 Research	4 Business Case	5 Project Delivery
<ul style="list-style-type: none"> <li>• Positioning</li> <li>• Scoping</li> <li>• Creative design</li> <li>• Project vision and mission</li> </ul>	<ul style="list-style-type: none"> <li>• Mobilisation</li> <li>• Stakeholder workshop</li> <li>• Terms of reference</li> <li>• Team leadership structure</li> </ul>	<ul style="list-style-type: none"> <li>• Consumer market, and brand positioning</li> <li>• Location research</li> <li>• Define USPs</li> </ul>	<ul style="list-style-type: none"> <li>• Cost benefit analysis</li> <li>• Grant application assistance</li> <li>• Clear implementation timelines</li> </ul>	<ul style="list-style-type: none"> <li>• Technical expertise brought online</li> <li>• Define timeline</li> <li>• Pass project to tactical implementation</li> </ul>

## Contact

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Green building facade image: courtesy of Dezeen and Patrick White