Attracting Population to Green Spaces in Metropolitan Areas

Challenge Provider: PSE

PSE is a company expert in Data Science and Advanced Research, which has been on the market since 1994. Since the beginning of its activity, PSE has been dedicated to Advanced Analytics. Today, this materialises in implementing technology solutions, advanced market research, and providing consultancy and data science services.

Context

In a world with increasing pollution levels in large cities, the role of green spaces in cities is now of additional importance. The green zones in highly polluted cities correspond to precious areas of contact with Nature.

Connecting with the 11th UN Sustainable Goal – Sustainable Cities and Communities, it is essential to provide access to safe and inclusive green and public spaces.

Goals

Attracting people to green spaces in metropolitan areas is one of the most recent challenges for big cities. Encouraging people to spend more time in green spaces is one of the priority goals of municipal governments.
It is fundamental to understand how various dimensions are linked to the search for green space in large Metropolitan Areas, such as in the metropolitan area of Porto and Lisbon. How can socio-demographic dimensions, tourist attraction, and people's mobility level non-resident in the influence area of the green spaces explain the demand for these spaces?

Outcome

The challenge is composed of two outcomes:

1. Create a model that predicts the daily average demand of a green space and which factors contribute the most to the prediction—example of these factors: socio-demographic, touristic attraction points, mobility and others.
2. Based on the previous outcome, suggest action points that can be taken by the city hall to increase the usage of the green spaces in the city.

Available Resources

All the data resource can be found here: https://bit.ly/wdl-data
The following list of resources is available for you to use. As a reminder, you can also use any data that is open, free and legally available.

Green Spaces Visitation
This dataset provides the number of visitors (in absolute numbers) to green spaces, inside and outside of their influence area in the Metropolitan Area of Lisbon and Porto.
The influence area of a green space corresponds to the average of the maximum distances from the point of origin of its daily users.

Submissions

Deadline: 29 - 05 - 2021 @ 14h00 GMT + 1

Don't forget that you will need to deliver the report **using the template provided** (see below) and a 1-minute summary.

Submission template: http://bit.ly/wdl-template

Tips

- Other open datasets might be crucial to solving this challenge;
- Don't forget to check the state of the art;
- If possible, don't forget to explain the outcome of your model.