

Urban Parks as a Green Enhancement of City Branding: Insights from Iraq

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Abstract

Urban parks provide various functions for the citizens, as they promote the fineness of urban dwellers and contribute to urban sustainability. They create and enhance a favourable image of urban life. They are also significant in developing tourism and promoting city branding. Numerous aspects of urban parks contribute to these outcomes. Given that, parks and green spaces contribute immensely to enhance marketing of a city. However, gardens and green areas are widely underestimated as sources of branding of cities although they influence an array of pull factors which can contribute to the formation of images of cities.

Nevertheless, there exists a knowledge gap in valuing the role of these resources in creating a green brand for cities. It is particularly so in the city of Baghdad, Iraq. This paper examines this issue by taking Abu Nawas Park as a case study. The research employs a questionnaire as a data gathering technique and the data was analysed using the Microsoft excel program.

The results indicate that the citizens have appropriate awareness of the value of parks, and the tremendous benefits they provide to society. At the same time, they also indicate a deficiency in the government plans in establishing and rehabilitating these resources, or in making plans to build a positive image that includes these resources. The paper concludes that the city authorities must make serious efforts in order to encourage investment and tourism in a city and brand it with green parks and other positive resources it offers.

Keywords: Strategies for designing green urban spaces, Green resource Brand Hexagon (GBH), green status, Abu Nawas, green resources, Baghdad, Iraq.

Introduction

Promoting positive feelings for the city residents is critical to achieving the United Nations Sustainable Development Goals (SDGs) of good health and well-being, and sustainable cities and communities. The formation of a system of green spaces in cities depends to a large extent on the conditions and resources provided by the natural environment. It is also a result of the city's historical transformations and the actions taken by the planners regarding the final shape of the types and forms of green spaces and open spaces.

In fact, the formation of green spaces has become a major factor contributing to the development of cities since the nineteenth century. The idea of the dynamic development of public parks and the formation of systems of green spaces reflect a positive city development. This approach is a pre-requisite for the existence of several images and the development of society and culture.

The identification of the urban parks as a town's wealth has a great potential to construct the dweller's feelings of spaces and promote the visitors attentions. However, there are only few studies that discuss brand realization by urban parks. In fact, there are even fewer

cities that employ Nature and the environments in branding even when the resources such as urban parks and gardens exist in the cities.

Therefore, this paper intends to fill this knowledge gap by producing a research that stands out in examining the role of urban parks in the formation of the subordinated part of a city. It does so, focusing particularly on the city of Baghdad, by examining the extent to which the design strategies for green urban spaces are achieved, and testing the dimensions of green city branding using green resources (GBH). The paper investigates the Abu Nawas Park in the city of Baghdad and has the following aims and objectives.

- 1- Provide a discussion on the concept of city branding using green resources and urban parks
- 2- Diagnose the common relationship between the two concepts.
- 3- Explore the extent to which design strategies for the urban parks are met and tested on the Abu Nawas Park, Baghdad, Iraq.

Literature Review

Chan (2014) discusses how to integrate ecological or environmental factors into the concept of branding of a city. They point out that the provision and development of green resources contribute to improving the attractiveness of cities in terms of quality of life and sustainability. Chan and Marafa (2014) say that the significant aim of city branding is to construct a label worth predilection in addition to an allegiance in the mind of its residents. This is done by forming a positive relation between the supplementary part of the venue and the green areas in the town. They provide an important support for the survey of worth through branding of the cities. In addition, a green city brand could be an opportunity to embrace the naturalistic surroundings and green sources to rebuild a label that promotes the attraction of a city.

Shing (2015) shows that the green spaces and urban parks are of value as a source for place branding, as they shape attractiveness which can assist in improving a lively used common green spaces. In fact, he suggests that a three-forked speculation of labels such as familiarity, favourability, and uniqueness could be generated.

Braiterman (2011) also summarizes some of the ways in which cities can distinguish themselves from green spaces. He points out that it can be done by taking advantage of the material and human resources that already exist. Olsson (2021) mentions how cities use their architectural aesthetics to achieve sustainability in its dimensions (environmental, social, and economic). Thus, achieving the desired reputation at the global level. Therefore, Olsson states that the concept of a green branding is achieved through the impact of sustainability ideas on marketing efforts. He also identifies a set of aesthetic features that directly affect the perception of a place, achieving city marketing and using it as a positive value for all the various stakeholders. These features determine the general preferences of the population in the built environments, and how they affect the perceived beauty, and increase the desire to visit a city, such as compatibility and complexity, level of details, colors, nature of the urban cityscape (traditional or modern), uniqueness, scale, and sense of place. According to Olsson (2021), there are two strategies to improve the brand of the city These are: experiential marketing (creating unforgettable sensory experiences in the city), and the concept of green marketing or greening the city (such as the experiences of some international cities, including Copenhagen, which is well-known for its planning that encourages pedestrians and cycling. Similarly, the experience of Freiburg, which has distinctive solutions in the fields of solar energy and public transportation are noted. Olsson also identifies three approaches that enable cities to harness sustainability and greening issues to create the city's brand:

- Livable Cities: promote the image of the city by encouraging walking and cycling.
- Knowledge cities: related to green politics and technology.
- Low-impact cities: cities with a low impact on the environment.

Lőrincz et al. (2021), Demaziere (2020), and Gulrud (2013) agree that the role of global initiatives such as the European Capital Award, and the European Green Capital Award encourage the states to establish city branding that proves its commitment to improving the standard of living of residents and environmental beautification. The basic criteria for these awards and initiatives include environmental issues that have a direct and effective impact on the quality of daily life, such as waste management, local transportation, air quality, the level of noise pollution, environmental innovations and jobs, and green urban areas. As Lőrincz (2021) indicates, the concept of urban greening is considered a basic concept in improving the quality of life of branded communities, and strengthening the green branding through the “green environment”. These stimulate the international status of cities, promoting tourism, developing green spaces in the city, community participation in this development, and achieving long-term partnerships at an international level for the exchange of information and experiences. Lőrincz (2021) also stresses that the most important criteria as conditions for cities to participate in competitions and prizes are the quality of green spaces in the city, environmental protection and environmental education, community participation in the establishment and maintenance of green spaces for the city, creating a tourist-friendly environment, planning policies and the participation of local governments, and the relationship between the city and the surrounding landscapes. Demaziere (2020) confirms that obtaining these awards enable the local governments to attract the attention of the population, developing an effective partnership between the public and private sectors, and achieving economic benefits by means of the application of enhanced green technology and increasing environmental tourism.

Koerniawan (2019) confirms the effectiveness of thematic parks and green spaces in general in shaping the urban brand of the city. He explains that urban parks make the city more livable, provide many positive benefits to communities, and create opportunities for recreation. Thus, he agrees with the opinion with Olsson (2021). Koerniawan (2019) further explains that urban parks are environments that provide visual diversity and act as landmarks in the city, directing traffic flows around them. He also explains that there are four strategies for developing the place and obtaining a competitive advantage, which are: design, infrastructure, basic services, and unique landmarks. Koerniawan (2019) also analyzes the concept of place attachment, which has two basic forms: the emotional attachment, and the relationship to the identity of the place. The concept of place attachment refers to the relationship that a person forms with the place through his formation of repeated positive interactions. This concept arises when a place (the urban park) is associated with meanings that enhance and consolidate the emotional bonds of its visitors. Koerniawan (2019) concludes that an urban park is one of the city's main attractions, which can be used as an effective marketing tool to attract tourists, through its contribution to shaping the city identity, and providing residents with a sense of pride and belonging to their city. Thus, urban parks become a kind of semantic relationship for a city, by continuing the stimulation of the sensory experiences provided by the green resources.

Imamović (2022) mentions the concept of sensory effectiveness to places by focusing the senses on positive experiences, where urban areas reflect multi-sensory dimensions that can be included in the marketing efforts. Olsson (2021) agrees in making memorable sensory experiences as a means of making the urban brand of the city. Imamović (2022) explains that cities and environments including the green natural environment create multi-sensory experiences rich in sounds, smells, landscapes, and tactile stimuli. He concludes that urban areas offer multi-sensory dimensions that can be analyzed and integrated into the marketing efforts of cities, promoting positive experiences, stimulating place memory, and achieving the purpose of the sensory urban brand that enhances the image of potential and guarantees a competitive advantage.

Georgia (2017) comes to clarify the role of creativity and senses in shaping landscapes. Thus, creating spatial marketing by creating a strong identity for the place stemming from the landscape is essential. His aim is to analyze and combine the concepts of creativity, sensory landscapes, and place marketing, as landscapes that represent the creative and sensory dimensions in spatial marketing and city branding. The concept of creative landscapes can be reached through the interaction of the concepts of people and place. Landscapes represent a

place for the coexistence of actual, objective data and personal data with the meanings and perceptions formed after reconstructing the internal data of people. Georgia (2017) concludes that the creative identity can become the organizing principle of the landscape, providing personality, value, originality, and uniqueness to the place. The creative sensory landscape determines the sense of place and leads to the discovery of a new identity for it through marketing.

Silaban (2021) identifies the basic factors for achieving the attractiveness of the city, and evaluates the city branding, which is considered a key factor in influencing the attractiveness of the city. These factors are (environmental outlook, social services response, urban tourism and culture, education and job opportunities, safety and health, international level, and city attractiveness performance). Silaban analyzes these factors as dimensions of the city that affect the quality of life, and thus affect the city's ability to attract talent, international business, and creative groups. These indeed define the practical meaning of marketing the city branding both locally and internationally. Yang (2019) identifies seven main components for achieving a sustainable city branding, namely:

- Economic development: per capita GDP of the country, and the total value of goods and services within the country annually.
- Environment: number of tourist resorts, wastewater treatment rate, and per capita green spaces.
- Potential: investment in education, number of universities, fixed foreign investment
- Pulse: the number of recreational places in the city, the number of commercial malls in the city, the number of shops and food stalls.
- People: population income rate, employment rate, and living space per capita.
- Infrastructure: road areas within the city, number of buses per thousand people, and maintenance costs.
- Governance: Unemployment rate, number of people who own preventive life insurance, number of people who own medical insurance, revenues and financial expenditure.

Tannous (2021) discusses the possibility of accessing green public facilities in order to encourage their use by the largest number of the population. Public green spaces are a component of green infrastructure, which provides many social, physical and environmental benefits, including reducing heat in urban areas. He uses space syntax to explain human behaviors and predict movement patterns from the point of view of spatial configuration. Studying the morphological structure of the buildings, different social and cultural effects, urban regeneration, and by predicting spatial patterns of crime in urban areas, Tannous (2021) concludes that space syntax provides a good analysis for understanding human behavior in urban structures in terms of movement, occupancy, and use.

Pussella (2019) shows the role of green spaces in preserving the physical, psychological and social well-being of people, through its effect on mitigating urban heat islands, in addition to reducing water and air pollution and noise. He says that it also plays a vital role in the local economy, through generating financial revenues for municipal councils, and raising the value of property by providing an aesthetically pleasing environment. Thus, he agrees with the study of Tannous, Major and Furlan in this aspect. Pussella (2019) concludes that the driving forces in the use and accessibility of the urban parks are events and services, safety and security, location, topography / geography, cultural and social factors, ecology, demography, weather and climate.

Shing (2015) analyzes the role of green resources (public parks) in achieving the sustainability of cities, by enhancing the positive image of the society and the city as a whole. It also has a role in developing tourism, and promoting the urban brand of the place. Shing's goal is to assess the urban brand value of these resources, through a three-pronged evaluation measuring three main dimensions of brand equity including familiarity, preference, and uniqueness. Shing concludes that the city authorities need a real understanding of the authentic

identity, or uniqueness of the city's resources. The parks provide an effective combination of tangible assets for a sustainable city, attractions for park users and a sustainable urban brand.

These studies show that urban branding involving green areas and parks are multi-faceted and there is a lot to be unearthed, in addition to what we already know.

Theoretical Background

Urban parks and city branding - general definitions

Urban parks are an area or environment planned structurally or physically, with various services such as seating areas, and internal and external response activities which aid in the sociable and psychic relief of employees in a form which enhances comfort and promotes a circumstance of connection with the environment (Okunlola *et al.*, 2022; Wahid, 2012). Urban parks have a major role in preserving the physical, social, and psychological well-being of humans, by mitigating the effect of urban heat islands, reducing air and water pollution, as they work to recover, enhancing the local economy by producing revenues for municipal councils, and increasing the value of a property, and by providing a pleasant aesthetic environments (Pussella and Li, 2019). Gardens & urban parks are considered to be the most substantial venues which shape the image in addition to the culture of a town, as they allow the organization of daily urban activities, that represent the foundation for the reproduction of the sociable construction (Vermishyan, 2022; Alshamari, 2022)

Green places and urban parks are open for the sake of keeping the environmental equilibrium of the town and recognize the entertaining requirements of the inhabitants. From the urban memory point of view, urban parks are considered to be common places where experiments which create memory are caught. They are those large parts of civil regions which ensure the continuousness of sociable remembrance from one generation to another. It is important to preserve it and to ensure the transfer of sociable customs connected to the town to the next generations (Duygu, 2021)

Urban parks are formed by civilized values and sociable, governmental and economical frameworks. They provide several chances for civil, sociable, psychic, practical and entertaining sides. The participants in forming the civil name, enables social interaction in addition to seeking the needs of sociable, civil and artistic infrastructure and the national structure of the population. These include housing, education, work, transportation, and health, in addition to their physiological, psychological, cognitive, aesthetic and individual expectations (KURT, 2021)

A brand is an abstract idea in the mind of everyone, which could be formulated from the same customs and personality which are divided between users, or consumers of the same label. Thus, brand formation needs the status of the nation, like visitors, consumers or other persons who are associated with the brand (Widyaningrat, 2019). One feature of a place brand is that it aids the space to enlarge and be continuous, particularly in the economic terms. A brand has the ability to attract visitors and promote business exploitation as referring to the features of the place (Abdillah, 2020)

City branding is defined as the process where an effort is made to impact the way of how people translate and structure their own sensations about town branding. It is a competitive way to fulfil privilege for the sake of improving tourism and exploitation, evolve societies, support domestic identity, realize societies in their towns and gather all sociable movements to avert a split. Active place branding provides a chance to include special actors and citizens in the administration and conservation of green places. Therefore, the keep the long-range management of biophysical sources on the political agenda (Rossetti, 2020)

City Branding for Green Sources

One of a town's current brand changes, commensurate for growing concentration on continuous expansion is the green city logo, or climatic continuity of town branding. The term "green" while being used as a marketing concept refers to both the ecological plan and the biophysical proportion. The green ecological plan proportion contains problems of continuous urban expansion out of attention to defilement dominance, decreasing of carbon dioxide

production and specific utilization of resources. This is done by shedding light on the important part of urban vegetations in obtaining a good fineness of existence. Therefore, the green city logo could be associated with a view that aims to increase urban ecological and governmental control and to concentrate on and evolve biophysical attributes (Gulsrud, 2013).

The evolvment and provision of green sources involving gardens, parks and green areas contribute to improving the attractiveness of cities and the quality of life. Among the well-known examples are wide-reaching greening and tree plantation agendas, local revitalization movements, the creation advancement of gardens in different towns in Europe, the evolvment of the garden city idea in China and Southeast Asia, and many greening awards in Europe and north America. Therefore, green sources may be incorporated with the term of branding the city and its theoretical frameworks (Chan, 2014).

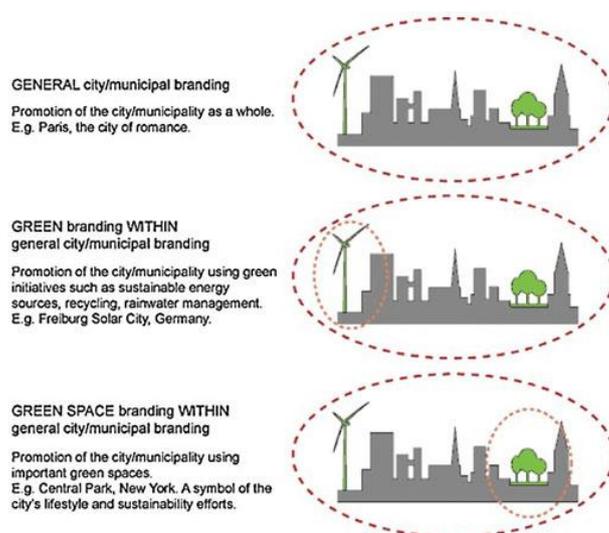


Fig. 1: Three main branding types of green branding

Source Gulsrud, 2013

Dimensions of City Branding for Green Sources

Given the fact that cities are complex entities, city branding must reflect the multifaceted quality of spaces and the comprehension of the citizens. With regard to measuring the brand of cities, the City Brand Hexagon index formulated by Simon Anholt 2006 was developed and modified like a frame that is linked to the green sources of a city, producing what is known as the “Green resource Brand Hexagon” (GBH) (Fig 2), and contains the subsequent six adjusted aspects (Lőrincz, 2021).

- 1- **Green Status:** represents the universal case or the status of the town in providing resources which are green.
- 2- **Green Space:** concrete side or environment.
- 3- **Green Potential:** the desire to propel or outlay move, for the sake of tour, work, pedagogical indwelling and business exploitation where the green sources of the town are amended.
- 4- **Green Pulse:** chances for entertainment and rest in the town.
- 5- **Green Citizenship:** referring to the inhabitant behaviour toward green places, integrity in green sources.
- 6- **Green Prerequisites:** the main goodness of green areas in the town.

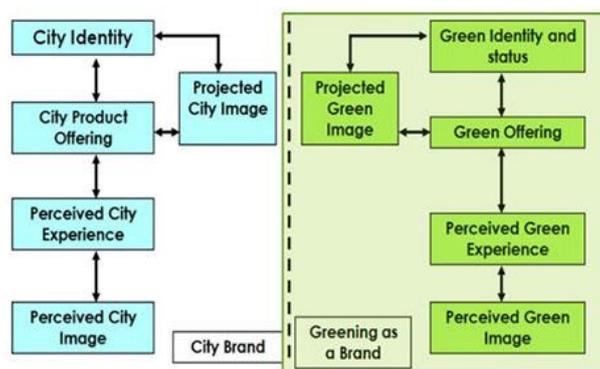


Fig. 2: city branding modified framework based on green resources
Source: Chan, 2014

Strategies for Designing Green Urban Spaces

There are several strategies for designing green urban spaces, including as articulated by Okunlola (2022), Pussella (2019), Fadjarajani (2020), and Hamdan (2021).

- **Social inclusiveness:** This includes user satisfaction with the process of arriving to the urban parks, user conviction with the civilized expediency of the parks. It is the extent to which they respect and promote cultural norms, user's satisfaction with the interest of the parks in ensuring that important information is easy to see. For example, this includes the utilization of references and employee's conviction with park amenities to accommodate the various types of activities.

- **Green-grey integration:** This is related to the incorporation of urban green areas with other infrastructure amenities. Green areas must be connected with the existing building framework, transmission means and water administration systems, and include the scale of employee conviction with the vicinity of the park to the residents and the scale of employee conviction with the vicinity of the park of available infrastructure (like transmission connections and other build frameworks).

- **Connectivity:** This represents a set of factors, including the scale of user conviction with the obtainable garden routes, the scale of user conviction with gardens in places that are green, the scale of user conviction with services in buildings and spaces surrounding the urban park (seating places), the level of user satisfaction about the interrelationship between corridors, green spaces and available facilities.

- **Multi-functionality:** Urban green space planning considers the integration of social, economic, and environmental characteristics of green spaces. Multifunctionality refers to the capacity of urban green places to perform multiple and diverse functions and to provide multiple benefits with a given physical area. These include the impact of user satisfaction with the urban park which has an affirmative influence on the goodness of life of the employee, the level of employee conviction with urban park and its contribution of recreational activities, and the user satisfaction with the urban park with the promotion of social interactions.

Research Methodology

This research uses a descriptive approach. It explains the most prominent definitions of the concepts of the city branding and urban parks, and then demonstrates how the urban city branding happens when green resources are employed.

It begins with the establishment of the theoretical framework and indicators and tests them through a case study of the Abu Nawas Park in Baghdad, Iraq. Within the case study, a questionnaire is administered to the city's residents, visitors and non-visitors to the park. The questionnaire also records, the different age groups and social demographics, of the respondents. There were 77 responses, and a Likert scale was used to examine the results, consisting of five categories. Regarding the dimensions of green city branding, the categories are agree, agree very much, don't know, don't agree, and don't agree at all. As for the strategies for designing green urban spaces, the categories are highly acceptable, acceptable, neutral, unacceptable, and totally unacceptable. The questionnaire consisted of 35 questions of which 22 questions were related to the dimensions of green city branding, and 13 questions were related to strategies for designing green urban spaces.

Case study: Abu Nawas parks in the city of Baghdad

The Tigris River is one of the most important natural resources that characterize the city of Baghdad, as the river divides it into two main parts. The smaller part of it is called Karkh, and it is on the western bank of the river. A large part of it is called Al-Rusafa, and it is on the eastern bank of the river (Hinthel, 2020). At the beginning of the twentieth century, large areas developed within Al-Rusafa, and the site of Abu Nawas was among them, because of the agricultural areas that are distinguished by this site, which were famous for their orchards and agricultural products of fruits. During that period, interest focused on providing some services and recreational activities within the Abu Nawas site. People began to gravitate to the site during the summer period for the purpose of recreation and enjoying the cool weather. As a result of this increasing attraction on the site, the urban development took a longitudinal form along the riverbank north and south of Old Rusafa. In 1929, Al-Saadoun Street was developed to be a commercial backbone for the Abu Nawas site, thus expanding the commercial area of Baghdad city centre. At that time, it was called Abu Nawas Street in Darb Al-Shatt. And in 1964, the Municipality of Baghdad divided the lands located on the shore of the Tigris River within the site of Abu Nawas in the form of squares, the area of one-piece (30 * 30) meters, to establish cafes on it on modern foundations. In 1977, large areas of public gardens and landscaping were added, and a number of fish restaurants were established on the banks of the river. In 1982, Abu Nawas Street gardens were developed, beautified, and gardened, in addition to rebuilding, planting, and improving the Corniche wall. In 2006, the Municipality of Baghdad developed the Abu Nawas site, by reorganizing gardens and green spaces, as well as paying attention to the cultural scenes within the site. The Municipality of Baghdad has added some services and entertainment and tourism activities to the site. The area was named after the Abbasid poet Abu Nawas. The Abu Nawas Parks are located along the Tigris River from the city of Baghdad, as it extends on the eastern bank of the river and is 3.5 km long. (Associates, 1982). Fig (3)

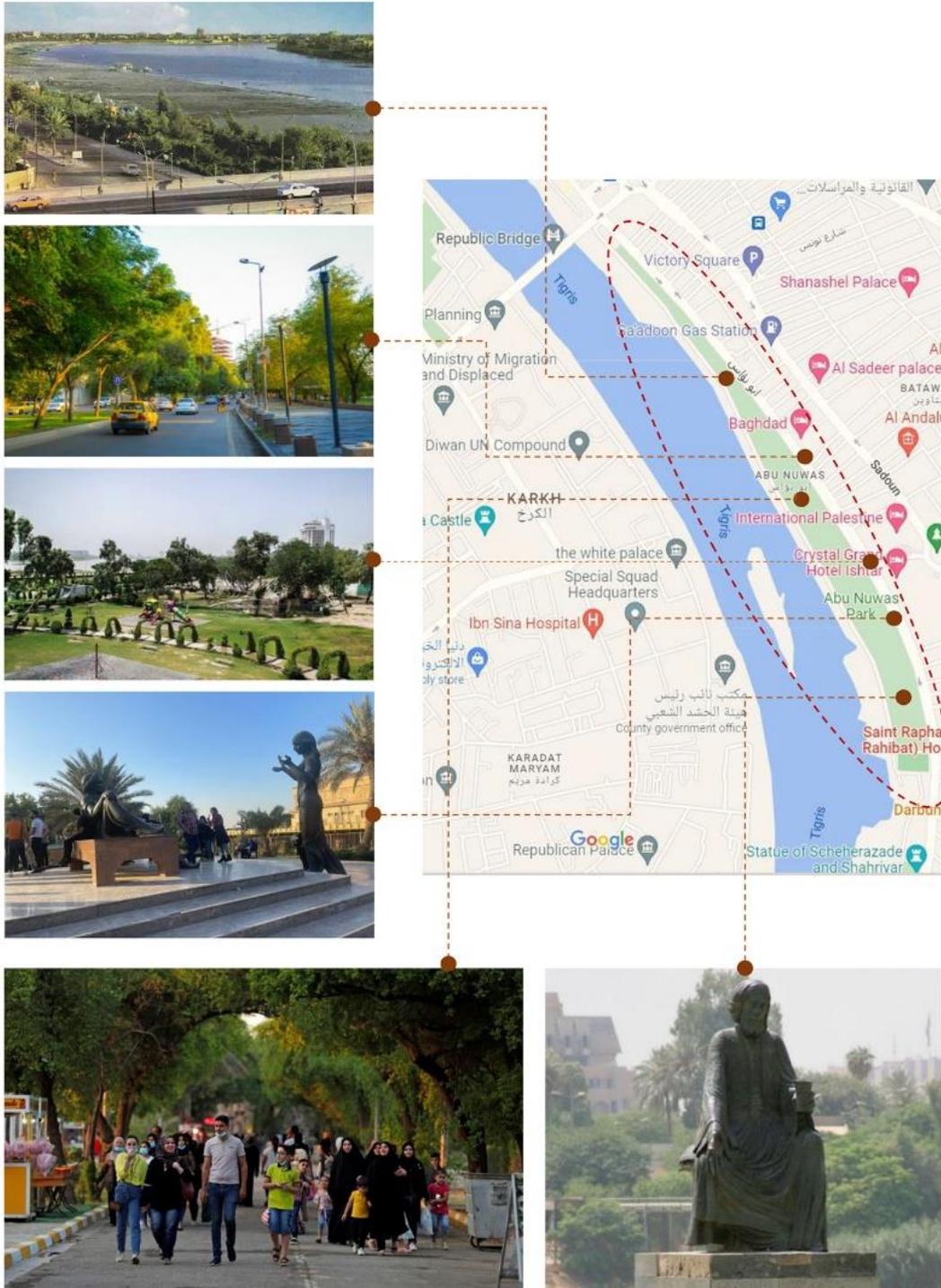


Fig. 3: The location of Abu Nawas Parks and its most prominent green and cultural attractions
Source: <https://www.safarway.com/en/property/abu-nuwas-park>

After extracting the most important indicators from the theoretical framework above, a set of indicators were developed as mentioned in the table 1.

Table 1: Indicators for measuring the dimensions of the green city branding and strategies for designing green urban spaces

Source: Author

| Dimensions of Green City Branding (green resources) | |
|------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Green Status | Intimacy as a city which is green. Increase of the goodness of lifetime in the shape of greening living climate in the city Supplement of green places and park by the government of the city The government of the city should present a greening plan The government of the city must refer to the role of greening in the city |
| Green Space | An interesting experiment in green places and parks Greenery gracefulness and trees in urban zones in the city Charming landscape in the hillsides in addition to downhill of the city |
| Green potential | Desire to set back further for business exploitation Desire for additional set back for work or labour Desire for further set back for the continuation of education Desire to outlay more as visitors |
| Green Pulse | Experiment of education in green places and parks Entertainment chances in several kinds of green spaces and parks Worthy types of animals and plants in green places Ancient and worthy trees |
| Green Citizenship | Greening booster citizenship Climatically cordial citizenship Communicative and cordial citizenship in green spaces and parks Integrity in green spaces and parks |
| Green prerequisites | The total goodness of green places & parks Goodness of means in the green spaces & parks Arrival to green places |
| Strategies for designing green urban spaces | |
| Connectivity | The level of user satisfaction with the available garden paths The level of users' satisfaction with the gardens in the green places The scale of user conviction with the services in the buildings and spaces surrounding the urban park (seating areas) The scale of user conviction concerning the relation between green places obtainable means and walkways |
| Green-grey integration | The level of user satisfaction with the park's proximity to residents The level of user satisfaction with the park's proximity to available infrastructure (like means of transmission, communications, and other frame of building). |
| social Inclusiveness | User satisfaction with the process of accessibility to the parks User conviction with the civilized suitability of the parks User conviction Parks pay attention to ensuring that important information is easy to see. For example, using slogans Users' conviction with the amenities in the park to accommodate various types of activities |
| multi- functionality | User satisfaction with the urban park has an affirmative influence on the user's total goodness of lifetime The level of user conviction with the urban park and its contribution to improve user's health Urban Park users' satisfaction with developing entertaining processes. User conviction of the urban park with enhanced social interactions User satisfaction with amenities in urban parks for sitting and picnicking, providing services, signs, and appropriate lighting User satisfaction with the effect of urban parks on cooling the environment User satisfaction with the level of urban park maintenance |

Findings

Demographic Characteristics of the Respondents

Age: 26% of the participants are 18-25 years old, 29% are 26-35 years old, 40% are 36-50 years old, and 5% of the participants are over 55 years old. These percentages give a good impression of the diversity of age groups of participants and visitors to the parks, and they attract different groups of the population and thus it is possible to achieve social interaction between them. In addition, it shows the interest of various age groups in the issue of public services for the city.

Gender: 71% of the participants were females, and 29% were males. This means that females are more interested in the activities and entertainment services within the city (Fig 4).

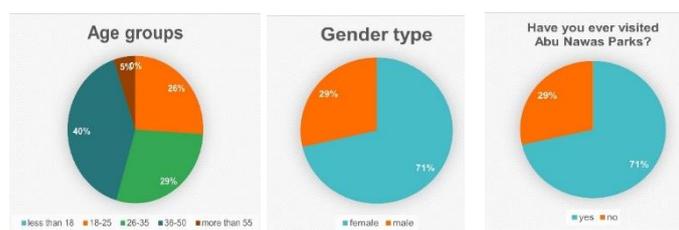


Fig. 4: Demographic characteristics of the respondents

Source: Author

The respondents were divided into two groups:

The first group of those who had previously visited Abu Nawas Parks: their percentage was 71% of the total number of participants, and they answered all the questions (questions related to the dimensions of green city branding and questions related to strategies for designing green urban spaces).

1. Dimensions of green city branding:

Regarding the green status, the majority of participants agree that parks contribute to enhancing the economic conditions of the city's residents, and a higher percentage do not agree that the Baghdad Municipality designs, plans, and rehabilitates green parks and gardens.

- As for indicators related to green space, the highest percentage of respondents agree that parks provide an enjoyable experience and contact with nature.
- Turning to the green pulse, most of the participants agree that the parks in Baghdad enjoy an abundance of plants of high local value and that they provide a range of recreational activities within their gardens.
- concerning green citizenship, the top percentage agrees that visitors to parks enjoy effective social interaction with each other, and a high percentage does not agree that visitors lack awareness of protecting the park's environment.
- Finally, regarding green capital, the highest percentage agrees that the city of Baghdad deserves to make a greater effort to encourage commercial investment in it, just as a high percentage does not agree that there are recreational activities within the city that encourage tourists to visit. (Fig. 5)

As a general summary of the results of green space design strategies, the results show that the indicators related to the green pulse received the highest percentage of acceptance among the participants, followed by the indicators related to the green space. As for the lowest percentage of acceptance by the participants, it was for the indicators of the green status

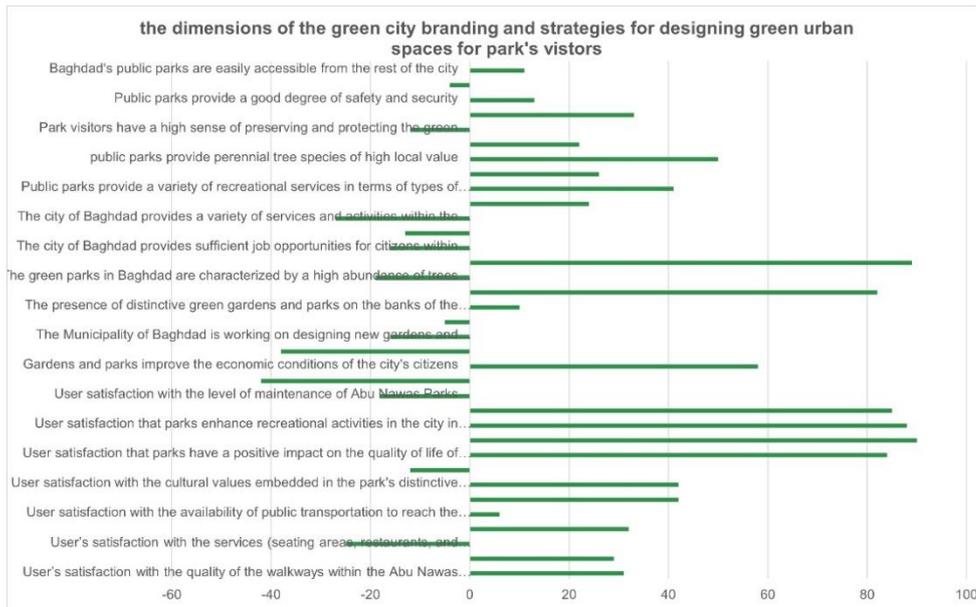


Fig. 5: All questions for park visitors
Source: Authors preparation

2. Design strategies for green spaces:

- Regarding connectivity, the highest percentage of the participants had an acceptable to very acceptable level of satisfaction with the quality of the walkways in Abu Nawas Parks, and a high percentage was found to be dissatisfied with the level of adequate services within the park (seating places, restaurants, cafes) within the park.
- As for the green-gray integration, the highest percentage of participants had a top scale of conviction with the closeness of the park to the neighboring residential areas. Also, a high percentage were dissatisfied with the lack of public transportation to reach the park.
- As for social inclusiveness, most of the visitors to the park were highly satisfied with the ease of access to the park from neighboring areas, in addition to their satisfaction with the presence of distinctive cultural monuments that enrich the cultural environment within the park (the presence of the statue of Scheherazade and Shahryar, and the statue of the poet Abu Nawas). . Also, a percentage of them are not satisfied with the presence of billboards, clarifications, and appropriate lighting within the park's gardens.
- Turning to the side of multifunctionality, most of the park's visitors showed a good scale of conviction with the capacity of the park to improve the local climate of the city, and to improve the condition of the visitor physically, mentally, and psychologically, but they are not convinced with the scale of rehabilitation of the park.

As a general summary of the results of the green dimensions of the city, the multifunctional indicators had the highest percentage of acceptance among the participants, followed by the social integration indicators. As for communication and green-gray integration, it got very close rates of acceptance (Fig 6).

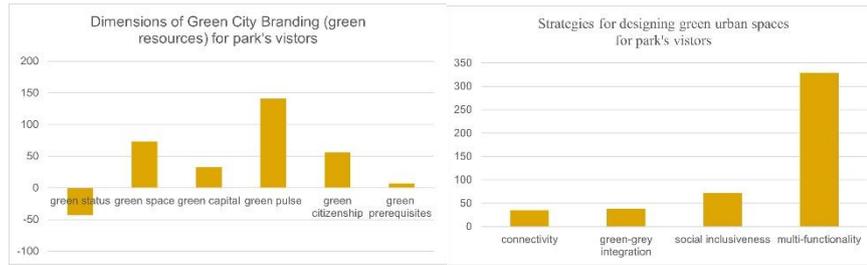


Fig. 6: Dimensions of green city branding, strategies for designing urban spaces for park's visitors
Source: Authors

The second group, who did not visit the Abu Nawas Park, answered only the part about the dimensions of green city branding. Regarding the green status, the highest percentage of the participants agreed on the importance of the green parks in improving the economic conditions of the city's residents, while a large number of participants indicated that there are not enough gardens and parks in the city.

Regarding the green space indicators, the highest percentage agree that parks provide an enjoyable sensory experience and contact with Nature, in addition to their agreement that there are distinct green spaces on the banks of the river.

As for the green capital, most of the participants agree that the city of Baghdad deserves more efforts to encourage commercial investment in it.

Regarding green citizenship indicators, most respondents agree that parks provide a good degree of safety and security and promote social interaction between residents.

As for the green pulse indicators, the highest percentage of respondents agree that the parks provide an enjoyable recreational experience within their gardens, in addition to containing plants of high local value (Fig 7).

Finally, the indicators of the green conditions indicate very close percentages of the agreement of the participants that the parks provide recreational services of appropriate quality, and there is easy access to them from the other parts of the city (Fig 8).

In sum, the results indicate that the green pulse indicators had the highest acceptance rate among the other dimensions, followed by the green space indicators. As for the indicators of the green qualities of the city, it got the least acceptance rate among the participants.

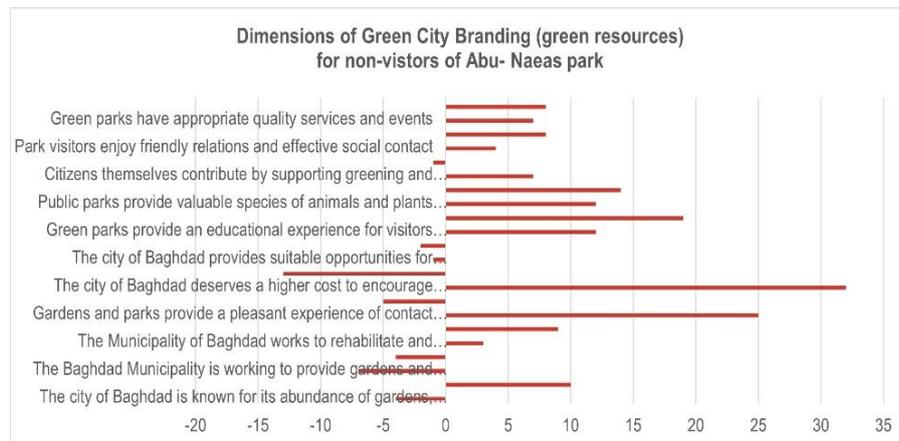


Fig. 7: Questions for the non-visitors
Source: Authors

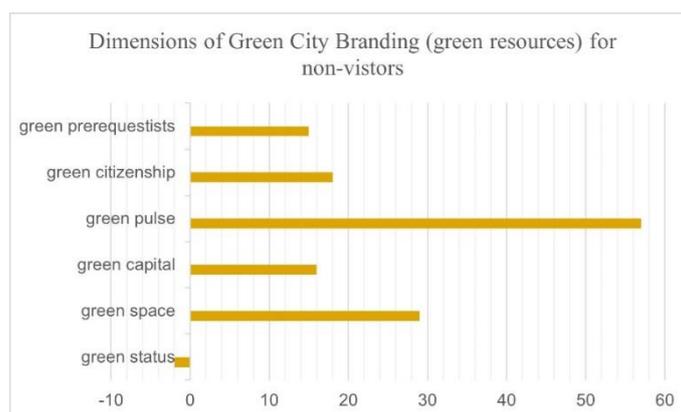


Fig. 8: Dimensions of green city branding for park's non-visitors
Source: Authors

Conclusions

Parks are important places in cities to provide opportunities for physical activity, relaxation, connection with Nature, and social interaction. Therefore, universal design can be used as a guide for the development of public spaces, to develop solutions that promote cultural exchange, which increases the possibility of participation of all categories of users and helps to ensure the needs of all members of society.

City branding serves not only like a marketing logo, but also like a planned governmental view. It forms the scope where the native inhabitants and visitors live. A brand confirms and recreates the realization of a native personality for both the residents and the foreigners.

Urban parks achieve economic sustainability, by saving energy by using vegetation, reducing energy costs for cooling buildings, increasing property values, and by increasing green spaces and planting trees.

Urban green spaces contribute to social inclusion because they are mostly free and accessible to all. It provides a neutral ground for all the groups of the society and can become the focus of the spirit of society, through the many and varied opportunities available for social interaction.

Government agencies (including the Municipality of Baghdad and municipal councils) must follow a comprehensive plan to include gardens and green parks in their agenda for the development of a city. In designing and establishing new parks and rehabilitating and maintaining existing ones, they should mention these works on social media to increase the residents' awareness of green spaces, and the cultural values that each of them contains that reflect the culture and civilization of society. Almost any park in Baghdad is devoid of works and cultural monuments that reflect the privacy of the park and the city in general.

The government agencies must carry out awareness campaigns for citizens about the importance of green spaces, and how to preserve them when visiting parks. They should encourage tree planting campaigns to visit green areas in cities.

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