

SUSTAINABLE SUPPORT FOR CITIZENS' INITIATIVES

**Examples:
Spoorpark and Digital Heroes**



A FEW EXAMPLES - 1

Imagine.... you have a great idea, plan, or initiative. You started enthusiastically, but what should you do next? Let's take a look at the example below:

Spoorpark Tilburg (Railroad Park)

The Spoorpark in Tilburg originated from a citizens' initiative and was created mainly by the voluntary efforts of many committed Tilburgers. Quite some entrepreneurs took a hand. How did that come about?

In 2012, the Spatial Planning Department of the Tilburg municipality wanted to pick up ideas for the redesign of a vacant shunting yard by the railroad track. The alternatives conceived ranged from a large sports arena and housing to a (temporary) park-like environment. In a brainstorm session many engineering and architectural firms from all over the Netherlands were asked for ideas. Some Tilburgers were also invited, like an individual with green ambitions cooperating with a group of people on urban agriculture opportunities, and a board member of a volleyball club who wanted a sandbox for beach volleyball. Pontifax was also invited. These three individuals from Tilburg found each other and decided to sit down together after the session.

Based on the sustainability model, they made their first global network analysis with regards to the site. Which (groups of) people from the various domains in and around Tilburg could have a stake in evolving the site and would like to participate in the evolution of ideas? During the debrief they found out that the societal domain should have priority: the residents and, on their behalf the district councils. But they also enumerated various kinds of people and organizations from the other domains of the model who might be interested.

	spatial	economic	societal
social	<ul style="list-style-type: none"> Brabant Environmental Federation Brabant Museum of Nature Food & Nature Consultancy Agricultural Academy of applied sciences 	<ul style="list-style-type: none"> Regional Network for social-economic development District councils Society building Development cooperation Festival Bottom-up cooperation for rural revitalizing Regional networks Agricultural Academy of applied sciences University of applied sciences: Leisure Business consultancy Regional program for economic cooperation Tilburg municipality; Economic affairs and labor market 	<ul style="list-style-type: none"> Society building District councils Volleyball club Development cooperation Festival Regional Health Service Preparatory science-based education) Tilburg municipality; district affairs Residents' associations Tilburg municipality; Social affairs
fysical	<ul style="list-style-type: none"> Regional network The Green Forest Regional networks District councils Tilburg municipality; Urban planner Tilburg municipality; Spoor-zone (railroad track quarter) Landscape designer Architect 	<ul style="list-style-type: none"> Promotion of regional goods and services) Leisure consultancy Interim and financial man-agement Tilburg municipality Spoorzone (Railroad track quarter) 	<ul style="list-style-type: none"> Housing association Residents' associations Volleyball club Leisure consultancy and design) Tilburg municipality; Social affairs

Example of a global network analysis

Elaboration agreements were made for further execution and to start a discussion meeting. In the end, within six months, a large group of people and organizations from the six domains were committed in the follow up and realization of the plans.

A great deal of time and energy has been put into influencing local politics just to take up the plan further elaborated in the meantime. After a positive decision by the Tilburg municipality, the initiative was passed on to a group of experienced senior citizens with spare time and a lot of experience on robust urban project development from the sustainability domains. They realized the Spoorpark Tilburg, again with a lot of support from the city.



A FEW EXAMPLES - 2

Digihelden Hilvarenbeek (Digital Heroes Hilvarenbeek)

The director of a primary school in Hilvarenbeek wanted to pay more attention to innovation and technology at his school. He wanted to develop a learning line of ICT skills with robots. He already purchased some equipment, but specialized knowledge and skills of the teachers appeared to be lagging. Also, the tools quickly proved obsolete. He aspired professionalization and was particularly looking for financial resources.

He asked Tussenheid¹ Hilvarenbeek to think along and they suggested to first map his network according to the sustainability model and then to develop ideas about his project with a group of selected people out of this network. This approach had been adopted by means of the so-called CIMBY² model demonstrated before. The director was given the advice of looking beyond people with direct links to education or ICT and rather to consider people with potential contributions from alternative experiences or expertise.

For the network inventory, the principal used the school administration together with his suppliers, his own network such as colleague principals of other schools, LinkedIn connections but also acquaintances and members of his sports club. And of course, he also mapped out his clients, the parents of his pupils.

All these names were “siloeed” in the domains of the sustainability model. After careful selection, several people were deemed suitable to participate in a reflection session on the meanwhile somewhat more detailed project plan.



As a next step, the director contacted these people to invite them to participate in a brain-storming evening session (CIMBY) and to set a date. Soon, that session proved unnecessary because several people immediately indicated their preparedness to think along and help. Some were able to connect the plans with other initiatives. Resources and finances were created and Digihelden emerged.

Initially Digihelden was intended for two schools, but by working together with partners who helped to think bigger, the Digiheldenbus now runs throughout the village for all seven schools. There is a good business plan to assure the sustainizability of the original idea.



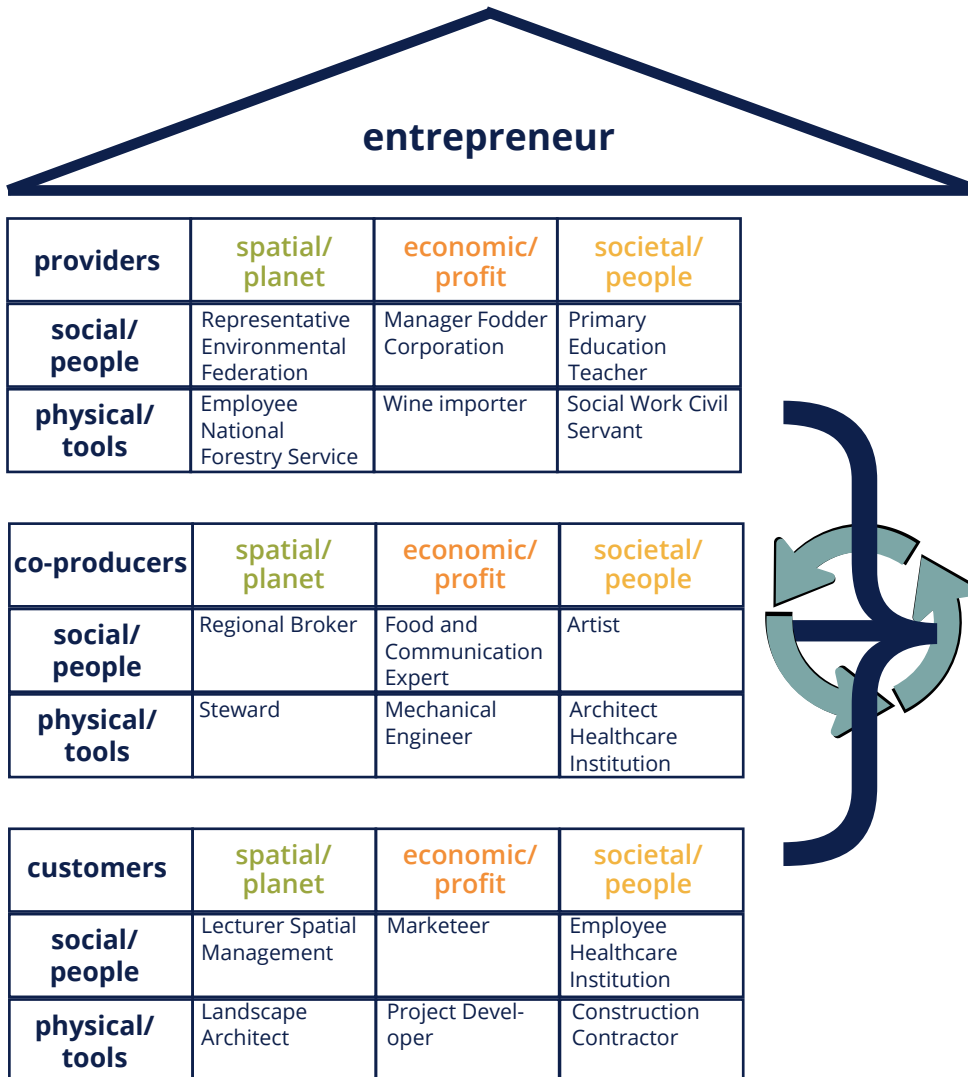
The director's comment: "What surprised me enormously is that by inventorying people and discussing with them, they started to take a hand on their own account and to apply their expertise."



SUSTAINABILITY AND DEVELOPMENT PANEL WITH INBASSADORS

What kind of people should one look for to compose a comprehensive CIMBY crew comprising all sustainability domains?

Example: Local food and experience entrepreneur.



- Meetings:**
- Business development
 - Product testing
 - Brainstorm Product Market Combinations
 - Topics
 - *Sustainability
 - *Identity
 - *Waste prevention
 - Fun!!!

A CIMBY meeting can serve various targets:

- Business development
- Product testing
- Brainstorm Product Market Combinations
- Topics
 - * Sustainizability
 - * Identity
 - * Waste prevention
- Fun!!!



Endnotes

- 1 *In betweenness.*
- 2 Please refer to <https://pontifax.nl/cimby>