

## Assignment SCP 2019 - 2020 semester 1

*“Let's make the Groningen municipality better together.”*

### 3 streams

- Sustainability and health in neighborhoods (SDS IFM, approx. 30 students)
- Sustainability and health in neighborhoods [*Duurzaamheid en gezondheid in de wijk*] (SDS VT, plm. 40 studenten)
- Sustainability and hospitality in neighborhoods [*Duurzaamheid en gastvrijheid in de wijk*] (SIH, plm. 100 studenten)

Client: “Civic Initiatives Municipality of Groningen” [BIGG: Burgerinitiatieven Gemeente Groningen]

Contact persons: Marco Agema, Conny Eldering, Feikje Kenter-Terpstra

Support: Noorden Duurzaam (Peter Bootsma), WIJS (Harald Hilbrants)

### Context

Civic initiatives (dictionary Van Dale: petitions) are of great importance for individual care, personal growth, social cohesion and sustainable development in the neighborhoods of the municipality of Groningen. They often perform social tasks that governments, institutions and market parties do not want or cannot take up.

Civic initiatives are diverse. They are short or long-term projects, permanent networks, or, for example, facilities that are started by citizens based on a local and shared need. The initiatives range from helping neighbours to food bank [*Voedselbank*], from cleaning actions to district energy plans and from visiting the sick to the district transport company.

Civic initiatives are often vulnerable. They often lack the means to organise professionally, they sometimes lack knowledge of regulations, they regularly lack good contacts with other initiatives or governments, continuity is not self-evident, and so on. Collecting necessary resources often requires a disproportionate amount of volunteer time.

The vulnerability of volunteering to the public interest is a structural problem in the Netherlands. Herman Tjeenk Willink has given this bottleneck a prominent place in his booklet “Think bigger, act smaller” [*Groter denken, kleiner doen*] and calls for something to be done about it by working together.

### The client BIGG

“Civic Initiatives Municipality of Groningen” (BIGG) wants to be a platform for civic initiatives within the municipality of Groningen and originated from three civic initiatives (Planet 3PO, De Krachtcentrale Hoogkerk, My Toolbox [*Mijn Gereedschapskist*]). (Note that “Krachtcentrale” literally stands for “power plant”, but the meaning here is different, say “force factory”.) The aim of BIGG is to join forces in the direction of politics and in knowledge sharing, so that civic initiatives gain more space and the wheel does not have to be reinvented over and over again.

Civic initiatives may join BIGG free of charge and the organisation is democratic. In that way social contacts and knowledge sharing are promoted, mutual cooperation is simplified and strengthened. At the Municipality of Groningen and other stakeholders within the municipality, BIGG may stand up for its members. Also, BIGG can represent civic initiatives in the media. In short: BIGG is a branch organisation of civic initiatives, a “contact body”, spokesperson, and point of initiative.

## What's going on

BIGG would like to know which citizen initiatives already exist in the different parts of the municipality of Groningen and what BIGG can mean for these initiatives. How can BIGG be a suitable platform for the citizens' initiatives in each urban district, or: how can concrete sustainable citizens' initiatives be better facilitated? In addition, it is also the intention that immediate added value is created for specific citizens' initiatives.

## The assignment

By means of a strategic change plan (SCP), advise BIGG on sustainable, existing civic initiatives in an assigned part of the municipality of Groningen (village/neighbourhood). (What do the environment, external developments and initiatives in your part of BIGG require? What does that mean for the organisation of BIGG?)

Work out this strategic advice for BIGG for one specific civic initiative within your village or neighbourhood, in such a way that added value is created in terms of people/organization/space/infrastructure.

The individually written SCP is based on research and describes a strategic change. For both students and coaches, it is a point of attention to pay attention to strategic and change aspects from the outset, so also in the research design (OOP).

Furthermore, respond to the facilitating processes (including the provision of space) and the network (stakeholders), with a focus on a **sustainable and healthy living environment (space, housing, infrastructure) and the implementation** thereof. (Consider for example safety or purchasing or adaptation of the environment or energy or information management etc.)

The client hereby has a strong interest in the following:

*During your preliminary research, compile a concise overview of civic initiatives within the assigned area within the municipality of Groningen. This concerns basic questions: who does what, why and how? The data are processed by BIGG in an online overview, so that the civic initiatives in Groningen are made visible. (This inventory also serves mutual communication and knowledge sharing, and makes a BIGG mailing list possible.)*

*Furthermore, prepare an overview of the issues that civic initiatives say they encounter, for instance as a lack of knowledge, money or cooperation. With this information, BIGG can compile an agenda of top issues that need to be tackled first by the municipality. Deliver your inventories directly to BIGG (see the steps below) and add them to your SCP as an attachment.*

By linking your issue to one of the United Nations Sustainable Development Goals (SDGs; <https://www.sdgnederland.nl/sdgs/>), you may be eligible for a Green Ambassador certificate from Hanze University.

## Results

- overview of civic initiative + problem inventory
- research design
- SCP (including problem analysis, possible solutions, business case and implementation plan)
- final presentation (for the client)

## Steps

- Establish a definition of the concept of civic initiative.
- Search for civic initiatives in your area.
- Identify the initiatives by at least starting a dialogue with them. (What do they do and why? What do they encounter? Do they want help? What do they need? How can you and BIGG help? Do they benefit from collaborating with other initiatives?)
- Submit your inventories to BIGG via [bigg@noordenduurzaam.nl](mailto:bigg@noordenduurzaam.nl).
- Analyze the environment, external developments and needs/challenges of the initiatives in your area in more depth.
- Determine a strategy for (the organization of) BIGG to respond to this.
- Select one of the citizen's initiatives in a substantiated manner to continue working with.
- Consider different possible solutions for the problems and weigh them by drawing up a clear business case.
- Formulate clear advice, which also includes the implementation process to be followed.
- Present your advice including implementation plan to the client.
- See also the planning and deadlines.

The COL groups / students are divided in equal amounts over neighborhoods and villages within the 7 areas of the municipality of Groningen, see <https://gemeente.groningen.nl/wijk-dorpen-wijkwethouders-en-gebiedsteams> and the list on BlackBoard.

## Important data

September 9: block intro

September 13: kick-off with client (11:00- 12:00)

October 4: contact moment (to be determined, between 8:30 and 14:30)

January 2020: delivery of SCP and presentation for client

## Background information

Mijn Gereedschapskist: <http://www.handigindebuurt.nl/>

De Krachtcentrale Hoogkerk: <https://dekrachtcentralehoogkerk.nl/>

Planet 3PO: <https://www.planet3p0.nl/nieuws/>

WIJS Groningen: [www.wijsgroningen.nl](http://www.wijsgroningen.nl)

Noorden Duurzaam: <https://www.noordenduurzaam.nl>