

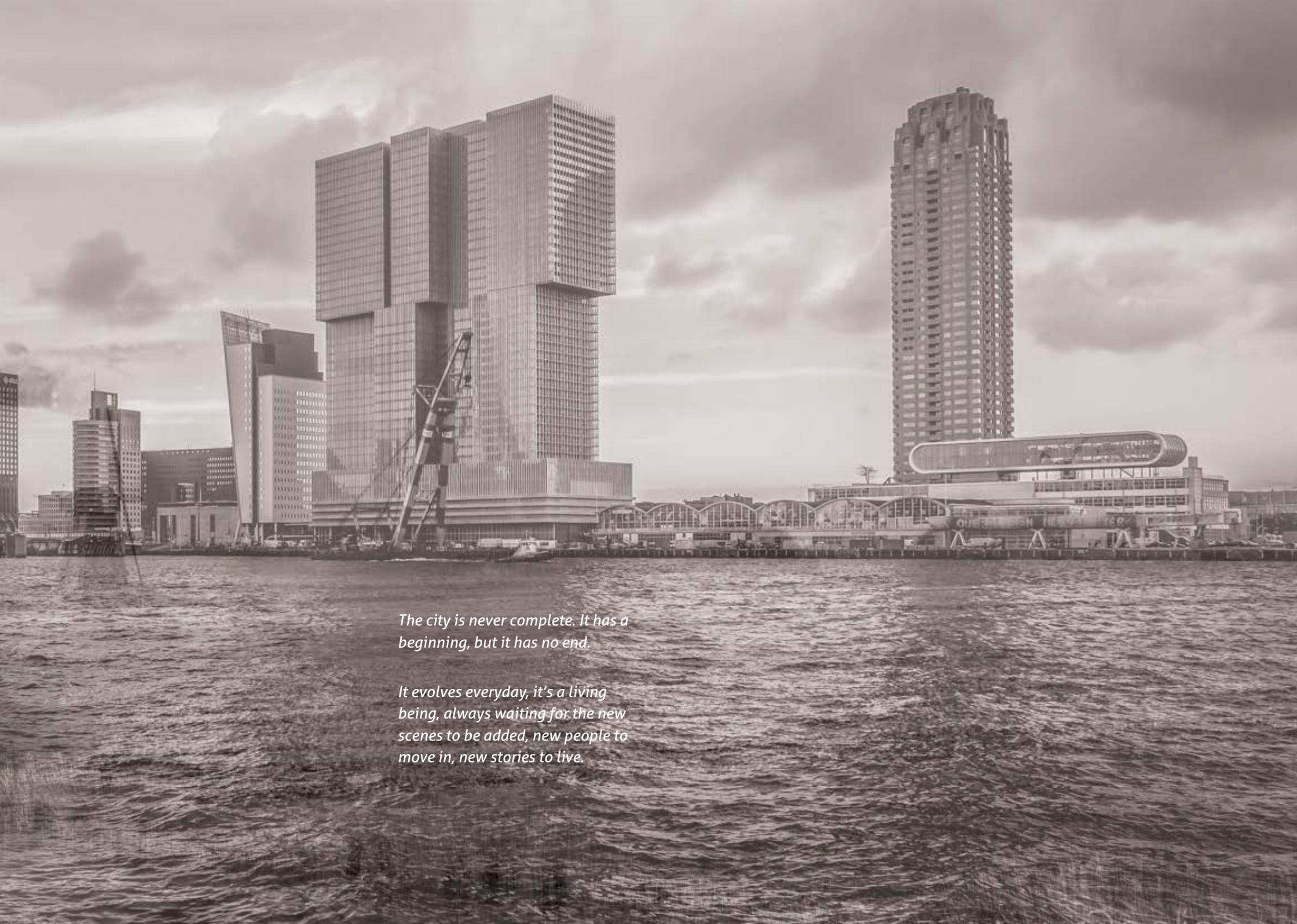
ZEVENIKAMP

THROUGH

OUR EYES

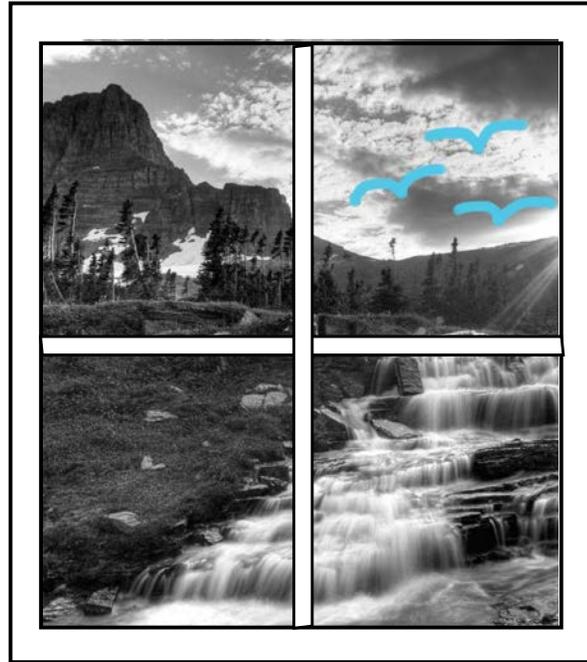
a story of three students and one neighborhood





The city is never complete. It has a beginning, but it has no end.

It evolves everyday, it's a living being, always waiting for the new scenes to be added, new people to move in, new stories to live.



"If we stop for a moment and look around, we can see the beauty of life... sustainability is a response to this amazing gift."

Sibole, A. (2013, June).

FOREWORD

Why should we care about building a sustainable society? Because we depend on our environment and on each other to survive.

WE DEPEND ON EACH OTHER

All living beings on Earth, me, you, us: we all depend on natural resources to survive; not only biologically, but also physically, ecologically, psychologically and spiritually. There is only one planet, therefore it is a necessity to take care of it.

This involves caring about the environment that facilitates life, the people that populate the planet and the economy that organizes and distributes society's wealth and resources.

THE CURRENT SITUATION

The ever-growing world population and an unprecedented urbanization have brought substantial changes in the course of the two past centuries.

Cities, due to their high population density, generate and concentrate a lot of global and local problems. Thus, there is no doubt that urban areas play a major role in the achievement of sustainable development.

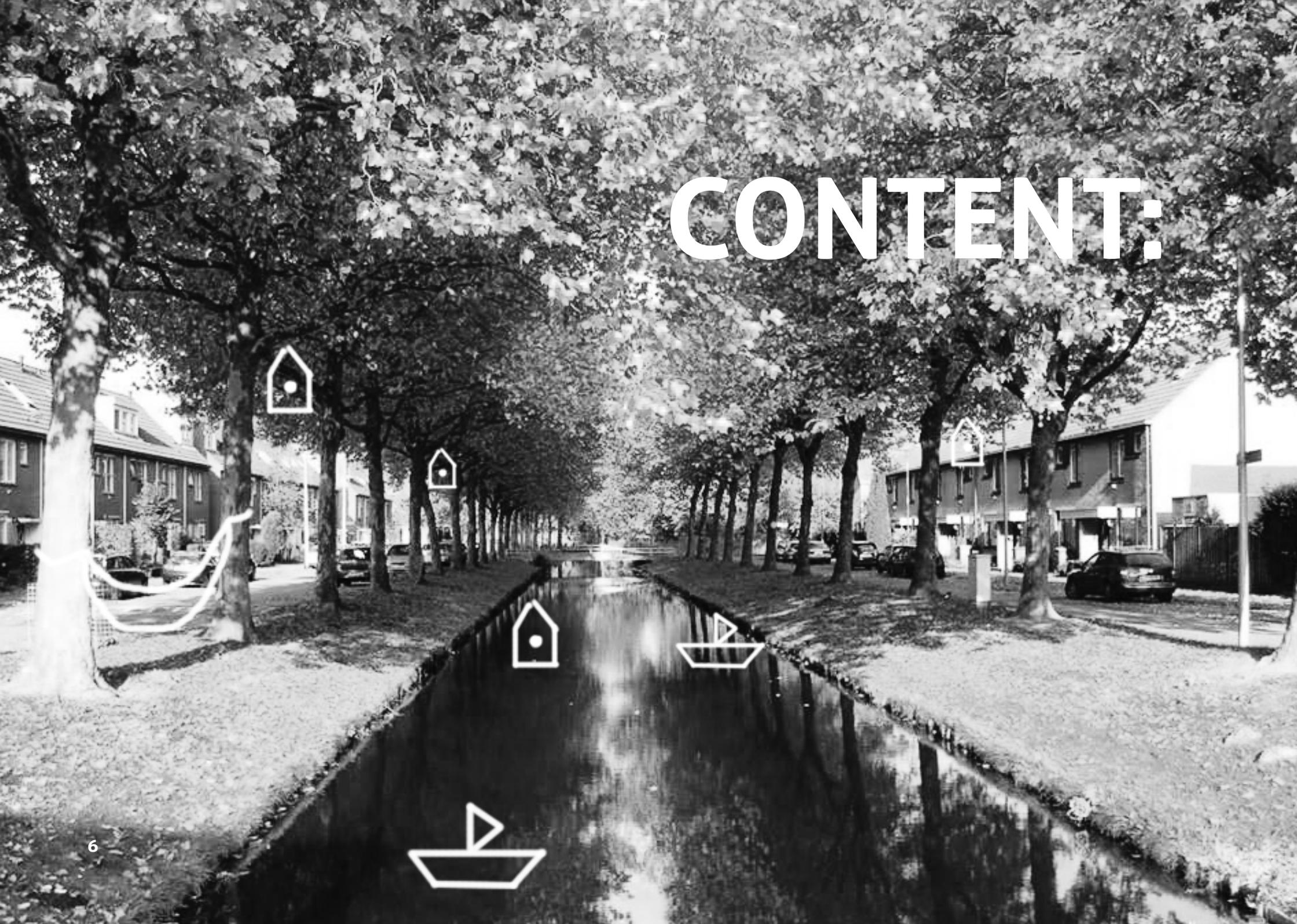
SUSTAINABLE (RE)DEVELOPMENT

By making cities more resilient we can create environments where everyone can thrive. Sustainable development can play a big role as it acts on respecting environmental limits, while also fulfilling social needs. It offers opportunities to make the world a better place and facilitates the adaptation for a rapidly-evolving and challenged world.

> *Sylvie Herzet*



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**WHAT WOULD
ELSIA SAY ABOUT
ZEVENKAMP?**

Have you ever wondered how Zevenkamp is experienced by people who have never set foot in the neighbourhood before?

What the houses, squares, fields and people look like through their untrained eyes, and how they see the neighbourhood as a whole?

We are those people! For a period of 20 weeks we have walked through Zevenkamp, talked to residents, met organisations, read reports and experienced everything that makes up Zevenkamp.

In this book we walk you through our journey, sharing our experience along the way.

We hope to inspire you with our vision of Zevenkamp, the result of our quest to open up the opportunities for Zevenkamp to become an even more flourishing and resilient neighbourhood.

A LITTLE BIT ABOUT...

... EXCEPT ACADEMY

MULTIDISCIPLINARY, MULTI-ETHNIC, eAGER TO LEARN

Hi, we are the Except Academy, three wildly different students working on one project in Rotterdam with the help of Except Integrated Sustainability.

Before we start with explaining our project, we would love to introduce ourselves!

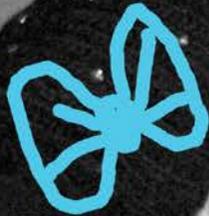
As a team we form the first Except Academy, which is a project set up by Except to teach and inspire students and others involved to work towards a sustainable future.

The academy is organized as an urban transformation project, where a neighborhood in Rotterdam is studied by us under the guidance of professionals at Except.

This is done by using a systems approach, where we don't look at just one object or problem, but try to look at the system as a whole.



THIRSTY FOR CHANGE AND A BETTER WORLD!



Antonia is an Architect with many different passions. Her dream is to create interactive architecture that focuses on people and the natural environment, making them involved actors instead of just passive users.



Maarten is an Industrial Ecologist with a passion for the built environment and a strong interest in social sciences. He is always looking for ways to challenge himself and his ideas, and loves debating about sustainable topics and the human mind.



Sylvie is an international student at Avans. May it be in a professional context or social context, she tries to bring what she can in her ignorance and knowledge, with a lot of passion and a touch of humor. She goes by the saying "sharing is caring", and "if there's a will, there's a way".

... **Эксперт**

Multidisciplinary experts and social entrepreneurs that work together to make businesses, industries, cities, buildings,...life in general, "more efficient, more sustainable, more human"

EXCEPTIONAL PEOPLE WORKING

... INTEGRATED SUSTAINABILITY

WHAT DOES SUSTAINABILITY MEAN?

The term 'sustainability' has become a trendy concept used by everyone and anyone to market a vast amount of different, unrelated things. Starting out as a vague term to begin with and repeatedly mis- and overused throughout its existence, the meaning of the word has become confusing for most of us. As a consequence, the practical application and credibility of sustainable development have been discredited.

It is however no wonder this word has become mainstream, as more and more people are becoming aware of the various impacts of our actions and want to take action.

DEFINING SUSTAINABILITY

A suitable definition of the term 'sustainability' is therefore essential to be able to understand and use it properly.

The most-used definition of sustainability emerged from the mission statement of the Brundtland Commission of the United Nations General Assembly in 1987 (in "Our Common Future" report) which described sustainable development as:

"Development that meets the needs of the present, without compromising the ability of future generations to meet their own needs."

EXCEPT'S DEFINITION

Since this definition is very broad, Except's team has formulated a clearer and more suitable definition of the word sustainability:

"Sustainability is a state of a complex, dynamic system. In this state a system can continue to flourish without leading to its internal collapse or requiring inputs from outside its defined system boundaries. Applied to our civilization, this state is consistent with an equitable and healthy society, as well as thriving ecosystems and a beautiful planet."

WHAT IS THE DIFFERENCE?

This definition allows us to look at sustainability as a condition that is constantly evolving, rather than being a static structure that may lead to future challenges. It presents sustainability as part of a system formed by various interconnected relations and actors, which are limited by spatial, temporal and contextual boundaries.

As sustainability is a normative concept, Except's definition recognises the ethical dimensions that support it and expresses the message of global balance as well as the happiness it carries, which are translated into the fundamental elements of the definition: Resilience, Autonomy and Equity.

TO BUILD AN EXCEPTIONAL FUTURE TOGETHER

... PROJECT

The scope of the Except Academy was to collectively work on the sustainable transformation of a neighborhood in Rotterdam. The late post-war neighborhood Zevenkamp is proposed as case study and a time-frame of 20 weeks was set.

After the initial research and first visits to the neighborhood our research goal was set.

ZEVENKAMP

Zevenkamp is a neighborhood in the north-east part of Rotterdam. It's the biggest neighborhoods in Prins Alexander borough with almost 17000 people living there. Being the second largest late post-war neighborhood in The Netherlands, it mainly has a mono-residential function with a varied housing offer.

DEFINING THE GOAL

To get a full understanding of the developments in Zevenkamp, its people and its functioning, an extensive research into the history, urban design, actors, opportunities, problems and many other aspects was carried out over a period of a month.

Weighing the different possibilities, problems, actors and facilities, this investigation led to the final definition of the project goal.

RESEARCH GOAL

"Identify existing and missing links between:

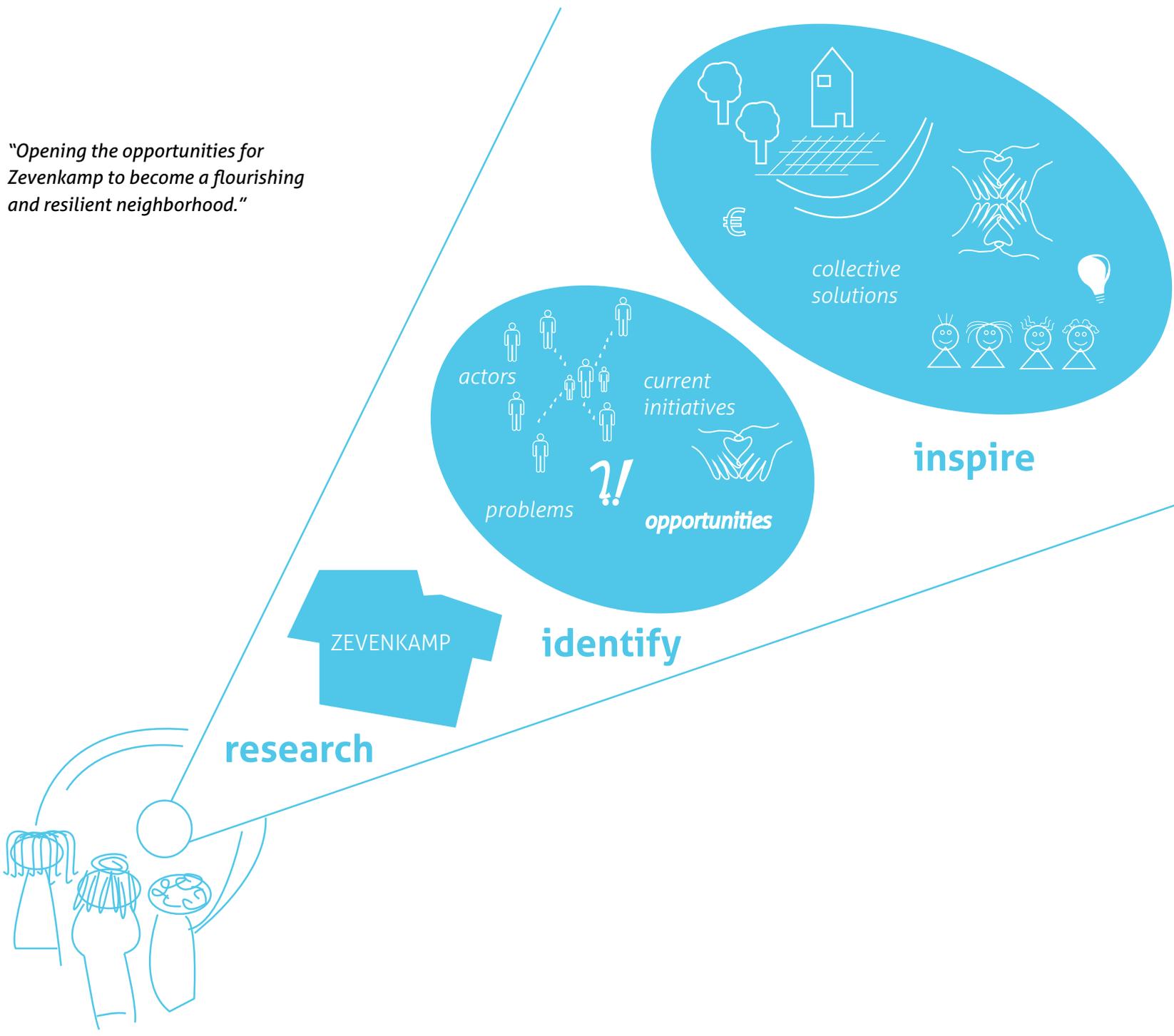
- » *actors,*
- » *current initiatives,*
- » *opportunities and challenges in Zevenkamp,*

in order to find and inspire collective solutions for local:

- » *physical problems,*
- » *social problems,*
- » *socio- economic problems,*

thereby open the possibility for Zevenkamp to become a flourishing and resilient neighborhood."

"Opening the opportunities for Zevenkamp to become a flourishing and resilient neighborhood."



... OUR APPROACH

Exploring Zevenkamp required gaining specific skills and knowledge with which we could survive this urban jungle.

For a period of 20 weeks we walked around Zevenkamp at different times and days, to get to know its physical and living environments, its dynamics and people living there.

VISITING THE NEIGHBORHOOD

We started exploring Zevenkamp with just a little data to get a fresh sense and unspoiled feeling for the neighborhood, and gathered information about Zevenkamp.

RESEARCH

We went through numerous reports and documents to get a clear picture of the past and current situation of Zevenkamp which could not immediately be seen in its physical appearance. Additionally, we carried out precedents research to gain inspiration for new ideas from existing solutions, and enabled us to avoid reinventing the wheel.

MEETING THE RESIDENTS

Because the main objective of this project is to inspire and involve the residents, meetings with the people of Zevenkamp were essential to us.

Talking with residents while walking around the neighborhood and organizing interviews with different organizations provided us with insights into how the neighborhood is perceived by the people that live and work in Zevenkamp. This enabled us to discover who the key players in the neighborhood were, and what issues and initiatives were present.

WORKSHOPS

To get to grips with the growing amount of information, we received help by means of workshops and master classes at Except, which focused on topics ranging from visualization all the way to creating new business models.

BRAINSTORMING

All of the knowledge gained also needed to be connected in order to get a clear understanding of the neighborhood, for which several multidisciplinary brainstorming sessions were organized.

MAPPING

Using big sheets of paper, post-its and different colors we organized all information. We translated them into system maps that allowed us to visualize the system present in Zevenkamp. This enabled us to see existing and possible connections and opportunities we were previously unaware of, thereby helping us in our decision making process.

ORGANIZATIONS



FIELD RESEARCH



MAPPING



MEETING RESIDENTS



RESEARCH



BRAINSTORMING

We started our adventure armed only with cameras and a few bottles of water. We didn't know where Zevenkamp was or what to expect, but with a little help from Google maps we departed on a journey by train and metro which brought us to the center of the neighborhood: Ambachtsplein.



**The adventure starts!
DISCOVERING Zevenkamp...**

... IN ROTTERDAM

Welcome to the second largest late post-war neighborhood in The Netherlands. Zevenkamp is a residential neighborhood located in the north-east of Rotterdam in the borough of Prins Alexander.



1970's

In the 70's, Rotterdam was affected by a housing shortage causing many residents to move away to nearby municipalities. As a result, many new neighborhoods were designed and built.



Zevenkamp was one of them: the architect's quest was to design an attractive residential area with single-family and multistorey housing with gardens, mainly focused on families with children.

1976

... HISTORY

1978

Zevenkamp was built in one of the deepest polders in the Netherlands, which began with the purchase of the area from Capelle aan de IJsel by the municipality of Rotterdam in 1978.



1979

On March 20, 1979 the first pile was driven into the ground, which led to the creation of a residential area spanning 220 hectares.



1984

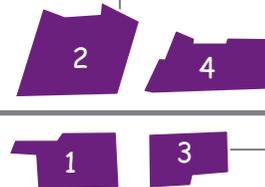
Connection to the rest of Rotterdam was realized by the introduction of a metro line. It has three stops, two of which are located in the commercial centers of the neighborhood.



During the preparation of the area, the surface of the polder was covered with a one and a half to two meter thick layer of sand to raise the land and make it suitable for construction. To provide enough sand for these preparations a large area was excavated north of the polder, which led to the creation of the Zevenhuizerplas.



The construction of Zevenkamp took place in 4 phases. Initially it was meant to be a cauliflower neighborhood, but historic events like the economic recession of the 1980's and changes in policies had great impacts on the development of Zevenkamp, and even changed its physical structure.



The second phase of the construction already saw a simplified design, with a shift towards more orthogonal roads and larger building blocks.

The third and fourth building phases are characterized by an even more orthogonal design, combined with low-rise housing and with less variety in the types and shapes of building blocks.

By 1986 the fourth phase, and thereby the entire residential neighborhood of Zevenkamp, was finished with 6.500 houses in total.

1986

... SURROUNDINGS & NEIGHBORHOOD

Zevenkamp is bordered by the neighborhoods of Ommoord and Nesselande to the west and east, the township of Oud Verlaat to the north and the city of Capelle aan den IJssel to the south. It is a predominantly residential neighborhood with many one-family houses and gardens.

INWARD CHARACTER

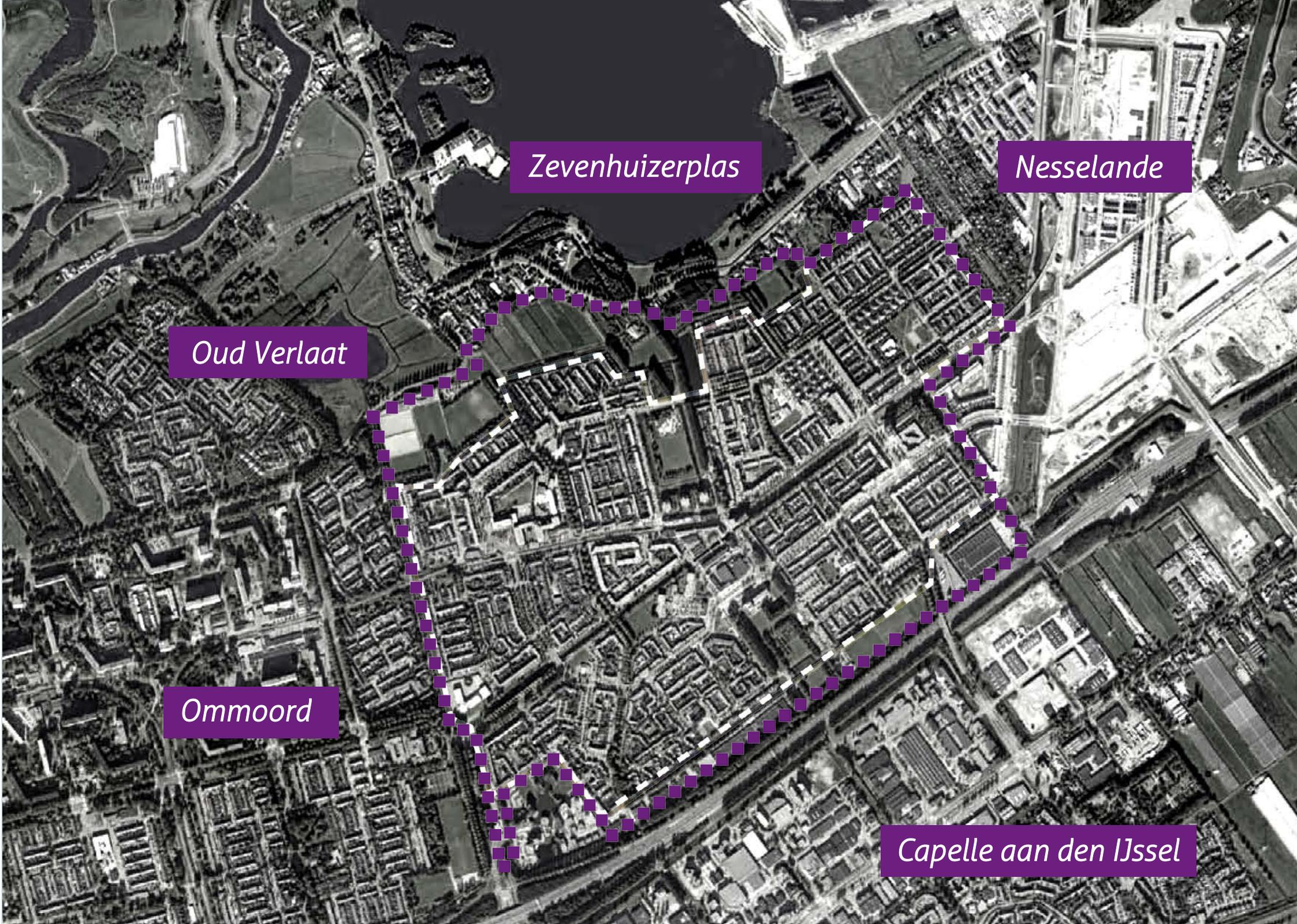
Zevenkamp can be described as a neighborhood with an inward character, since it is separated from the northern areas by a dike, from the southern areas by the A20 and from the eastern and western areas by canals and inwardly-faced buildings.

RESIDENTIAL NEIGHBORHOOD

Being a residential neighborhood, most buildings in Zevenkamp are houses. There is also a large amount of public space present for the residents to use, complemented by many shared or semi-public spaces such as courtyards.

Some of these public and semi-public spaces are well maintained and lovingly used by residents, while others sometimes seem to have lost part of their function.

It is also a green neighborhood, with many grass fields and trees and a large green area to the north of the neighborhood.



Zevenhuizerplas

Nesselande

Oud Verlaat

Ommoord

Capelle aan den IJssel

... In Numbers



	Rotterdam	Zevenkamp
1 person family	48 %	37 %
couple without children	22 %	21 %
couple with children	19 %	27 %
single parent	11 %	14 %
other	1 %	1 %



	Rotterdam	Zevenkamp
one-family house	24 %	52 %
apartments with elevator	23 %	15 %
apartments without elevator	18 %	33 %
unknown	6 %	1 %



	Rotterdam	Zevenkamp
0 - 15	17 %	17 %
15 - 65	69 %	70 %
+ 65	15 %	13 %



	Rotterdam	Zevenkamp
80 -90	27 %	98 %
00-15	10 %	2 %



	Rotterdam	Zevenkamp
low (€0-€91.000)	20 %	4 %
medium (€91.000 - €188.000)	60 %	71 %
high (€188.000 – up)	20 %	25 %



	Rotterdam	Zevenkamp
private lease	19 %	10 %
social housing	46 %	47 %
owned	35 %	43 %



16.305
(employed 4.760)

7.300
households



7.128
dwellings



nationality

moroccan
turkish
antillian
surinam

Rotterdam

6,7%
7,8%
3,8%
8,5%

Zevenkamp

2 %
2 %
2 %
30 %



ethnicity

Dutch
Western
Non western

Rotterdam

51 %
12 %
37 %

Zevenkamp

60 %
9 %
30 %



income

low income
medium
high
*students

Rotterdam

51 %
34 %
15 %
8 %

Zevenkamp

46 %
37 %
16 %
6 %



life style

harmony
certainty
control
freedom

Rotterdam

30 %
28 %
19 %
24 %

Zevenkamp

35 %
31 %
20 %
14 %



residential use
non-residential use

Rotterdam

54 %
46 %

Zevenkamp

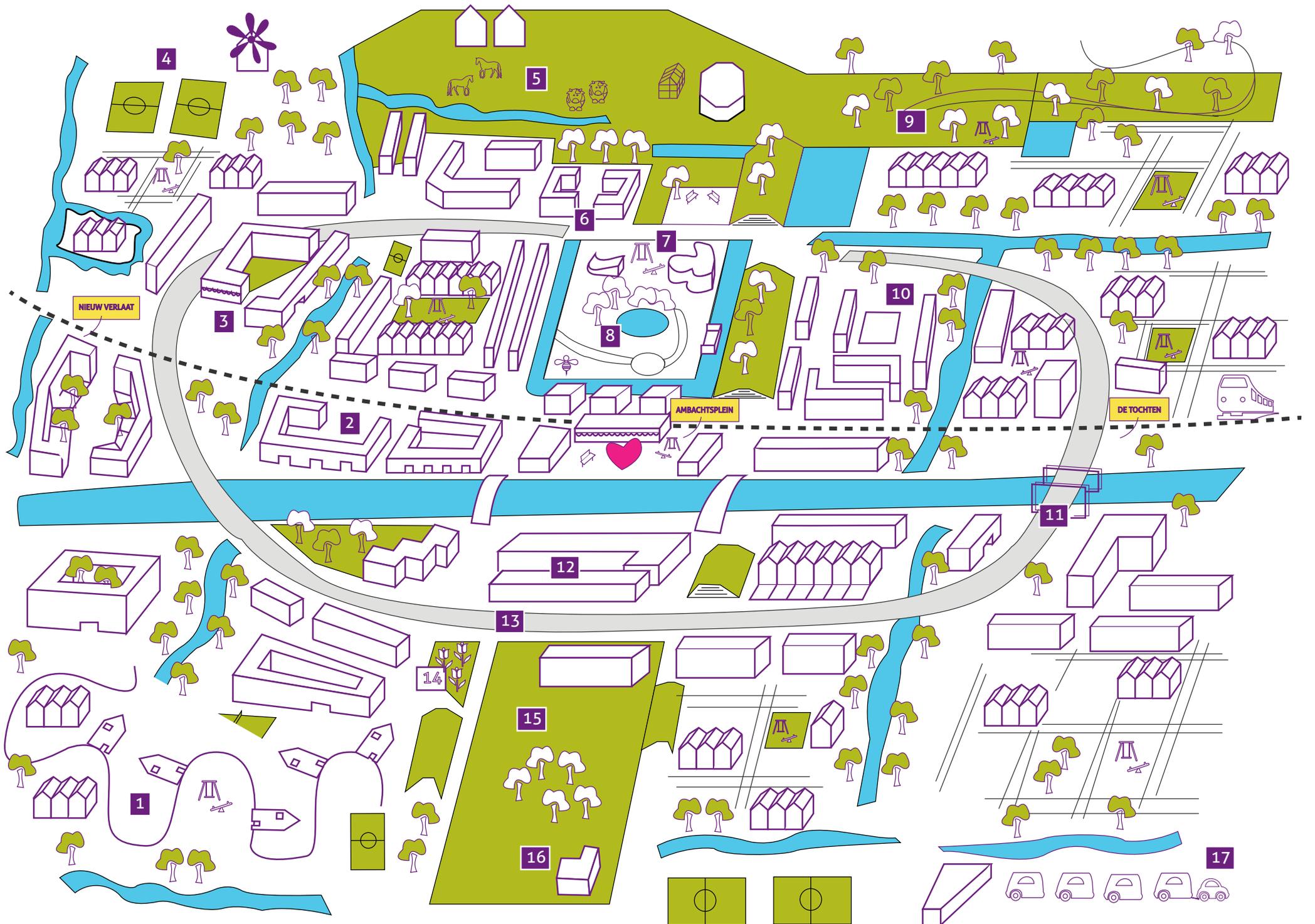
85 %
16 %

employment Rotterdam

34 %

Zevenkamp

23 %



4

5

9

6

7

10

NIEUW VERLAAT

3

8

2

AMBACHTSPLEIN

DE TOCHTEN

11

12

13

14

15

16

17

... Zevenkamp

♥ *The heart of the neighborhood*

1. *Cauliflower-like design*
2. *Instrument neighborhood*
3. *Nieuw Verlaat shopping center*
4. *Xerox sport fields*
5. *Wollefoppenpark*
6. *Centraal Wonen Zevenkamp*
7. *Taka Tuka Land - playground*
8. *Proeftuin - Permaculture garden*
9. *Five km running trail*
10. *Jazz neighborhood*
11. *Kunstwerk Stalen kubussen
langs de Tochtenweg*
12. *Recreational Centre
Zevenkampse Ring*
13. *Zevnkampse Ring*
14. *Rose garden*
15. *Zuidelijk Wijkpark*
16. *The Little Cave*
17. *Trailer park*

Here we see the neighborhood of Zevenkamp: a green residential neighborhood with canals, organized around a small center called the Ambachtsplein with a romantic, cauliflower-like design in the west, and a more traditional, orthogonal design in the east.

A great green area is present to the north of the neighborhood, and a permaculture garden is located right next to it, inside of the neighborhood.

The whole neighborhood is connected to the rest of Rotterdam through a ring road and centralized metro line, although the neighborhood does have a predominantly inward character and some infrastructural problems as saturation of the traffic at peak hours and difficult car access the recreational green zone in the north.

Most buildings in the neighborhood are single-family row-houses and low apartment buildings, accompanied by a few elderly houses and other facilities focused around the three metro stops.

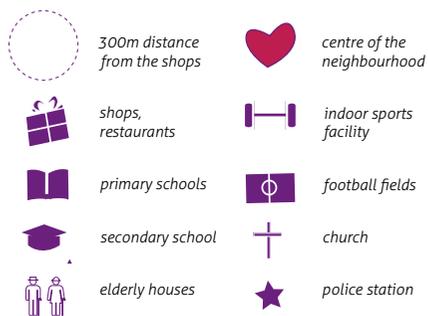
In between these buildings much public and semi-public space is present, with grass fields and green canal banks, but also a high amount of paved squares and courtyards.

... FUNCTIONS

EDUCATION AND HEALTH CARE

Due to the largely residential function of Zevenkamp, many primary schools are present throughout the neighborhood which are used by children living in and around the neighborhood. One specialized Reformed secondary school is also present, which is mainly attended by students from outside of the neighborhood.

In addition, several elderly houses are present in Zevenkamp, as well as a church.



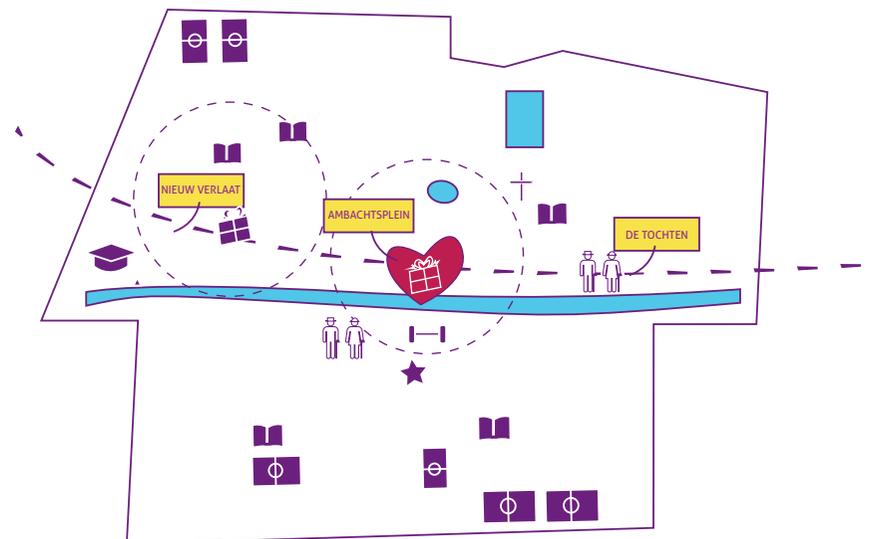
ACTIVITIES AND MEDIA

Activities in the neighborhood are coming for a large part from the welfare organizations, who organize many activities around Ambachtsplein and throughout the neighborhood.

Some resident initiatives also exist, where neighbors organize activities together.



Most activities are showcased in the neighborhood newspaper which is delivered door to door, but unfortunately not all residents know of the organizations, programs and activities present in their neighborhood.



MEETING PLACES

Until recently there was a small youth center in the south of Zevenkamp, which has been moved to a youth center called Youngsters at Ambachtsplein that serves the whole of Prins Alexander. This youth center is run by Buurtwerk and offers many high quality facilities, activities and programs for children and youths and works with them to improve their lives and neighborhood.

There used to be a neighborhood center in Zevenkamp, which was mainly popular among retired residents, but was also used by a significant amount of non-retired residents.

Currently, no neighborhood center is present and meeting places where to sit, eat and drink are overall rare and not all as affordable as the former neighborhood center. Most of them are located in the Ambachtsplein area, and some new facilities are being developed.

... In PHOTOS

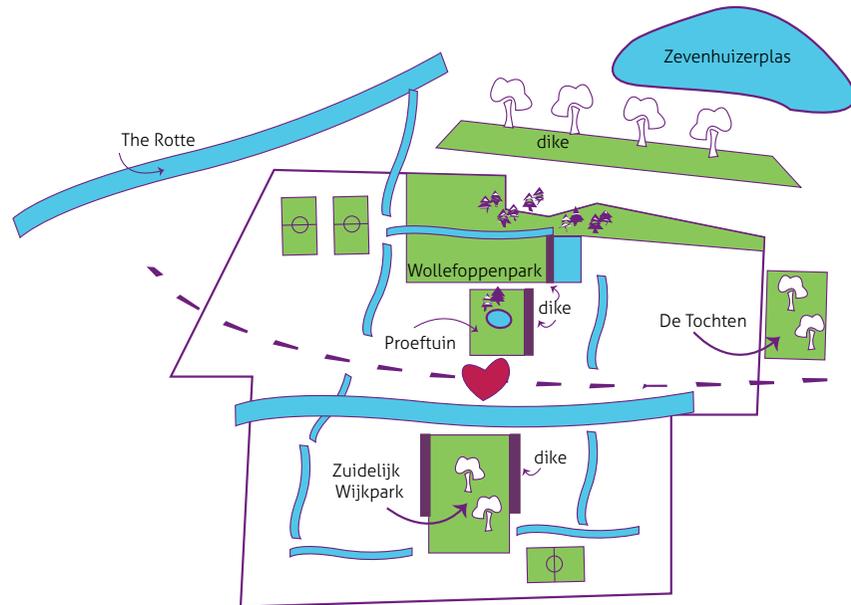




... Green - Blue STRUCTURE

Unique to Zevenkamp is a permaculture garden, located in the north of the neighborhood and accessible to everyone. This garden is owned by the non-profit organization Wollefooppengroen & Co., which has close ties to the living community of Centraal Wonen Zevenkamp located north of the garden, who both try to involve the neighborhood.

The garden and its facilities are growing, and a small neighborhood center is being built on the site, mainly to facilitate activities of Buurtwerk and Wollefooppengroen & Co. and their partners.



When looking at Zevenkamp, one of the first things that stands out is the 34-hectare green area at the north of the neighborhood.

This area forms a large part of the green identity of Zevenkamp, which includes courtyards, small buffer zones along the roads, sports fields and parks, but these green spaces are disparate like a disconnected patchwork.

The presence of a dike visually disconnects the neighborhood from the green zone that crosses from north to south. As the entire area was raised with sand, the water network in the neighborhood is in fact not directly connected to the groundwater.

The waterways are the most important carriers of green quality and have an actual function, as they insure rainwater is guided out of the area, mainly through the Ommoordse Tocht

BIODIVERSITY

The biodiversity in the neighborhood is low and the large, attractive trees bordering canals block out much sunlight and dislocate roads.

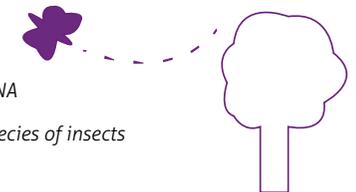
The water in the canals that give the neighborhood part of its identity is also highly eutrophic due to surrounding agricultural lands and seepage of unconnected ground water, which leads to low biodiversity of the water and a high 'flushing' rate of all water in the neighborhood, causing a vast energy use.

FLORA

- » 2 protected species: March Orchid and wild Marjoram
- » Oak trees

FAUNA

- » 6 species of insects
- » Bats
- » Birds: Long eared owl, House Sparrow, Bittern, Cuckoo, Linnet
- » Small Mammals: Mole and Hedgehog



... PUBLIC SPACE

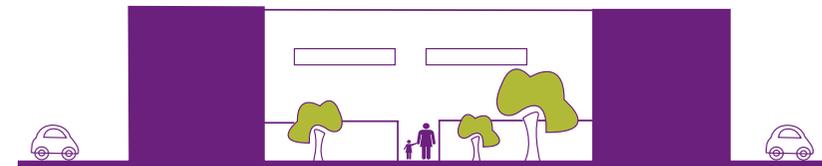
PUBLIC SPACE

Many of the green areas within Zevenkamp are concentrated around waterways. These green areas, although widely appreciated, often only have a limited program, and are surrounded by predominantly stony public space which is mainly furnished with tiles, concrete and asphalt, thereby causing the visual and physical connections between green structures to be weaker.

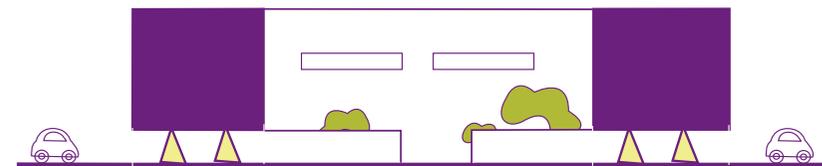
SEMI-PUBLIC SPACE

Next to public space, semi-public space also exists, mainly in courtyards and building corners.

Ownership and responsibility of these semi-public areas and of other smaller green areas such as buffer zones between roads is not always clear, which sometimes leads to residents utilizing these areas themselves to create gardens and attractive spaces, but also leads to neglected areas.

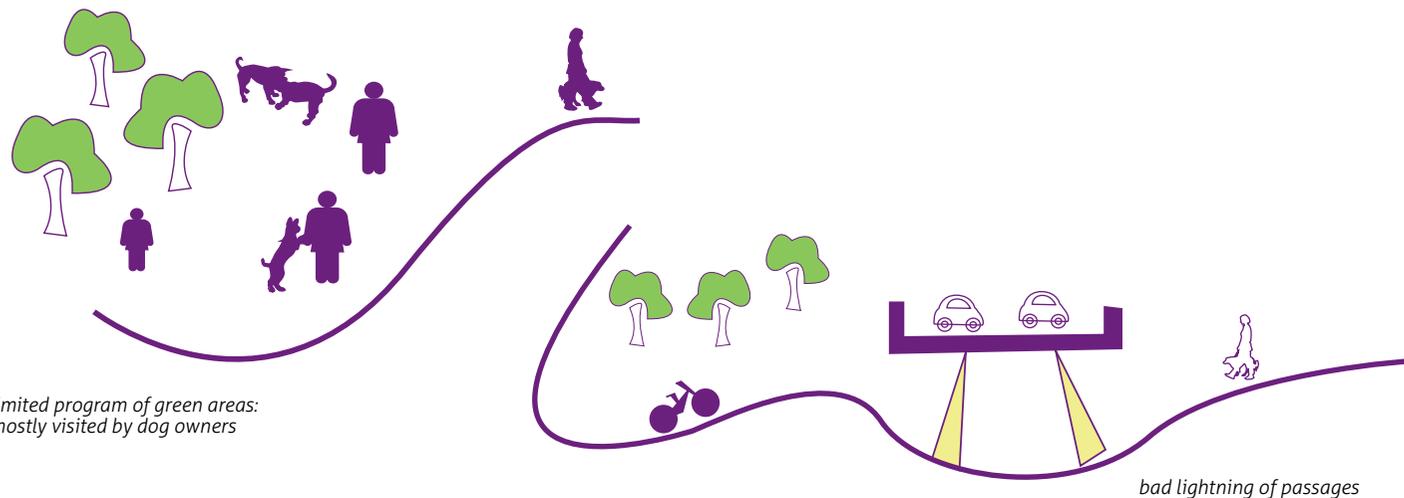


courtyards



dark tunnels

dark tunnels

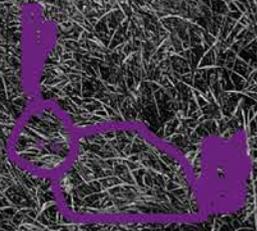
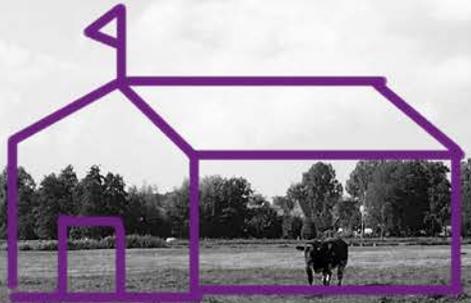


*limited program of green areas:
mostly visited by dog owners*

bad lightning of passages

PEDESTRIAN AND BICYCLE NETWORK

Good sidewalks and cycling networks are present within the neighborhood, guided by water and trees. However, the connection with the surrounding neighborhoods has been poorly designed as pedestrian and bicycle paths go through dark tunnels at the different entrance/exit points.



... In PHOTOS





... In PHOTOS



... INFRASTRUCTURE

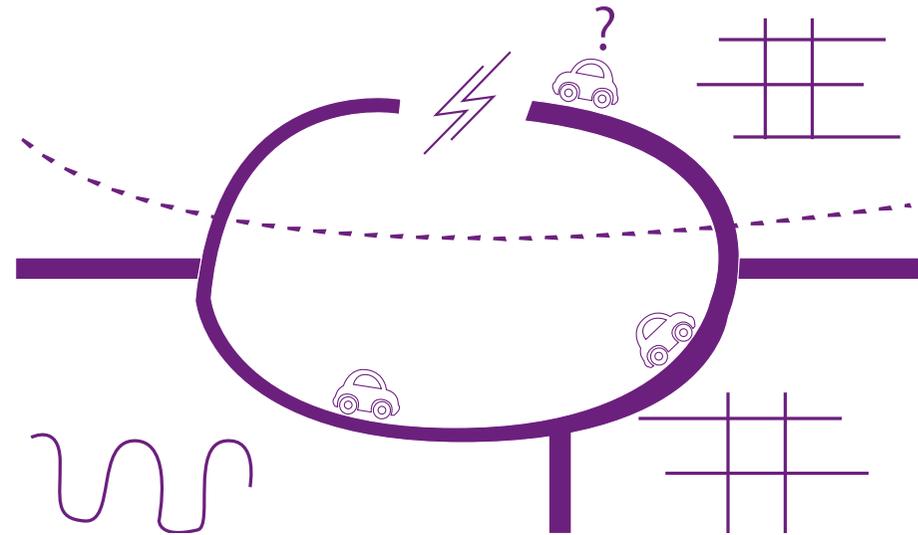
The different areas in Zevenkamp are connected by a main ring road that runs through the entire neighborhood, called the Zevenkampse Ring. This ring connects the neighborhood with the rest of Rotterdam by three exits in the north and west of Zevenkamp.

The ring road is broken in the north of the neighborhood, causing low accessibility between the north-east and north-west parts of Zevenkamp.

Because the neighborhood was built in four stages, striking differences in the infrastructure and building configurations can be seen in the different areas.

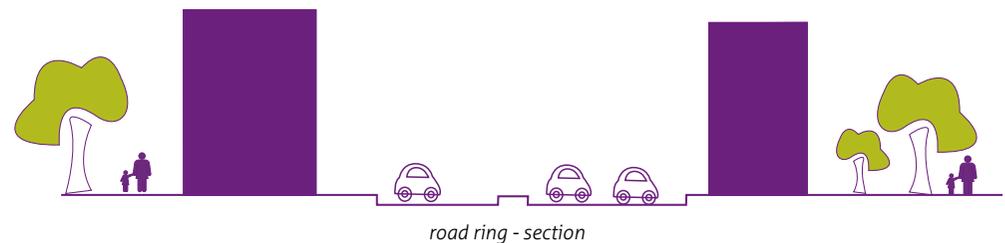
In the west of the neighborhood accessibility is solely provided by the main road, which is surrounded by an inwardly-faced network of cauliflower-shaped secondary roads that connect the houses and courtyards to this main road. On the contrary the east part of the neighborhood has the orthogonal structure which facilitates the traffic.

The ring road itself is wide and rather hard surfaced. Gate-shaped buildings around the ring road are common and many houses along the main traffic and metro route are of a similar design with three to five story buildings. This design created a strong barrier and enabled the visitors to see the green character of the neighborhood, which remains hidden behind the gray buildings.



The slow traffic character of Zevenkamp has led over the years to a growing parking capacity problem, with cars dominating the streets scene.

This increasing number of cars is closely related to the lack of local facilities, which constrain the residents to use their cars to go shopping outside the neighborhood.



... STREET - SCAPES

Accompanying the public space are houses, 7.128 of them, divided over 22 minuscule neighborhoods, making the building density in Zevenkamp relatively high.

They house 16.305 residents, a number that has been slowly declining over the last decade, which make up 7.300 households.

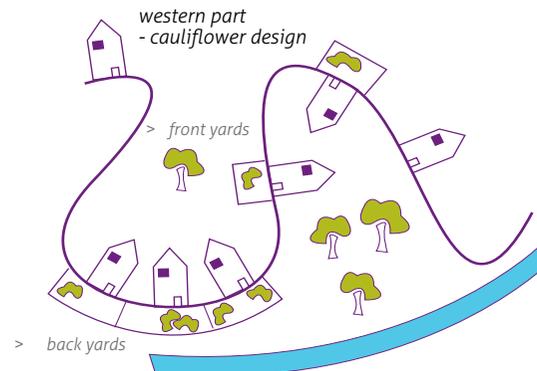
Almost all of these houses were built in the 1980's, and more than half are cozy single-family houses in building blocks with gardens.



family houses - building blocks

Low apartment buildings without an elevator are also common, especially in the center of Zevenkamp, and 57% of all houses are rented, mostly by social housing.

The houses in the western part follow a more romantic structure around courtyards, while the houses in the eastern part are more traditional.



There is a differentiation in the front facades of houses, since almost all building blocks with front gardens have a couple of highly paved or neglected gardens. In some situations storage spaces are located in front or besides houses, causing oddly shaped corners and sometimes even unclarity in ownership.



storage in front of the houses



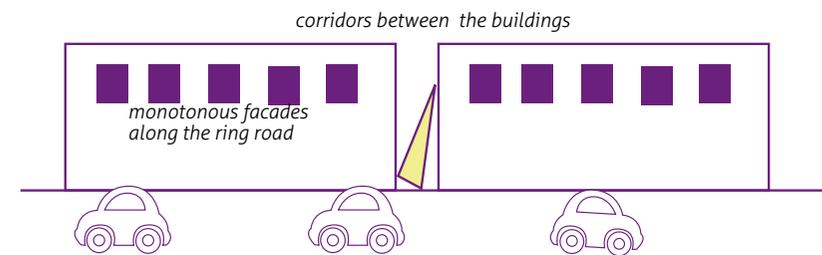
hard surfaced front yards

ARCHITECTURAL IDENTITY

Many of the houses are similar in terms of architectural identity, leading to a low diversity of architecture with little landmarks. There is a differentiation in the orientation of houses though, since some houses have their front facades in courtyards or other semi-public space, especially in the western part.

ENERGY AND HOUSE QUALITY

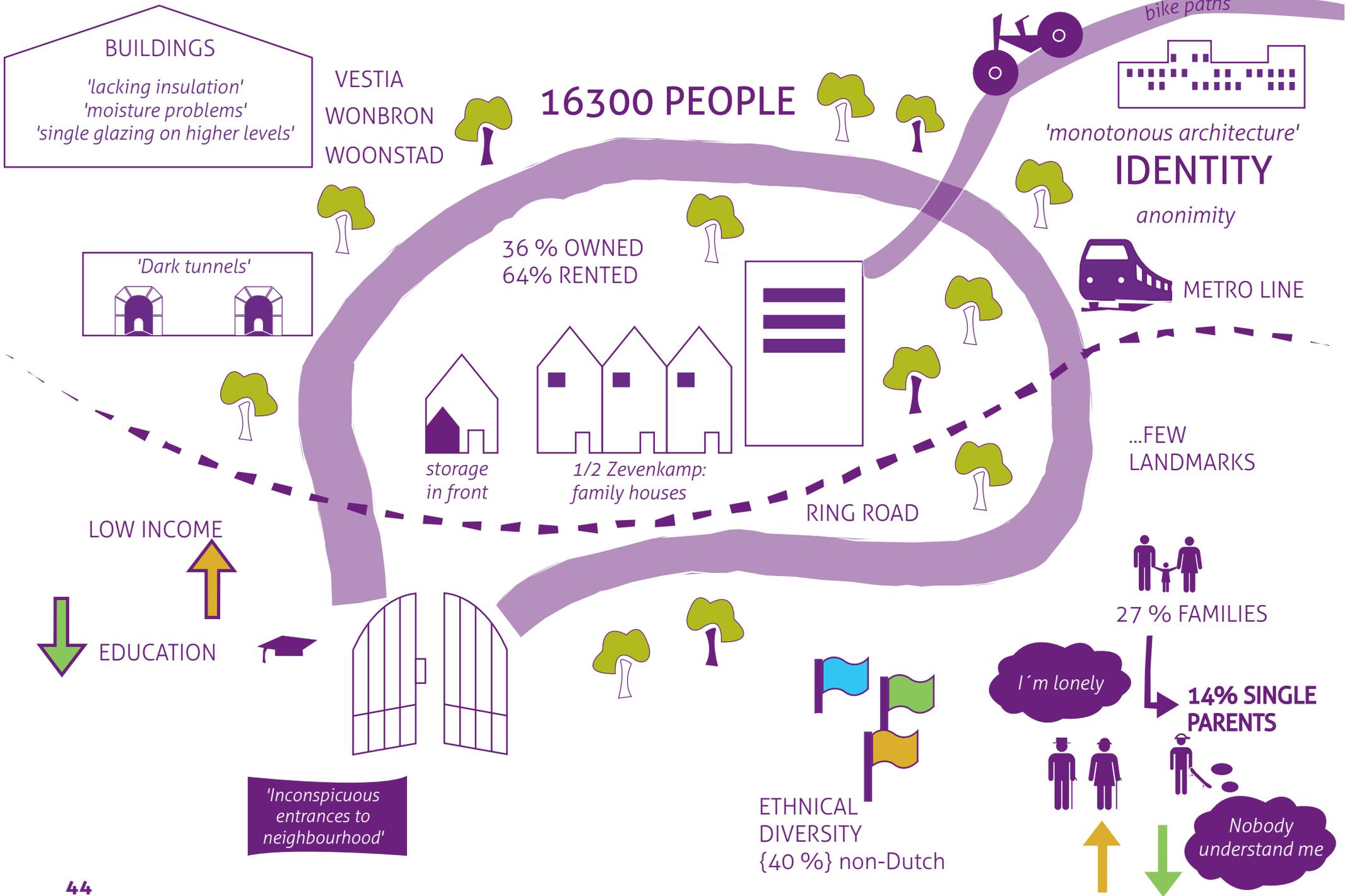
The whole neighborhood uses district heating. Insulation of houses is often lacking or of low quality, especially on the upper floors of houses where single glazing is still common. This lack of insulation has also led to moisture problems in some houses.





... In PHOTOS





The heart of the neighborhood are residents, people living in Zevenkamp, most of whom are happy to live there. They are mostly families with children, for whom the neighborhood was designed, accompanied by a large group single households and two smaller groups of single parents and couples without children, almost all of whom have a low to medium income.

CULTURAL CLASHING

More than half of the people living in Zevenkamp are Dutch, with one third being of non-western descendant. This means there are a lot of different cultures and lifestyles, making it an interesting neighborhood with a high variety of interests and expertise, but which also sometimes causes lifestyle clashes and misunderstandings between people.

These social issues are only present in very specific areas though, such as around the Ambachtsplein and Nieuw Verlaat, while the rest of the neighborhood is quite peaceful.

AGING POPULATION

Many senior citizens also live in Zevenkamp, who are houses in a number of elderly houses. Zevenkamp doesn't offer much facilities specifically for them outside of their homes.

Facilities for youths are also limited, causing them to meet throughout the neighborhood, sometimes leading to nuisance problems, which seems to be mainly due to mutual misunderstanding between the youths and the rest of the residents in Zevenkamp.

PERCEIVED DANGER

Besides some minor problems, Zevenkamp is a safe neighborhood to live in with a relatively low crime rate. An unjust feeling of unsafety is present in the neighborhood though, caused for the most part by misunderstandings between people.

This feeling is strengthened by the lack of function and maintenance of public space, which causes boundaries to be unclear and partly prevents people from meeting each other.

This is also reflected in the amount of residents that participate in voluntary work, which is on the low side even though many activities and programs are present to help improve the neighborhood. This does not seem to stem from disinterest, but simply from a lack of awareness of local activities and the possibilities residents have.

... In PHOTOS



y  ungsters

buurtwerk.nl

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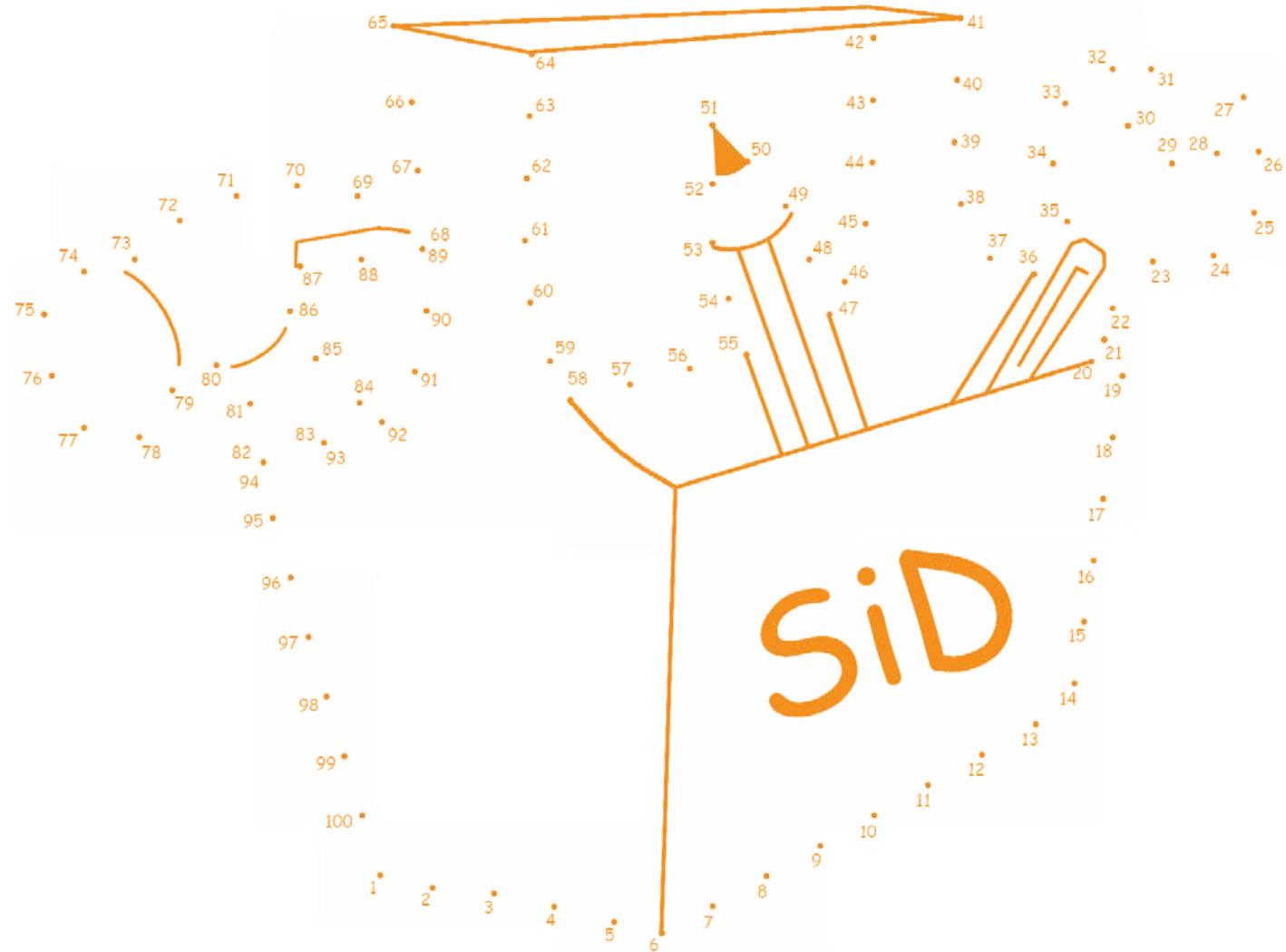


What now?

CONNECTING THE DOTS

We ended up with a lot of information on Zevenkamp, divided over all kinds of different subjects and themes that were not directly connected to each other. This high amount of information was hard to work with like that, so we needed tools to help us make sense of it all, as we have already quickly mentioned in our approach.

The tools we used are all part of the SiD methodology, or Symbiosis in Development, provided by Except Integrated Sustainability. Simply put, SiD is a iterative methodology that helped to guide us in looking at all aspects of the neighborhood such as the social, ecological, economic and political aspects, and connect seemingly unconnected aspects, in order to understand the system of Zevenkamp and come up with interventions.



SUMMARIZING

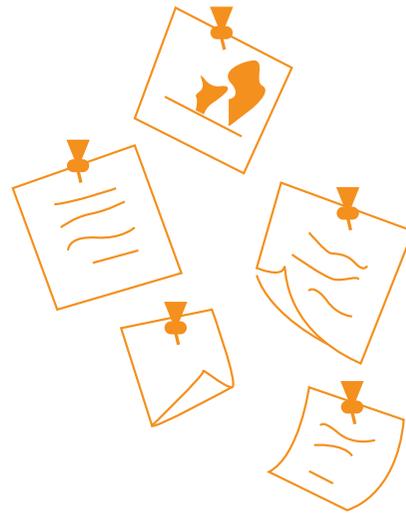
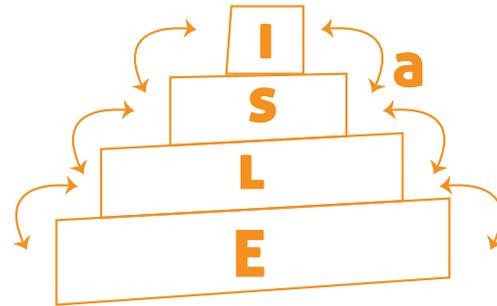
To make the information less abstract and easier to work with, all information and facts were collected and loosely summarized in text, tables, graphs and drawings.

ELSIA

To group information, all facts were written on sticky notes and put in the different ELSIA categories, which are Energy, Life, Society and Individual. This way we could discover the significance of these facts and divide some of them over different categories, revealing new clarifying information.

MAPPING

To connect information and groups, maps were used with sticky notes to link facts to each other, thereby uncovering connections, similarities and differences not visible at first hand. These maps were focused on specific categories, and on combining categories. This way, the significance of new and existing possibilities became apparent.



SKETCHING

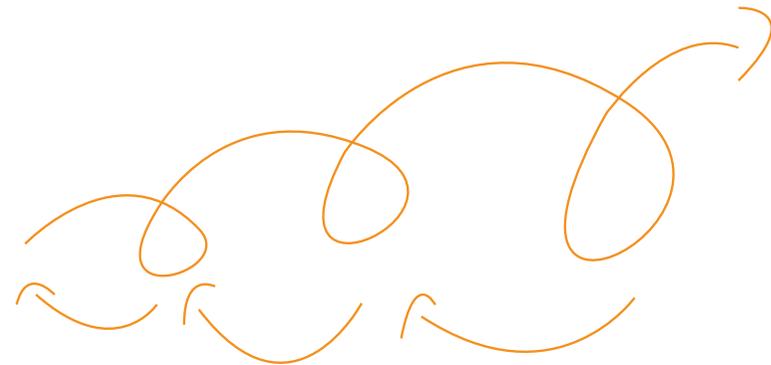
To visualize existing information and new interventions that derive from the maps, sketches in text and drawings were helpful to put our thought on paper.

TESTING

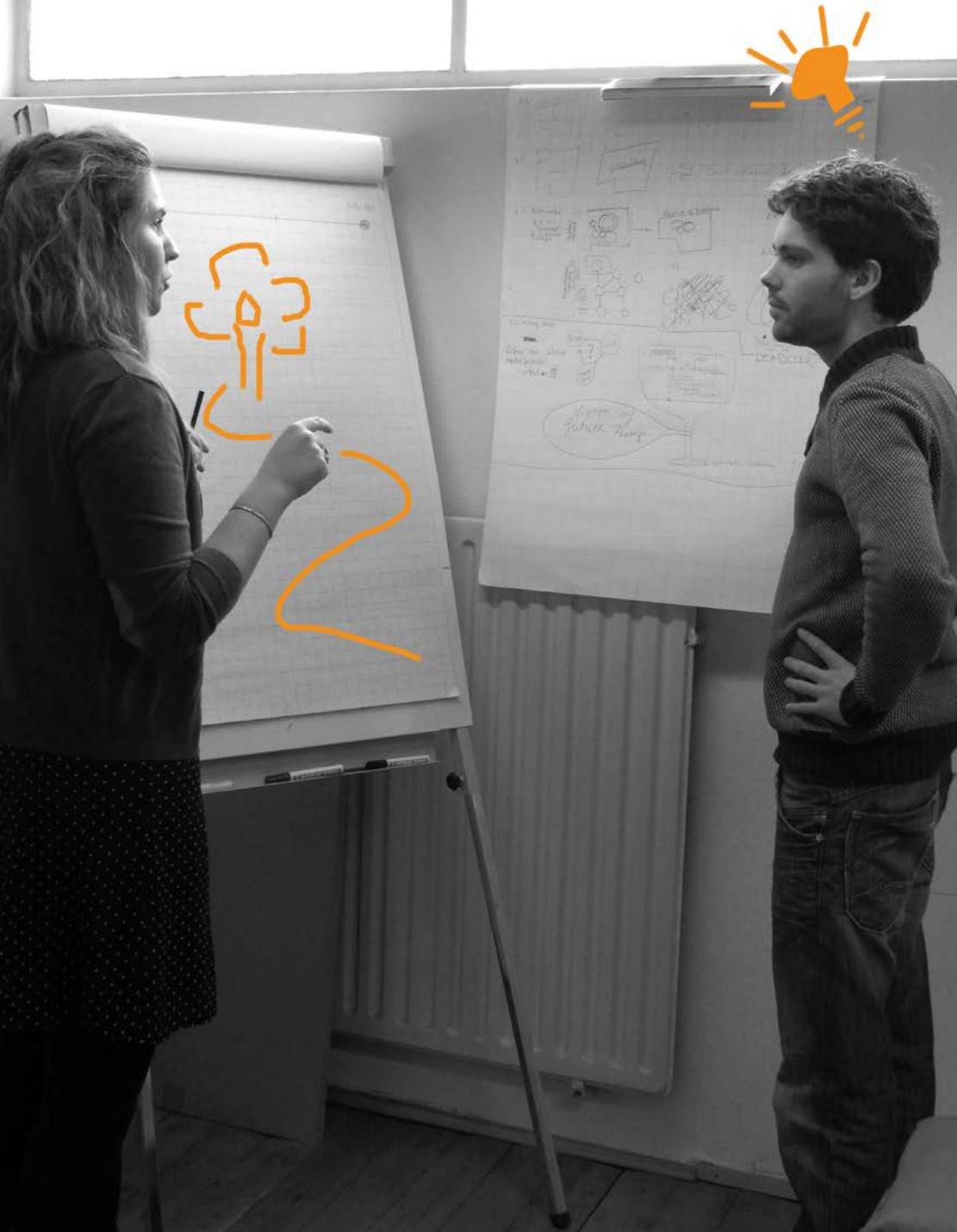
To find the strengths and weaknesses of the existing situation and of possible interventions, they needed to be evaluated and tested. This was done by using network indicators, which uncovered the relationships between different factors, leading to new insights that required new information and maps to be added to the existing information.

ITERATING

To come to good interventions, solutions had to be envisioned, changed, combined and scrapped a couple of times throughout the process to solve weaknesses and involve new findings. By going through this process of gathering information and coming up with interventions, we got a better understanding of the neighborhood after every cycle and eventually came up with interventions that we think can positively influence not just single opportunities and weaknesses, but the whole neighborhood of Zevenkamp.



The Challenges:



By using the tools, we slowly got a clearer vision of Zevenkamp. We saw a green, residential neighborhood, organized around two small centers with many possibilities to make improvements.

Lack of transparency, connectivity and diversity influence directly the quality of the living environment of neighborhood and it's social cohesion, causing Zevenkamp to deteriorate instead of flourish.

URBAN DESIGN AND ARCHITECTURE

The quality of the urban design and buildings is relatively low. This is due to budget cuts during the realization of the neighborhood and an inflexible, monotonous design as well as an uninspiring architecture, which has also led to a lack of identity in the neighborhood.

In addition, buildings are often badly insulated or miss insulation altogether, and maintenance of houses and gardens is lacking behind in few parts of the neighborhood.

RESIDENT INVOLVEMENT

There is lack of resident participation in Zevenkamp, which seems to be caused mainly by a lack of awareness and visibility of:

- » activities, programs and policies,
- » initiatives going on,
- » organizations and their work,
- » public space.

PUBLIC SPACE

Clear distinction between private, semi-public and public space is missing. This leads to a lack of use and maintenance of this space, deteriorating the neighborhood and social control.

Many possibilities are present in the public space, new functions can be given to many of the stony squares and grass fields, which can reduce the unclarity of public space, increase biodiversity and invite people to meet each other outside.

FACILITIES

Facilities available in the neighborhood are of good quality, but low in numbers and diversity. A neighborhood center is missing and a very limited amount of places where to meet such as bars and restaurants are present in the neighborhood. Affordable activities for the residents with low incomes are also lacking or are not attractive.

DIVERSITY

Another striking characteristic of Zevenkamp is that the diversity in the neighborhood mainly comes from the people, not the physical design. Lack of diversity is evident in:

- » *architecture and materials,*
- » *public space and facilities,*
- » *biodiversity,*
- » *social status.*

Many different cultures, lifestyles and age groups live in the neighborhood. In the central parts of the neighborhood these sometimes clash, while most of the neighborhood is generally peaceful and quiet, besides some hanging youths.

Misunderstanding between lifestyles and age groups exists though, which has led to a feeling of unsafety. While the neighborhood actually is a safe one to live in.

CONNECTIVITY

Since the neighborhood is predominantly designed for families and children, there is a lack of meeting places for the youth and the elderly. This causes a disconnection between:

- » *generations,*
- » *culture and lifestyles,*

which becomes the source of a high feeling of unsafety present in the neighborhood.

The disconnection is also present in the physical design of the neighborhood:

- » *Fragmented patches of green are scattered throughout the neighborhood, divided by stony areas and roads,*
- » *The water is not connected to the nutrient rich ground water which infiltrates and pollutes the surface water with nutrients.*

COLLABORATION

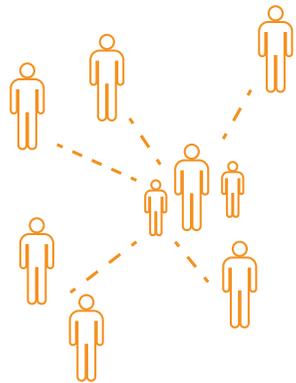
Collaboration between welfare and other organizations in Zevenkamp is present between some of them, and a high incentive for more collaboration exists, as well as a shared need for more residents participation.

FEELING OF SAFETY

In the neighborhood is present a high feeling of unsafety which is caused not only by different lifestyles and intergenerational clashing, but also by the image that projects the neighborhood. A combination of high amount of fragmented and badly maintained green structures and low biodiversity deteriorates the quality of public space, which results in less involvement of residents and lowered social control, especially at night due to a bad lighting.

THE LAND OF OPPORTUNITIES:

Overall we saw a comfortable neighborhood with large green areas, as well as many organizations, programs and activities that strive to make the neighborhood a better place and involve residents. Some improvements are possible, especially regarding public space, public awareness and residents participation.



WELFARE ORGANIZATIONS

Many organizations and activities in Zevenkamp focus on the same things, such as public space, residents, finances and bringing people together. Participation between organizations themselves and between organizations and residents already exists and is in the process of becoming bigger and stronger, which could lead to great things!

MEDIA

Many forms of media are already present in Zevenkamp, such as a newspaper, apps, websites, posters and flyers of organizations and activities. Awareness of all possibilities in Zevenkamp can grow to create more involvement, some of the tools already exist!

GOOD IDEAS

Many resident groups, small organizations and different age groups are looking for a place to be. They have many ideas and talents waiting to be explored!

AWARENESS

Programs to involve and activate residents are already forming in and outside of Zevenkamp, which can all help to increase awareness and residents participation!

VISIBILITY

Zevenkamp is a safe neighborhood to live. By creating understanding between different groups and increasing visibility of activities, the feeling of safety can grow as well!



BIODIVERSITY

Canals running through Zevenkamp are full of nutrient rich water, which could be naturally cleaned by improving biodiversity with the right plants. Plans for this have already been proposed by the Hoogheemraadschap in the past!

CULTURAL DIVERSITY

There is a high cultural diversity in Zevenkamp, bringing varied expertise, skills and added values to the neighborhood. Cultural activities and the sharing of skills can increase the social cohesion in Zevenkamp!



HAPPINESS

People are happy to live in Zevenkamp. By bringing people together and involving them in the neighborhood, this happiness can remain and spread!

A LOT OF SPACE

Much public space and open spaces are present in Zevenkamp which are waiting to be given a new function!

POWER TO CHANGE

Many supportive and guiding programs exist to help resident improve Zevenkamp themselves. Residents have the power to make changes to their neighborhood!



The vision

By looking at its social, economic, and environmental aspects and how they are interconnected when put in the whole picture, enabled to see the core elements needed for its sustainable redevelopment.

From the research findings it clearly appeared that more than new solutions what is really needed is greater and more effective communication between residents, local organizations and municipal bodies.

BRINGING PEOPLE TOGETHER

Bringing people together is necessary in order to evaluate the needs of Zevenkamp, to develop a common vision of the future of the neighborhood, and to create a common understanding of sustainable development (its social, economic and environmental dimensions), and the role of residents, organizations, municipal officials and other key players in driving neighborhood change. In addition, this common understanding as well as higher residents involvement is essential for an effective implementation of sustainable strategies.

ADDRESSING THE RIGHT PEOPLE

The outcomes and follow up of previous reports and advices done on Zevenkamp showed the importance of presenting the right information to the right people. There is a great necessity for reports to be not only credible and reliable, but also relevant and addressed to the people concerned.

In this view, the research process and results have been presented in an inspirational book, with the population of Zevenkamp as a main target audience.

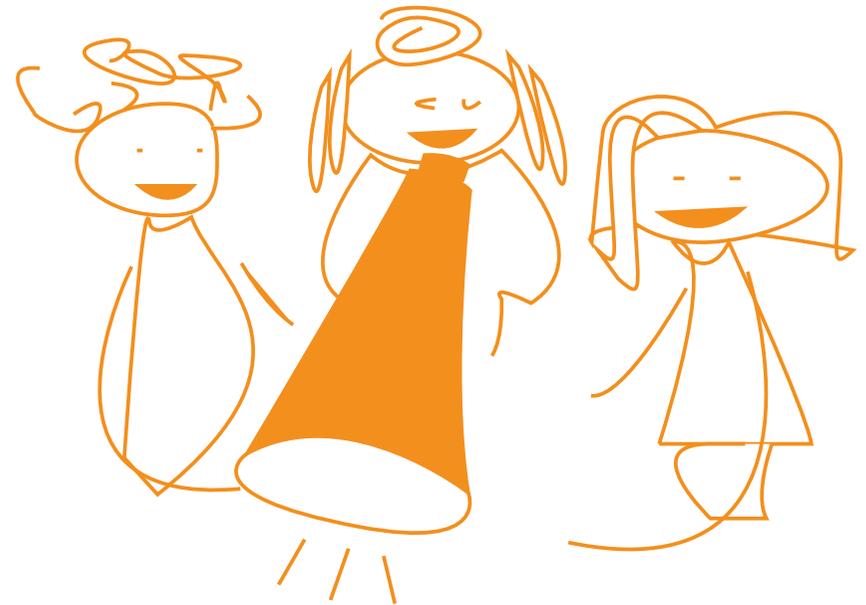
INSPIRING THE RESIDENTS

An open and continued dialogue about the values, attitudes and behaviors that will support people living and working in Zevenkamp is more than essential. Because of this, we chose to present key interventions from all ideas we thought of, due to their potential to increase communication and awareness in the neighborhood.

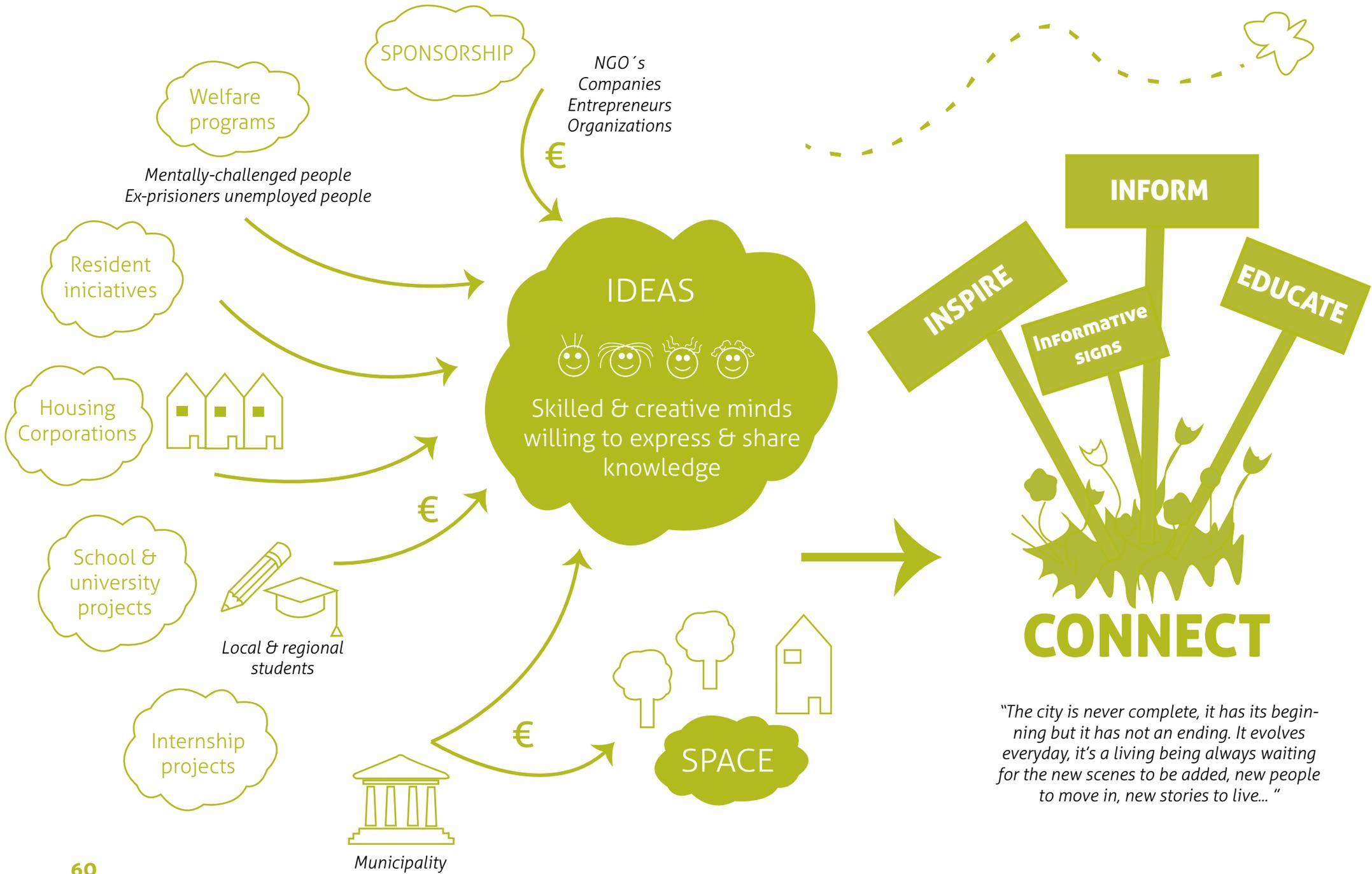
The following interventions offer the opportunity for people in Zevenkamp to get to know each other, share and express their messages and stories, and work towards an even better Zevenkamp together.

The 7 PRINCIPLES FOR TURNING a VISION INTO ACTION

1. Think large: see the bigger picture
2. Listen: you'll hear the difference
3. Act responsibly: do good today, for more tomorrow
4. Share knowledge: it makes everything grow
5. Dare: you will discover new worlds
6. Be empathetic: you're not alone
7. Have fun!



Imagine...



"The city is never complete, it has its beginning but it has not an ending. It evolves everyday, it's a living being always waiting for the new scenes to be added, new people to move in, new stories to live..."

NOT DESIGN FOR YOU, BUT WITH YOU!

With our vision we want to inspire people: make them see that they can be the change, that the power is in their hands and that change for better can be achieved in a simple way.

By coming together we can create a beautiful environment of happiness, respect and trust with endless possibilities for everyone to flourish.

THE IDEA BEHIND

The interventions we propose put in the center the people of the neighborhood, their relationships with each other and with the space they inhabit. By influencing the built environment and its image, we directly influence the life of its inhabitants.

The main intention is to inspire all the stakeholders: share our vision in order to stimulate everybody's imagination and possible collaboration.

"The perception of the city can be shifted by leveraging the existing cultural assets of architecture, history, local businesses and the everyday life of residents."

CREATING SOCIAL COHESION

As we already pointed out our main interest is bringing people together: first and foremost, for residents to get to know each other. In this way the residents themselves can build a stronger, more sustainable and cohesive community with common goals for the future of their neighborhood.

With our interventions we concentrate on improving the physical aspects of the neighborhood in order to give it a new, refreshing image which would facilitate the social cohesion.

INTERVENTIONS

The aim of the interventions is to open new possibilities for the residents to explore within the neighborhood and let them be the part of that process, not only as users but as active participants.

The interventions we propose are:

- » *Knowledge Landscape,*
- » *Urban Farming,*
- » *Community Center,*
- » *Espresso Nursery.*

The interventions:

KNOWLEDGE LANDSCAPE

The Knowledge Landscape is simple additions to the public space, showcasing signs, art, and complementary design features at key location around Zevenkamp, that connect and enhance the natural areas and other places of interest.

It provides as well attractive routes for a variety of users, while the various added elements have an inspiring, educational and informative function, raising awareness on local knowledge, activities, facilities and services.

- » *Street make-up,*
- » *Pop-up meeting places,*
- » *Reviving biodiversity,*
- » *Urban games,*
- » *Fun recycling.*

URBAN FARMING

Urban Farming is about growing food on neglected and underused spaces all around Zevenkamp using local resources, while at the same time giving a new function to these areas and providing new activities and healthy food for the residents.

Since there is already a permaculture garden in Zevenkamp, which was established by a resident association, the idea is to strengthen this existing local initiative by promoting its expansion to other parts of the neighborhood through the Knowledge Landscape and local networks.

- » *Local food production,*
- » *Local fresh market,*
- » *Education programs,*
- » *Local restaurants with a youth cooking program.*

COMMUNITY CENTER

The Community Centre is a mentoring and inspiring knowledge center housed in the empty building of the former youth center “The Little Cave”.

It's an educational and cultural community platform that uses formal and informal methods to offer a variety of programs and services to the residents. Developed with and by the community, as well as in partnership with public and private sector stakeholders.

ESPRESSO NURSERY

The Espresso Nursery is a meeting place and espresso bar that offers a variety of food and drinks at low prices, while providing a community-based care and service exchange platform. It's a central place where all residents, from youth to retired, can go to relax, refresh and socialize.

The Espresso Nursery main concept is to provide single parents or parent-less parents a place where to meet surrogate grandparents to adopt, getting a helping hand and listening ear in exchange for company and other services.



**ROUTE WITH SIGNS
AND ADDED FEATURES**



**EXISTING 5KM
RUNNING ROUTE**



**ROUTE WITH OUTDOOR
FITNESS MACHINES
AND SPORT TRAILS**



**Creative Area:
TUNNELS,
COURTYARDS**

Green Heart

Espresso
Nursery

Community Centre

KNOWLEDGE LANDSCAPE

STREET MAKE- UP

Inspirational public artistic expressions contribute to a rich and vibrant neighbourhood and improve visual quality of the public space

-> informative signs

Give the neighbourhood meaningful messages and share knowledge



-> art passages

Turning dark passages into bright corridors with small art installations



-> art in the public space

Bringing colours and shapes to the neighborhood



POP- UP MEETING PLACES

Repurpose public spaces into spaces that encourage people of all ages to be social and active

-> urban living room: Ambachtsplein

New image of Ambachtsplein: a place for everybody to be and give life to the beating heart of the neighborhood



-> urban beach

Relax after a long working day at the beach next to your house



-> urban hannock

-> sit up trees

Nice cosy places to have a rest



-> people parking

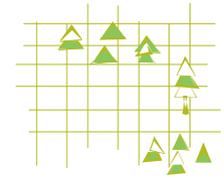
Take a rest and meet new people at the people parking!

REVIVE BIO- DIVERSITY

Enhance life by providing natural habitats for all kinds of species to thrive

-> guerrilla gardening

Small depavement projects to visually connect green areas and serve as environmental buffers



-> bio-purification

Floating islands installed in the canals take up excess nutrients: it's called bioremediation

-> rooftop gardens

Enhance life by providing natural habitats for all kinds of species to thrive



-> fruit trees

Pick jummy fruits while taking a walk in your green neighbourhood

ku ku



-> bird houses

-> animal farm

-> bee hotel



URBAN GAMES

Provide public activities that build and strengthen communities while promoting healthy life style

-> fun bike

Turning your journey into an exciting experience



-> fitness trail

Simple outdoors fitness and exercise equipment could be added all around the neighbourhood



-> bike repair stations

Don't let breakdowns stop you from riding your bike

-> fun recycling

Make good use of organic waste and feed local gardens with rich nutrients



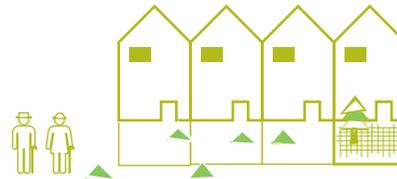
URBAN FARMING

LOCAL FOOD PRODUCTION

Repurpose underutilized spaces: harvest your health grown in front of your doorstep

-> local community gardens

Transform courtyards into community gardens and small urban farms



-> local market

Everybody can get fresh and healthy food

-> education programs



-> local restaurant

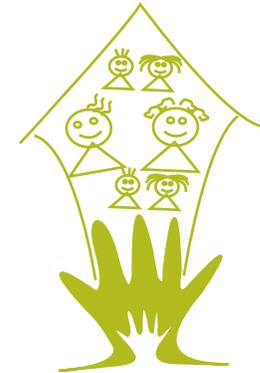
Youth cooking in their own restaurant



COMMUNITY CENTER

KNOWLEDGE EXCHANGE

Meet people to share talents and ideas, and build a better future by helping each other.



ESPRESSO NURSERY

ADOPT OMA AND OPA

Strengthen community ties and share skills, favours and stories



... Knowledge Landscape

Knowledge Landscape

Zevenkamp lacks identity and is relatively poorly maintained. By customizing problematic areas, such as tunnels and passage-ways, and introducing new objects related to residents in the neighborhood, the identity of the neighborhood will be visible in the public space, creating a new identity for Zevenkamp itself.

By having local residents carry out the interventions, local knowledge can be used to customize certain areas according to the local needs.

WHAT IS THE INTENTION?

- » *Create an inspiring and stimulating environment for people of all ages, where they can become aware of each other and can get to know more about the different possibilities available around them,*
- » *Support local artistic expression and improve the attractiveness and identity of Zevenkamp,*
- » *Facilitate the accessibility to a healthy lifestyle by offering places to relax, interact and exercise while enjoying the outdoors.*

WHO CAN BE INVOLVED:

- » *Municipality,*
- » *Residents,*
- » *Local welfare and health care organizations,*
- » *Housing Corporations,*
- » *Local farmers,*
- » *Education Institutions.*

ADDED VALUES:

- » *Community building,*
- » *Collaboration between organizations,*
- » *Raised awareness,*
- » *More initiatives by residents,*
- » *Increased feeling of safety,*
- » *Happier, more attractive & valuable neighborhood.*



Knowledge Landscape

INFORM AND CONNECT:

Awareness of activities, developments, organizations and each other is one of the main problems in the neighborhood. Residents have many possibilities to get involved with activities and organizations, can start initiatives, can change their environment and can make their neighborhood better. However, it is unclear where residents can go for what activities, information or help, and organizations as well as events and initiatives are inconspicuous, all of which is partially leading to a lack of involvement of residents.

- » **Informative signs:**
By showcasing what goes on in the neighborhood, what residents can do themselves, where they can go for specific information/help and what organizations are present, awareness will be created, and residents can be enthused into starting an initiative, joining activities, volunteering, etc.,
- » **Wi-fi spots in the neighborhood,**
- » **Cell re-charge points.**

INCREASE ATTRACTIVENESS:

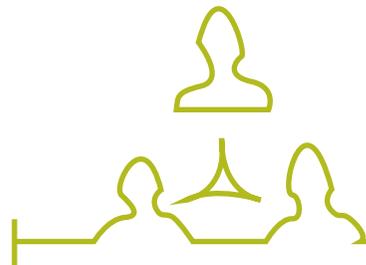
Currently Zevenkamp lacks identity, by simple additions to the public space, showcasing sculptures and art made by children, mentally-challenged residents and local artists that can be easily changed. With simple urban design in a public space we can increase its attractiveness and make people feel safe in their neighborhood, and by involving them we can create a feeling of belonging and ownership.

- » **Educational street arts,**
- » **Colorful crosswalks / streets,**
- » **Art in the tunnels, passages, and under bridges.**

OFFER MEETING PLACES:

By creating in-door and out-door meeting places we offer to the people a place where they can share their everyday thoughts and help them create a social bonds.

- » **Urban living room:**
Ambachtsplein,
- » **Urban beach: Wollefoppenpark,**
- » **Sit up trees / urban hammock,**
- » **People parking:** *pop-up meeting places for everybody.*



Collaboration Between Organizations



Raised Awareness



Community Building



More Initiatives by Residents



Increased Feeling of Safety

REVIVE BIODIVERSITY:

Today we are more and more alienated from the nature. In Zevenkamp there are vast green areas, but they lack biodiversity. By increasing it we can create a rich environment which would contribute not only to a life quality in general but also to an economic and social aspects.

- » **Guerrilla gardening:** closely related to urban farming, it allows residents to make changes in the public space. It has less to do with food production and more with improving the identity and image of the neighborhood, by partly replacing pavement with green structures and adding biodiversity to the neighborhood, using activities such as depavement, adding semi-permeable pavement, planting trees, moss graffiti, etc.



Higher Biodiversity

- » **Bio purification along the canals and bio-pool in Wollefoppenpark:**

To increase the water quality and improve the use and function of public space, water-filtering plants can be installed at several locations in the canals based on the helophyte filter principle. These plants will take up the excess of nutrients in the water, in collaboration with natural cultures of bacteria who break down the nutrients.

- » **Rooftop gardens,**

- » **Plant fruit trees:** ex. by planting apple trees we can start apple juice production,

- » **Bird houses, animal farm, bee hotel.**



Fresh food & Cleaner Air

START RECYCLING:

Waste collection is marginal in Zevenkamp, limited only to paper and rest-waste collection at home, with some central collection points for plastic, glass and rest-waste. By gathering materials from the neighborhood, both trash and natural, a new business can be set-up that creates products and jobs, and gets people back to work by using waste locally and selling separated waste streams to recycling facilities.

- » **Recycling centers in different parts of the neighborhood,**

- » **Fun recycle bin design,**

- » **Waste compost for the gardens.**



Source of Income

STIMULATE HEALTHY LIFE:

Attractiveness of the neighborhood can also be increased by providing outdoor activities that offer people to exercise on a fresh air, and by stimulating a bicycle use we decrease air pollution and increase everybody's life quality.

- » **Playful bicycle paths,**

- » **Outdoor fitness trails,**

- » **Bike repair spots.**

> IMPACT TIMELINE



Happier, More Attractive & Valuable Neighborhood







STILTERUMTE

STAMINEE

AUGUST

CREA



... URBAN FARMING

URBAN FARMING

Much of the public space in Zevenkamp lacks a function and experiences a low level of maintenance, and low level of biodiversity which both deteriorates the neighborhood and costs money.

The municipality wants residents to take more control of their neighborhood and the state of public space. By allowing residents to use the public space for urban farming and a small animal farm, large areas of public space gets a useful function and is maintained by residents. This will also greatly improve the image of Zevenkamp and will provide residents with local food production and new activities.

THE INTENTION IS TO:

- » *Support urban food security and healthy nutrition by promoting local food production,*
- » *Encourage community interaction and community commerce,*
- » *Offer a landscape of serene beauty and contemplation that can mitigate environmental impacts such as flooding and pollution, and offer various habitats for plants and animals all around the neighborhood,*
- » *Increase awareness on food, their health and environmental benefits, and to promote physical exercise.*

WHO CAN BE INVOLVED:

- » *Municipality,*
- » *Residents,*
- » *Local welfare and health care organizations,*
- » *Housing Corporations,*
- » *Local farmers,*
- » *Education Institutions.*

ADDED VALUES:

- » *Creates jobs, income, and food production,*
- » *Promotes healthy eating and lifestyle, support mental and physical activity,*
- » *Increases social cohesion & builds social capital,*
- » *Raised awareness and provides education opportunities,*
- » *Helps clean up the air and the rain water, stops soil erosion and topsoil removal,*
- » *Happier, more attractive & valuable neighborhood,*
- » *Creates safer places, reduces blight and increase real estate value,*
- » *Lowers maintenance costs of public spaces.*



URBAN FARMING

REINFORCING EXISTING INITIATIVE

There is already a permaculture garden in Zevenkamp, which was established by a resident association. This local initiative should be strengthened by promoting the expansion of urban farming to other parts of the neighborhood the knowledge landscape and local networks.

RE-USE OF NEGLECTED PUBLIC AND SEMI-PUBLIC SPACE

By growing food on neglected and underused spaces all around Zevenkamp and using local resources, a new function can be given to these areas and provide new activities and healthy food.

SMALL URBAN FARMS

Allowing residents to take care of certain patches of public space, like grass fields and courtyards that have currently lost their function. These spaces could be converted into small scale urban farms.

Urban farms could be managed by residents, local health welfare and residents organizations. Municipality would allow residents to claim public space for their own use on a contract basis, while assuring the usage of this space for a set amount of time and with clear rules on use, thereby preventing municipal cleanup costs.

LOCAL FRESH MARKET

Food could be sold in a local fresh food market or restaurant and via existing smart phone applications that already exist in Prins Alexander and Zevenkamp.

LOCAL RESTAURANTS

Local restaurants, both existing and planned, could make use of the local food and provide an income to the urban farmers. They could be combined with a youth cooking program, giving the youth a possibility to get new skills and stay away from the streets.

EDUCATION PROGRAMS

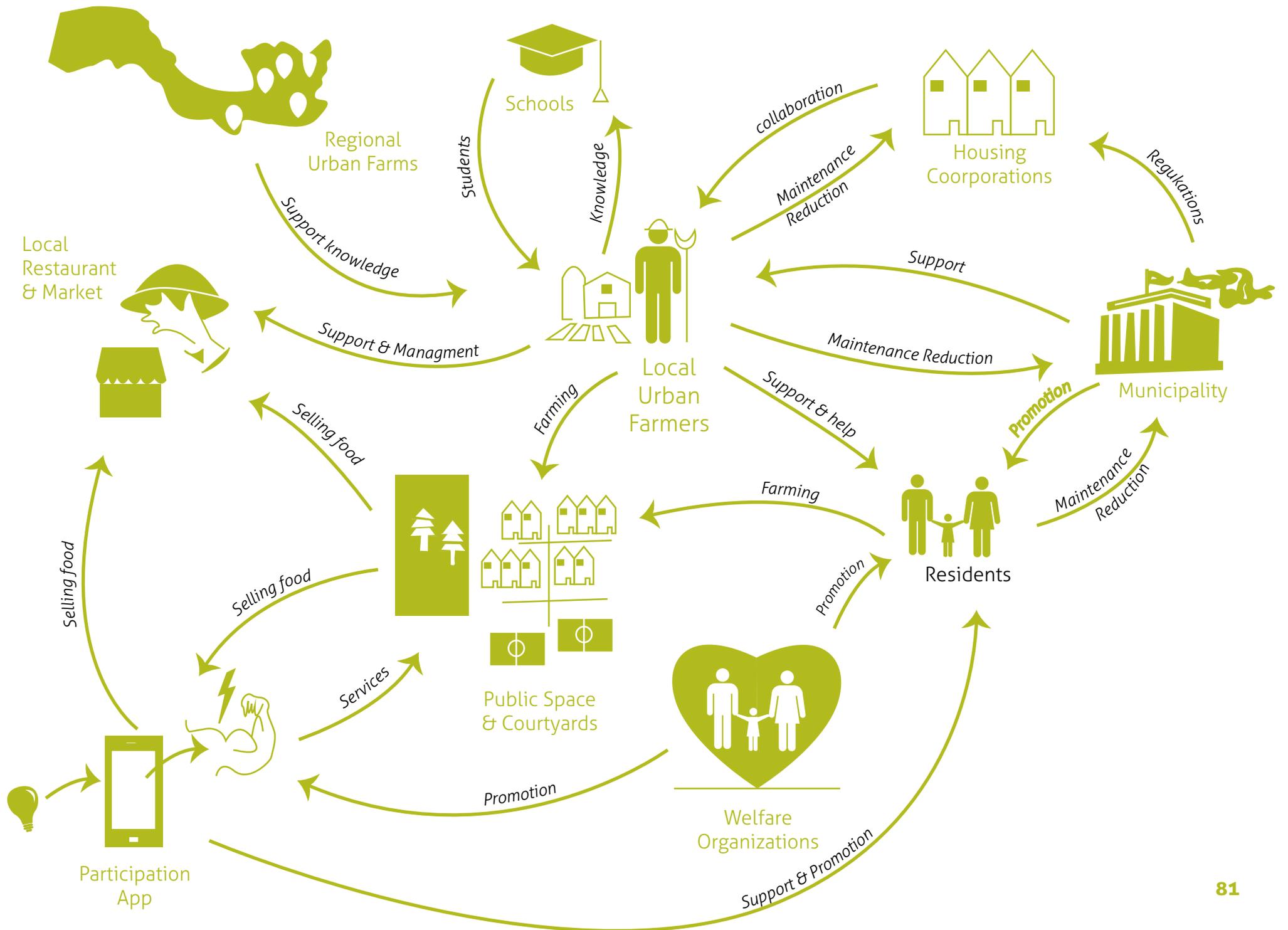
Additional educational workshops around food and nature could be set for the local schools in cooperation with the already existing programs, involving children in food production.

REDUCTION IN COSTS

A reduction in maintenance costs of public space for Werf Prins Alexander could be reached when residents take care of patches of land. The Werf could focus on offering training and support to new urban farmers. Residents associations in collaboration with local and regional organizations could provide support, knowledge and training for the urban farmers.

> IMPACT TIMELINE







LIDL



**... Community center &
Espresso Nursery**

COMMUNITY CENTER

Unemployment and poverty are growing, while the neighborhood itself offers little possibilities for employment. Talented residents with ideas are present in the neighborhood, but need support with realizing their ideas.

An institution that offers support with utilizing talents could bring a new source of employment and self-employment to the neighborhood. A mentoring and inspiring knowledge center can be housed in the empty building of the former youth center "The Little Cave".

By providing neighborhood-related programs as a starting point, residents are also more involved in their own neighborhood, benefiting both the resident and the neighborhood.

THE INTENTION IS TO:

- » *Provide a place for people to get empowered and are guided to develop their passions, creativity, knowledge, skills, attitudes and values needed to shape the future they envision,*
- » *Offer a place that promotes collaborative learning experiences which cultivate reasoned judgment and greater empathic engagement to think and act as part of a global family in a shared neighborhood,*
- » *Provide a place for people to get empowered and are guided to develop their passions, creativity, knowledge, skills, attitudes and values needed to shape the future they envision,*
- » *Create a place developed with and by the community and in partnership with any person, organization or company with an interest in building community capacity.*

WHO CAN BE INVOLVED:

- » *Municipality,*
- » *Residents,*
- » *Local welfare and health care organizations,*
- » *Housing Corporations,*
- » *Local farmers,*
- » *Education Institutions.*

ADDED VALUES:

- » *Increases social cohesion,*
- » *Increases residents participation and involvement,*
- » *Addresses local needs,*
- » *Knowledge and skills sharing,*
- » *Job opportunities ,*
- » *Generates incomes,*
- » *Provides space for diverse local activities and programs.*



COMMUNITY CENTER

CONFERENCES AND WORKSHOPS:

- » On topics as entrepreneurship, financial management, job seeking and talent,
- » The variety of workshops and programs could initially be managed by employees of local welfare organizations and school, but eventually be led by local residents as well,
- » Language exchange sessions.

EDUCATION AND INFORMATION

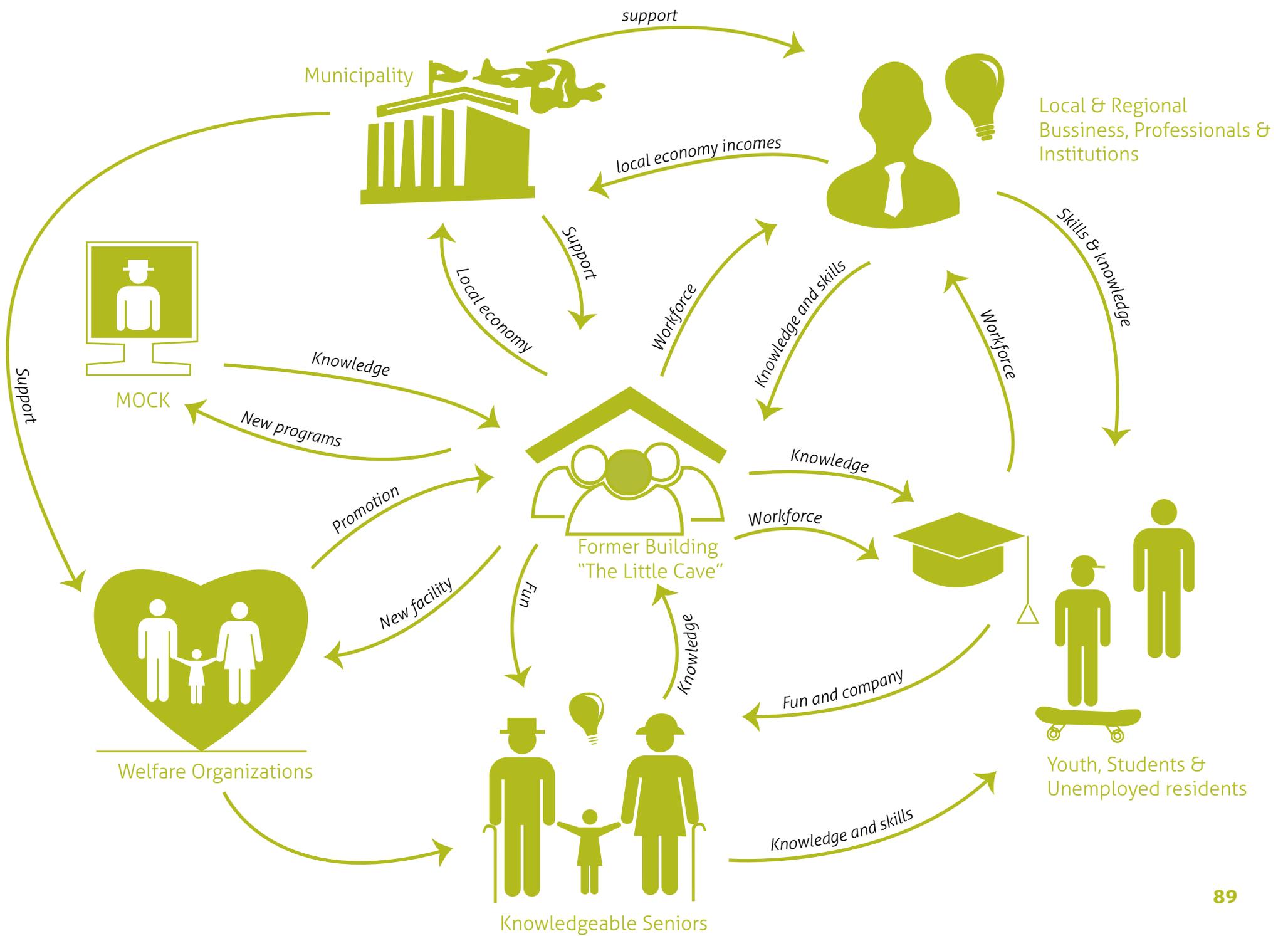
- » Local welfare organizations: offering and sharing information on activities and events,
- » Skill trainings organized in the community center by any company, which could save hiring costs in a later stage,
- » Tutor services: Students teach and give workshop sessions in exchange for elective points,

CREATING PARTNERSHIPS:

- » Rentable workspaces,
- » Local councils meetings: this facility could be used by the organization's networks to involve a greater number of residents in diverse decision making,
- » MOOC resources platform.
- » Retired residents and elderly houses could be made to offer free conferences and workshops to younger and/or unemployed residents,
- » Existing local educational, recreational and welfare organizations,
- » With local and regional educational institutions.

> IMPACT TIMELINE





ESPRESSO NURSERY

A meeting place and espresso bar that offers a variety of food and drinks at low prices, while also providing a community-based care and service exchange platform. A central place where all residents, from youth to retired, can go to relax, refresh and socialize.

The Espresso Nursery also provides families and residents a place to meet surrogate grandparents to adopt, getting a helping hand and listening ear in exchange for company and other services, like doing their shopping.

It offers the opportunity to parents to temporarily leave their children under the care of retired people while doing their shopping, while also providing a new facility with new activities for retired and any other residents.

THE INTENTION IS TO:

- » *Connect people to each other, and give them the possibility to create lasting friendships,*
- » *Provide new opportunities for retired citizens to be in the neighborhood and get out of their houses, to meet the rest of the community and to feel needed and useful,*
- » *Bring generations together to share stories and talents, play games, watch movies, listen to music, read books, do crafts, and go for walks,*
- » *Build a foundation for a long-term growth of community-based care services.*

WHO CAN BE INVOLVED:

- » *Local welfare and health care organizations,*
- » *Housing Corporations,*
- » *Residents,*
- » *Education Institutions.*

ADDED VALUES:

- » *Increases social cohesion,*
- » *Raises cross-generational and cultural understanding,*
- » *Simplifies shopping for retired people, parents and other residents,*
- » *Generates income,*
- » *Offers possibilities for knowledge and experience sharing,*
- » *Provides new activities and social contacts for isolated target groups.*



ESPRESSO NURSERY

OFFERING A PLACE TO RELAX:

- » Centrally located on Ambachtsplein, it offers a place to rest, refresh and visit the (free) toilet during shopping,
- » Home-baking and cooking items from volunteers could be sold at low prices, in addition to regular food and drinks,
- » A café-like section where people could meet, relax and enjoy coffee and food, and a section where retired people and possibly youths can do the same, while looking after children at the same time.

MANAGEMENT:

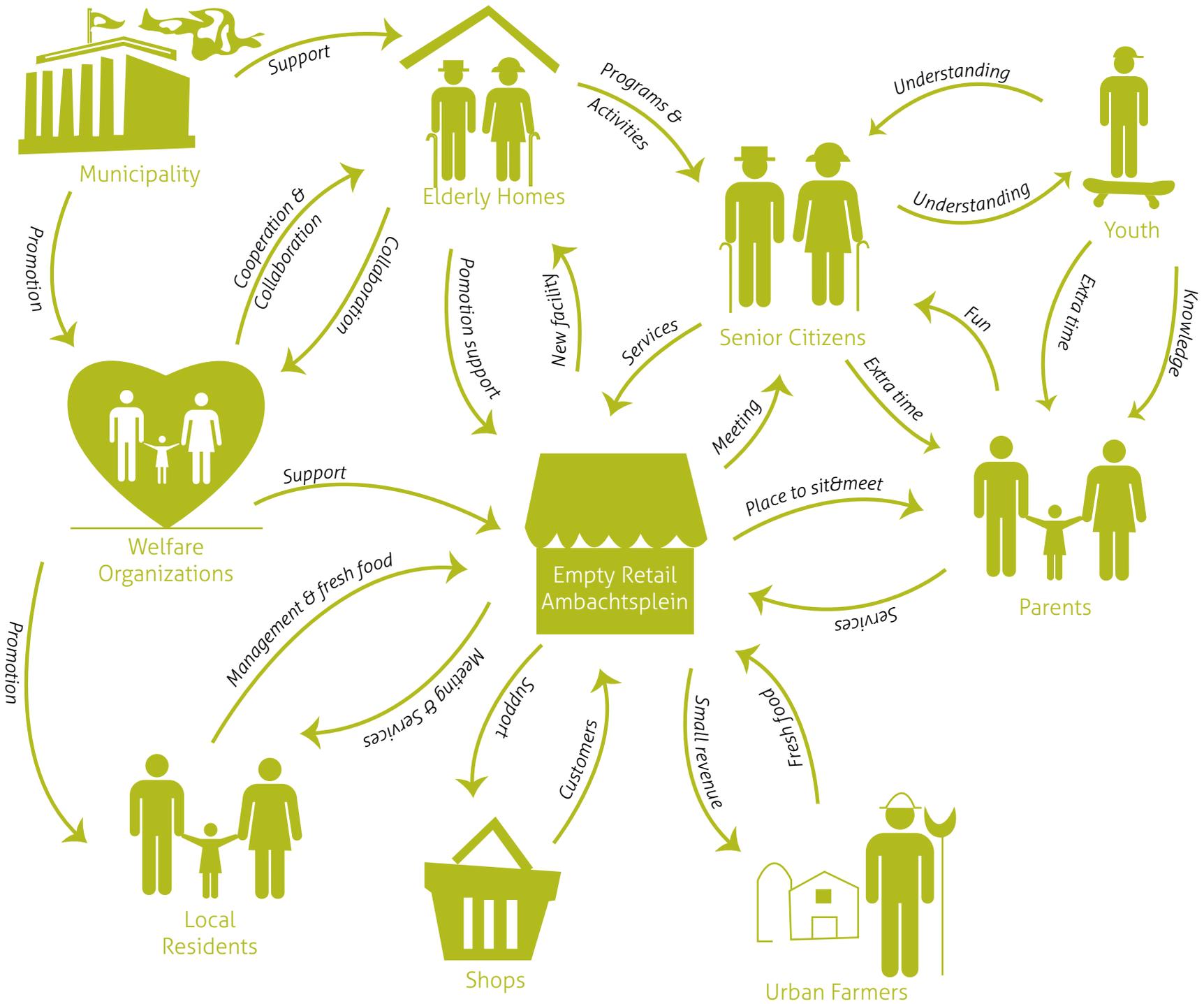
- » Based on non-profit principles, retail prices could be low and revenue can be used for rent, maintenance and providing payment for employees and volunteers,
- » Run by a community of residents and volunteers, the espresso nursery can become a cooperative where a part of the users become the managers as well,
- » Sitting and meeting places could offer possibilities for local residents groups to meet and organize small-scale activities,

CREATING PARTNERSHIPS:

- » Elderly homes and welfare organizations who already provide activities and support for retired people could include the espresso nursery in their programs and help with its promotion and management,
- » Welfare organizations with programs for youths and children could use the espresso nursery as one of their programs to integrate them into the neighborhood, providing a new opportunity to start up conversations between different age groups.

> IMPACT TIMELINE





There is no perfect place on Earth to live ...

The fact is that we are the cause of most of our problems. As absurd as it may sound, the problem is the solution. As with any situation, the solution is hidden in the problem.

In this age of ever growing knowledge and technology, we have found a lot of answers to the problems our society is facing, what we need is to act, both on a global scale, on the scale of a neighborhood like Zevenkamp, and on an individual scale. And we must act today.

TODAY IS THE TOMORROW YOU WERE THINKING ABOUT YESTERDAY

Zevenkamp is a neighborhood with a great mix of personalities and all kind of tough issues we believe can be solved by coming together. When looking outside our own little world and exploring Zevenkamp, we realized how most problems have shared responsibilities. The world, the society and even humans being interconnected complex system themselves, a finger cannot be pointed out to a single entity and therefore solutions cannot be carried by one.

WE ARE ALL IN THIS TOGETHER AND THESE ISSUES ARE EVERYONE'S RESPONSIBILITY

You might see the challenges that Zevenkamp has either as a shared doom or a common call for action, but as individual you may see there are goals we all share as human beings: to be happy, healthy, safe and confident. These are common values that can help us build a shared vision of a common future.

ANY DREAM STARTS WITH A FIRST STEP

Building a sustainable society demands changing our perceptions, roles, habits and beliefs first by becoming more aware of the impact of our actions. Simple actions can have great impacts. It may sound foolish, yet a simple smile can make someone's day. If we look around we can see that all the laws that force people to adopt social change have not yet managed to save the world nor the neighborhood of Zevenkamp. The reason is that change must first come from within.

... YET EACH OF US HAS THE ABILITY TO CREATE A HEALTHIER AND MORE BALANCED ENVIRONMENT.

Like Mahatma Gandhi once said, we must be the change we want to see.



Each of us has the ability to influence change, a single act at a time.

"SPACE IS THE CANVAS FOR THE STORIES OF OUR LIVES "

With this book and our vision the main aim was to inspire people; empower them to influence their physical environment so that they can create their own world and inhabit it through play.

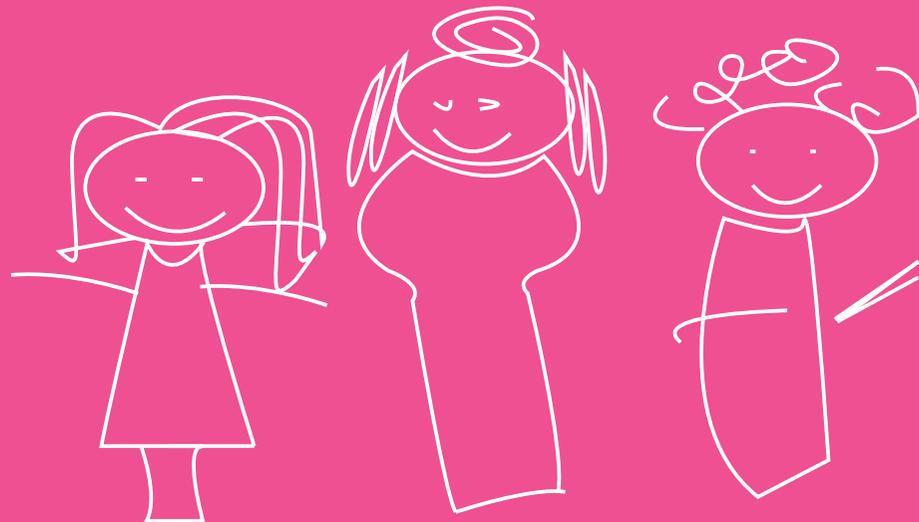
The environment we would like to create is an environment where the stony streets are filled with life and laughter, where kids can learn while having fun. A neighborhood where the public space is shaped for and by all the residents in order to create a sense of ownership and identity. We want to create a design from different cultures taking the best from all the worlds and creating something new and fresh, unique to Zevenkamp.

"THE OPPORTUNITIES ARE ALL AROUND US"

Change in the Zevenkamp does not depend on new knowledge, special expertise nor a special shift in culture. The opportunities exist and can be strengthened instead of being left aside to deteriorate, it simply needs a design framework and an approach to bring all the stakeholders to the table and turn their shared knowledge, resources and energy into actionable community driven urban development.

Now you have seen Zevenkamp through our eyes: a residential neighborhood with a lot of possibilities to make it an even better place to live.

Looking at Zevenkamp, learning about the neighborhood and about the city of Rotterdam and searching for ways to make improvement has been the main goal of this project, and has been what we have been trying to achieve.



A Learning experience



Agrarian society

Industrialized society

Digitalized society

Natural disasters

PAST

NOW

FUTURE

WHAT DID WE LEARN?

We looked at the different aspects that make up Zevenkamp. By learning about its dynamic and how those aspects are interconnected when put in the bigger picture, we identified many different ways to improve the neighborhood.

But that was only the subject of the project, the official goal. To reach this goal we have experienced a continuous learning process.

MISTAKES ARE PROOF WE ARE TRYING

During our internship at Except we've been introduced to a lot of different topics, meet various experts and experienced a real life situations. It was an interesting experience that taught us not only everyday lessons, but also introduced us in a working world.

The most important lessons we learned came from our mistakes. As a student, and a person, we often find ourselves in the situations we've never been before and that can or break us or make us.

At Except there were moments like that, and those made this journey more valuable. It made us a stronger individuals and even stronger coworkers and professionals.

SHARING KNOWLEDGE

While working on a project we didn't only use the knowledge from our personal backgrounds, but we've also exchanged it with each other and we learned one from another, as well as from the experts from Except.

We've learned how to deal with a big scale projects, work in an multidisciplinary and even more important multicultural team. We've been introduced to a system thinking which was a big challenge for all us and an epiphany.

At the beginning of the internship we were introduced to a SiD methodology which is an interesting framework and it takes time to familiarize. However it's a very useful tool which we hope to be able to use in the future.

WORKING ENVIRONMENT

The innovative approach is not only needed when facing problems. The way we work today has changed throughout the history and it has in a way deteriorate. Our education is becoming more and more specific and in a way limited, while the problems we are facing are becoming more complex. In order to tackle them we need to be able to adapt and open ourselves to new possibilities and ways of working.

Working in a multidisciplinary team is challenging, but it permits us to have a complete overview of the situation and unite our forces and our work. It stimulates our creativity, enriches us personally and helps us come up with new and better ideas.

The model Except presents is a good example that should/could become a basis for a new way of working.

PREVIOUS EXPERIENCES ARE NOT EVERYTHING!

TEAM WORK

Team work, as everything in life, has its positive and negative effects and it takes time and effort to make it work. Working together can seem to be a straight-forward way to go when you are involved in projects with several people. Sharing knowledge and combining views will likely lead to new ideas that none of the individuals in a group would have been able to come up with by themselves, which in all probability will lead to more integrated, well considered ideas.

There is more involved in collaboration, though, since while working together you don't only combine the beneficial aspects and traits of all involved, but also the disadvantageous and even potentially detrimental ones. Adaptation is therefore needed, especially when projects and project groups become more complex.

The more complex a project or group is, the harder it seems to become to accommodate these adaptations, however necessary they are. If not addressed problems could mount and in the worst case lead to collaboration becoming virtually impossible.

Preventing this can be considered a priority when working together, which can in part be done by taking a step back and looking at the project and situation in a more objective way sometimes, allowing you to adapt accordingly. As well project management is crucial for the positive outcome of the whole process and has to be guided closely.

"Part of the challenge is allowing yourself to maintain a wider vision on projects and the people involved, not focusing on details alone, and seeing when and where adaptation is needed. This, of course, is easier said than done, although not impossible."

> Maarten Bruinsma

THE METHODOLOGY

Finding out how to work with the vast amount of information we had, and use the methodology provided by Except has been a great challenge that we have gone through by trial and error.

In the beginning we learned about how to use the methodology every day, and slowly got to grips with its different aspects. Even though this took up a lot of time, it taught us how important iteration is in a complex project like this, and the more we got to grips with the methodology, the faster our progress was.

"The complexity of this project highlighted the importance of using a systems thinking approach, which the 5-step methodology of Except provides. Regardless of the time needed for the understanding of the application of this method, and the trial and error it involves, a rapid and continuous iteration of the SiD process is key to developing sound and integrated solutions."

> Sylvie Herzet

ZEVENKAMP PROJECT

In approaching Zevenkamp project, we used the SiD methodology that guided us through the whole project. It helped us understand where all problems derive from and how to create the solutions that not only tackle those issues, but take the opportunities and resources present in the neighborhood and reinforce what is already there.

The analysis showed the presence of many social problems, but the real cause comes from the built environment. Designers themselves created the problems.

By function separation and grouping the same types of people in the building blocks, they automatically prevented creation of any social bonds which as domino effect lead to the deterioration of the living environment and the bad neighborhood image. These developments aren't characteristic only of Zevenakemp: we can see them as well in our cities.

Thank you!

AN ENRICHING EXPERIENCE

This learning experience turned out to be an enriching process all along the way, which we believe is as important as the project goal itself. We have learned to work on a project by our own with people we barely knew on a neighborhood we were unfamiliar with, which forced us to look at things in different ways which were previously unfamiliar to us.

From start to end it has been an interesting challenge, from finding the first pieces of information to working out solutions. In the end we have gotten to know Zevenkamp, Rotterdam and each other very well over a period of 20 weeks, which has been a valuable experience to all of us.

"We have grown and learned not only from a professional point of view, but most importantly life lessons that can't be learned at any school. We worked in an international and interdisciplinary group which was interesting and surprising and sometimes really difficult. We challenged ourselves, our habits and our fears and helped each other to grow."

> Antonia Sore



HAPPY CITY!

CITIES OF TODAY

One of the biggest challenges since the beginning of the last century is the development and design of the cities. Today 54% of the world population lives in the cities and it is estimated that by the 2050 the number will increase till 70%.

Throughout the last century the cities have been developing rapidly and today we are facing not only the problems of future extensions of the existing structures, but also the redevelopment of the same: we need to fix the mistakes from the past while thinking about the future.

The dynamics and developments are/were mostly the same around the world, but it is interesting to note the differences in the approach in urban planning, society structure and the perception of the environment we live in.

PERCEPTION OF THE SPACE

Why we use space in different ways from culture to culture, and why our criteria about norms, behaviors and values is so different, is a way complex question which answer has roots in geographical, historical and sociological conditions.

But one thing is certain, the built environment influences and shapes our behaviors and vice versa. The dynamics present in Zevenkamp are universal and can be seen in other cities around the globe. The attention we give them and the importance changes, but the fact remains: *the landscape communicates to people.*

SUSTAINABLE (RE)DEVELOPMENT

Sustainable development isn't only about the energy, waste and water, more importantly it is about the people. If we want to create a beautiful self-sufficient places for everybody to thrive in, we need to start from the strongest, and in the same time the weakest, asset we rely on: the people.

That does not mean only to involve all the stakeholders in a design process from initiation through to living realization, but to educate them and make them aware of our interdependency of each other and the world we live in.

Design can play a big role in this mission and we need to be aware of the power we have in our hands and use it well!

With this in mind the interventions we propose in the Zevenkamp are meant to inspire its residents, make them aware of the neighborhood they live in and all the possibilities around them.

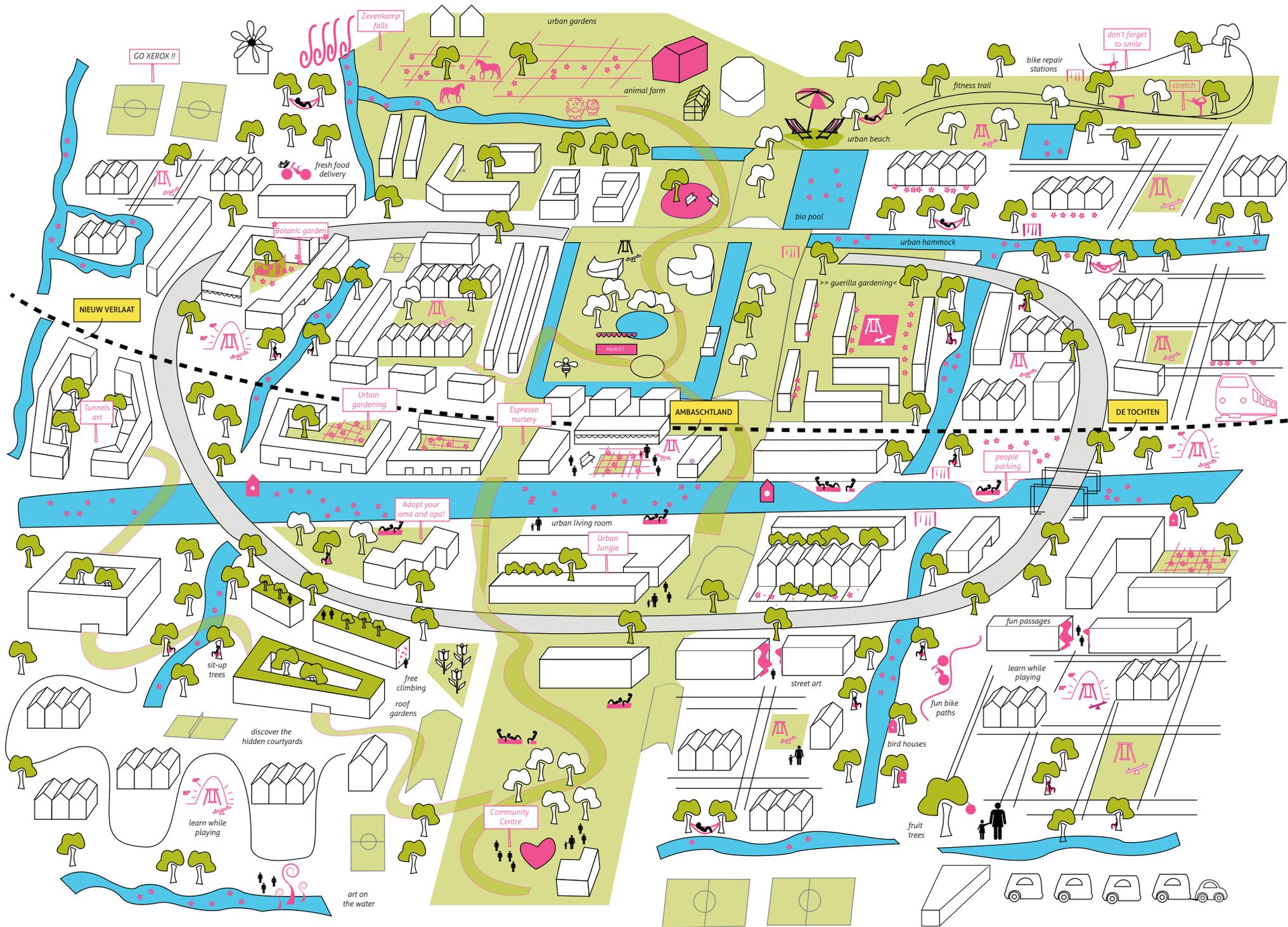
HAPPY CITY

Our aim is to create a call to action and involve the residents in the process of change: *design with them, not for them!*

We don't want to make Zevenkamp just a nicer neighborhood to live in, we want to create a base for a strong community and a self-sufficient environment, not only in terms of energy, water, waste, and food, but most importantly in job creation and social bonds.

We want to educate people, make them responsible for their/ our environment: people will take care of and protect their own, our role is to make them active part of the landscape we create and not just passive users.

Starting from the creation of social bonds, together we can (re)invent the physical environment we badly designed in the past and build a foundations for a healthy and flourishing environment, and most importantly happy cities for everybody to live in.



Our Experience at EXCEPT Academy

Looking back...



SYLVIE HERZET | BACHELOR ENVIRONMENTAL SCIENCE | Avans



I can't help but say that Except Academy sure is...exceptional. The unique way of teaching concepts, the method used to tackle complex problems, the great humanity of each coach and the freedom of thought and choice allowed have revived my passion for learning and inspired me to hack my own education.

I believe that Except Academy provided me with valuable tools to create the change I want to see in this world. In addition, the multidisciplinary aspect of Except enabled me to be in contact with a great range of networks and the opportunity to explore new talents.

ANTONIA SORE | MASTER ABITA | FLORENCE, ITALY



Before coming to the Except, I knew I wasn't gonna find a typical work space but I didn't know what to expect exactly. My doubts grew as I received our first bibliography assignment. At the beginning I was a bit shocked by the contents, and slowly with reading it my confusion and excitement grew.

Finally the first day came and I met my coaches and teammates. Now when I look back at the first period, I can tell you it was full of contradictory emotions and surprises.

The thing I love about Except Academy is that it opens a new world where everything is fresh and different, the things you thought you knew are questioned and you discover them from the new perspectives.

In the six months I've been at Except I've learned many different things, among which I would say system thinking approach and working in multidisciplinary team are the most valuable ones. By combining different expertise and taking an approach where we look at the objects from different perspectives and in relation one to another, one can truly understand where the integrated solution lies.

Before this experience I've seen sustainability as something vague, mostly connected to new technologies and construction strategies in order to lower the energy consumption; a new business case. At Except I've seen a different side of sustainability, I've learned that it's not something we add to our product, but is a way

or working and thinking, way of living.

During my internship I've worked on big scale urban project, which was quite a challenging, and it gave me a good insight in developing such projects. I've learned how to work better in order to come up with integrated solutions that not only solve the problems pointed out but also create added values that enrich our living environment and work.

All in all it was one of the most interesting experiences that taught me a lot and enriched my personal and professional life.

Maarten Bruinsma | Master Industrial Ecology | Delft



When I joined the Except Academy I had a lot of expectations, some based on what I had heard and read, other based on what I was hoping to learn. In general, I was expecting to work on an existing real-life urban redevelopment project within Except, during which we would look into sustainable solution opportunities to improve a neighborhood, together with Exceptionals. I knew it would be a project which I would carry out with other students with different backgrounds, and I was hoping to learn from their insights, as well as from Except's SiD methodology and the experience of Exceptionals.

Looking back, I can see that the project coincided with a lot of my expectations, but has also been surprisingly different in some aspects.

At the core, it has always been a project on urban redevelopment, but where I expected to work with spatial and technological improvements in collaboration with stakeholders, the project quickly turned out to be mainly a social assignment! Also, since the project was still being set-up, we were given a high amount of freedom with both setting the goal and carrying out the project. So instead of joining an existing project and work together with Exceptionals, it turned out we would partly create our own project under the supervision of Exceptionals. This gave us a lot of room to incorporate our personal goals and expectations, but also had as a consequence that a clear assignment and project structure were missing in the beginning.

Project management rather than carrying out a specific assignment was therefore at the core of the project from the outset, and has remained an important challenge throughout the project's course.

All in all I have learned a lot at Except, especially with regards to project management and collaboration within a group and with stakeholders. I have experienced how projects are formed outside of the academic world, and I have seen how systematic thinking can be applied in real-life situations, which was a very interesting and valuable experience. Finally, and equally important, I have learned to work with the SiD methodology on a basic level by applying it during the project, and I have had an introduction into how a collaborative like Except operates.



TOM BOSSCHAERT MSc MARCH

Tom is the founder and director of Except, and the visionary force behind its development. He started Except with the ambition to find more effective solutions for pressing societal challenges using systems understanding, innovative design, and multi-disciplinary cooperation.



**CHANTAL KLAVER,
NEW LEARNING & LEISURE EXPERT**

Chantal wants to make a difference; she is passionate about facilitating Change processes and integrating social media. During her career in healthcare as a HR Manager she was offered the opportunities to develop the HR department. Having a lot of fun doing this she decided to start as a independent Business Administration Consultant.



**MEREL SEGERS MSc, INDUSTRIAL
ECOLOGIST AND DESIGNER**

Merel's main goal in life is to contribute to a sustainable future. She will only be happy when she's working on that... which is exactly what she does at Except: working on the big picture. Her expertise stretches from problem analysis and strategy formulation to concrete activities like writing and graphical work.

PEOPLE BEHIND EXCEPT ACADEMY



MAX SENDEN, GRAPHIC DESIGNER

When he was a child Max would often escape city life and lose himself in the Dutch landscapes. There he became fascinated with how humans interacted with their surroundings and their desire to bring order to chaos. Nowadays he's an all-round graphic designer who's mission is to promote critical thinking and reinterpreting our image culture.



MARTA SUANZES, MARCH

Marta brings to Except her skills as an architect and engineer. She is able to work in variety of areas such as graphic design, urban planning, and architectural design, including the development of infrastructures required by a wide range of projects.



**ROY VAN PAMELEN B. MCD,
URBAN AND SOCIAL DEVELOPER**

Roy is passionate about connecting people and making challenging ambitions happen in a sustainable context. Complex projects need people with different backgrounds and different expertise to work together. Roy guides this process with experience and pleasure for teams of people.



**CARMEN VERCAUTEREN,
INDUSTRIAL ECOLOGIST**

Carmen is an Industrial Ecologist with a big heart and a scientific mind. With her care and insight she aims to create opportunities for a flourishing world, and inspires others to join her. Carmen facilitates teams by adding analytical, critical, and systems thinking, and her enthusiasm and diplomatic posture encourages people to work together.

*We would like to thank all of you
for your help and generosity. This
book is made possible by you.*

*You gave us the opportunity not
only to discover and understand
better Zevenkamp, but also to
meet the core of the neighbor-
hood: the people.*

*bla bla bla
bla bla*



Interviews and BIBLIOGRAPHY

Interviews

During our investigation we met with many people and organizations to gain their insights and learn about Zevenkamp. All planned interviews and meetings are indicated here.

16/09 - Centraal Wonen Zevenkamp - Karel Slot, meeting
18/09 - Gebiedscommissie - Corstiaan Breedveld, interview
20/09 - Centraal Wonen Zevenkamp - Karel Slot, tour
25/09 - Anne Bruin, interview
27/09 - Neighbours day - several residents, informal meetings
06/10 - Makers en Doeners - Marjanne van Ginneken, interview
06/10 - Repair café - Aad van Mourik, meeting
07/10 - Gebiedscommissie Area Networker - Jennie Greevink, interview
07/10 - Dock - Anique Schelling, interview
29/11 - Salvation Army - residents, informal meeting
09/10 - Bewoners Organisatie Zevenkamp - Volunteers, meeting
09/10 - Buurtsteunpunt - Volunteers, meeting
09/10 - Doc.Shop + Youngsters - Tour
14/10 - Buurtwerk/Youngsters - Miranda van de Peppel, interview
14/10 - Buurtwerk/Youngsters - Sebastian Combrink, tour and meeting
14/10 - Buurtwerk/Youngsters Nesseland - Ambulant worker, meeting
17/10 - Bewonerscommissie 7kamp - Aad van Mourik, tour and meeting

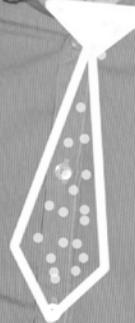
20/10 - Anteneh Getnit, meeting
21/10 - Gebiedscommissie - Corstiaan Breedveld, interview
21/10 - Buurtsteunpunt - Patricia de Jong, interview
21/10 - Police - short meeting
22/10 - Service Dienst Werk - Mandy Smith, e-mail conversation
22/10 - Maatschappelijke Dienstverlening Alexander - Johanneke Kamp, e-mail conversation
22/10 - Pameijer - meeting
23/10 - Woonstad - Debby Smit, interview
23/10 - Woonbron - Eric Walter, interview
23/10 - Vestia - Martin Spierink, interview
19/11 - Shopowners association - Fernande van der Pluijm, interview via e-mail
29/11 - Salvation Army - residents, informal meeting
29/11 - Wollefoppengroen & Co. - Frenk Walkenbach, meeting
02/12 - Buurtwerk/Youngsters - Sebastian Combrink, meeting
11/12 - Youngsters - Miranda van de Peppel, meeting
11/12 - Makers & Doeners - Marjanne van Ginneken, meeting

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COLOFON



Rabobank

Except - Integrated Sustainability

Stadhuisplein 15
3012 AR Rotterdam
010 - 7370215
info@except.nl
<http://www.except.nl>

Core Research Team:

Maarten Bruinsma
Sylvie Herzet
Antonia Sore

Supervisory Support:

Tom Bosschaert
Chantal Klaver
Roy van Pamelen
Merel Segers
Max Senden
Carmen Vercauteren

Text:

Maarten Bruinsma
Sylvie Herzet
Antonia Sore

Graphics:

Maarten Bruinsma
Sylvie Herzet
Antonia Sore
Marta Suanzes

Layout:

Antonia Sore
Marta Suanzes



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*each one of us has the ability
to influence change,
a single act at a time...*