



CATCH

an Interreg North Sea Region project

Good practice:

Community building strategy:

activating society and professionals
towards climate resilience

Zwolle, Netherlands 

In leaps and bounds to a water sensitive city

ABOUT THE PILOT

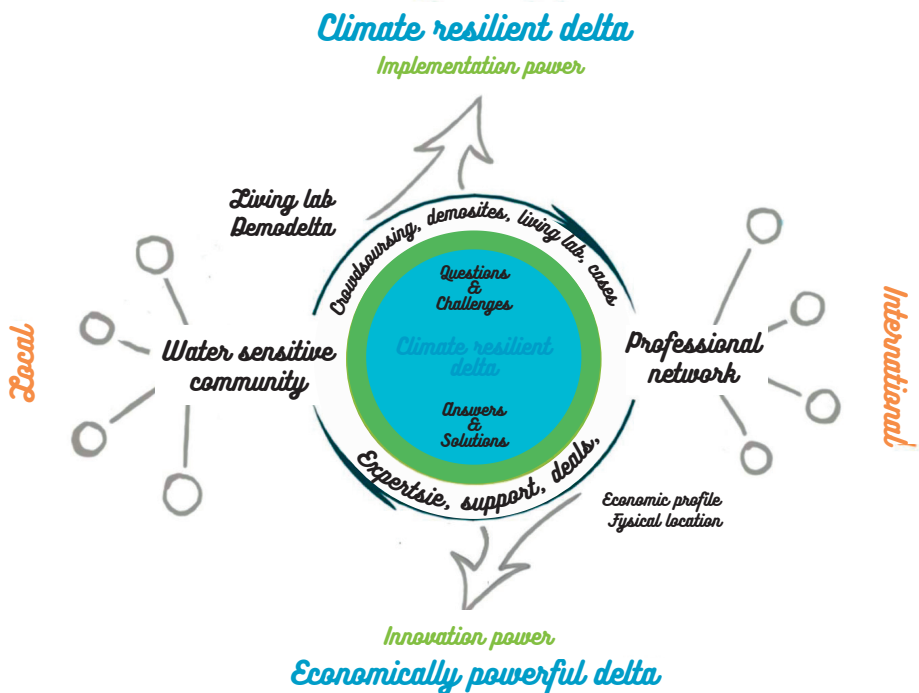
Zwolle developed a long-term climate adaptation strategy at city level. A strategy that integrates measures at all levels (from dikes to rain barrels). An important component of the climate adaptation strategy is community building. It is one of the measures that is especially important at local and household levels in the journey of becoming a water sensitive city. We therefore developed a community building strategy (CBS). The CBS addresses three main (types of) communities: the local communities, the community of water / climate professionals and a regional "delta community". Each of these communities has its own needs and requires a specific approach to trigger and build them. The CBS directs and structures activities also with the help of tools such as the serious games we developed within CATCH: our mobile climate escape room and the Garden Battle.





POSITIVE OUTCOMES FOR OUR RESIDENTS AND ORGANISATION

- For our own organization the community building strategy structures a wide variety of activities and helps to choose tools and target groups.
- The strategy lays a foundation for the regional network to develop further cooperation and link local communities with professional communities
- The strategy also provides a basis for citizen science.





LESSONS LEARNED

- Implementation of the community building strategy really works to raise awareness.
- It is sometimes difficult to link the community building strategy to climate adaptation programmes due to sectoral programmes.
- Still on our wish list: adding citizen science to update the community building strategy.

Project leader Renate Postma: “Particularly the coherence of all kinds of activities and target groups becomes clear and is really helpful in raising awareness for climate adaptation!”



More information

Contact: klimaat@zwolle.nl

Or visit our website:

www.climate-campus.nl/en/initiative/zwolle-and-climate-campus-in-european-catch-project-about-climate/

