



European Regional Development Fund



EUROPEAN UNION

COMMUNITY BUILDING STRATEGY

West-Overijssel

A strategy for Climate Campus partners in the delta of the IJssel and
Vecht and wide surroundings, from region to city and
from area to neighborhood to street level



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About

Within the Catch Interreg North Sea Region program , we investigate how medium-sized cities can anticipate on climate change and extreme weather conditions. With this project we are looking for answers with waterboard Vechtstromen, province Overijssel, University of Twente and the municipality of Enschede and 7 European partners from Germany, Denmark, the United Kingdom and Sweden.

The Zwolle pilot focuses on the question of how to use community building, a serious game and a city debate to take the movement in the city further. There is already a growing movement in Zwolle to find joint solutions to new issues like climate adaptation. With community building we want to stimulate this wider. Moreover, with this pilot we want to learn how community building can be used intelligently. To this end we have developed a community building strategy in this paper. It is a description of the method we already use in the city, which we can test and expand thanks to the Catch Interreg NSR project.

An important 'player' in the community building is Climate Campus, a network of over 40 parties who want to work together to create a resilient delta and region in West Overijssel. The aim is for the region not only to be able to withstand the impact of climate change, but also to make smart use of it and to be able to use challenges as opportunities for tomorrow's society. Zwolle is one of the founding fathers of this network and is itself a Climate Campus partner.

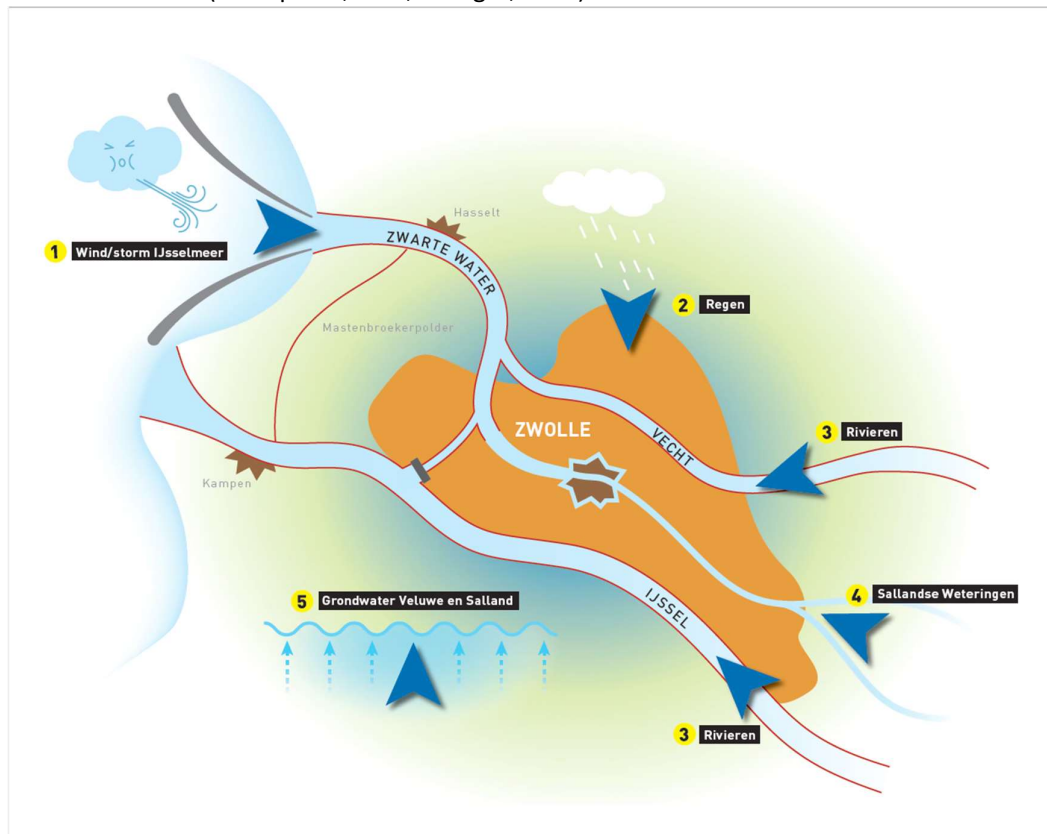
Within Climate Campus we are experimenting with new forms of governance, connecting the professional community of Climate Campus with the wider delta community. The challenge is how to organize the cooperation between the 5 'O's at the front end and make it the starting point of all initiatives. By opting for this in all subsequent phases, cooperation can generate a great deal of added value, both in the process and in the end result.

The community building strategy is aimed at stimulating and strengthening communities in which the 5Rs cooperate in new ways to tackle challenges in society.

New governance, everyone is talking about it, this region is doing it!

Introduction

Currently, half of the world's population lives in deltas, coastal and riverine areas, and this percentage is expected to rise to seventy percent by 2050. Worldwide, deltas are economic hubs that are very vulnerable due to the expected climate changes (rising sea levels, more extreme weather, more runoff via the rivers). This also applies to Zwolle, city in the delta of the IJssel and Vecht rivers, which form the northern branch of the Dutch delta. From the hinterland, moreover, the Sallandse weteringen flow to and through the city. Climate change means more water over the rivers and more extreme weather (downpours, heat, drought, wind).



The traditional, large-scale approach of "building dikes and pump" alone will not suffice in the long run. In order to remain a healthy, attractive and robust city in the future, many small-scale measures must be taken locally in a smart mix, such as disconnecting rainwater, greening, shading and water storage: the new delta works. Innovations are also needed in the (waste) water system. In addition, half of the city is private land. It is therefore not only the authorities that are faced with this task, it requires residents, authorities, entrepreneurs, educational and knowledge institutions to work together.

This requires a great deal of cooperation, based on the awareness that everyone is needed to make the city climate proof and to make use of opportunities to take the city to the next level. This requires a new way of thinking and acting, with collaboration as the benchmark. What kind of communication and community building strategy is needed to get this movement going? This Community Building Strategy explores and elaborates the first steps.

This Community Building Strategy was created as part of the Interreg North Sea Region (NSR) project CATCH. In this international project, 7 regions and cities are working together on making their 'mid-sized cities' climate resilient: the answer to extreme weather conditions caused by climate change.

1 Our delta

The history of our IJssel-Vecht delta is coloured by a long tradition of cooperation regarding water issues. People knew how to find each other, not only for reasons of survival, but also because of trade and prosperity. Think for instance of the Hanseatic period. There has always been a great interest in working together. And now we face a new challenge together: climate change. To keep our feet dry and remain an economically powerful and attractive delta, we will have to work together again.

This realization led to a movement of people and organizations in the IJssel-Vecht delta in 2014 who want to help adapt our living environment to the changing climate: Climate Active City (KAS). Over 40 organizations launched an Action Program with over 30 initiatives in early 2015. This movement was ratified in June 2017 by establishing the Climate Campus, a network organization of 43 parties from the 5 O's (Entrepreneurs, Education & Research Institutions, Governments and 'bottom up'). In the National Environmental Vision this area was profiled to the Ministry of the Interior and Kingdom Relations with the proposition 'Climate proof growth region Zwolle'. Climate adaptation is urgent for Zwolle and the region and is expressed in for examples new landscape, such as overflow areas that can be developed recreationally. Think of Reevediep near Kampen and Breezicht in Zwolle. But also the 40 Rainwinners in residential area Breecamp are good examples, rainwater fences that were built thanks to cooperation between government, corporation and market. Or the Climate Tree in Bernisse and Kleine Alm.

We are a frontrunner region in the field of climate adaptation and profile ourselves as an (international) Demodelta (see also the Demodelta booklet, available at <https://www.climate-campus.nl/welkom-in-de-demo-delta-van-regio-zwolle>). For example, the Kampen Flood Brigade is living proof of the delta identity and frontrunner status - there is still a certain awareness that needs strengthening.



There is also political ambition to excel. This will enable us to attract funds for climate adaptation, compete with other regions as a liveable delta region, develop and exploit opportunities for a 'blue economy'. Strong communities connected to the professional world make it possible to excel.

That is why we use community building, which literally means strengthening communities. This way, we reconfirm the delta identity of needing each other. In order to work together in professional communities as well as at neighborhood and district level, and with different governance, on the challenge of building a climate-proof, thriving delta for and with its inhabitants.

2 Community Building

2.1 What is community building?

Communication usually focuses on raising awareness and bringing projects, events, etc. to the attention of stakeholders. Community building goes further and focuses on tracing (emerging) initiatives or triggering, positioning and connecting stakeholders to take initiatives, in this case towards the climate adaptive city. We do this based on the conviction that the city does not belong to the government but to its residents, and that a government cannot solve these problems alone. Also solutions with multiple owners are more sustainable and generally give more satisfaction.

Community building literally means strengthening communities. For this we need to understand:

- What engages people, moves them and holds them back (people work).
- What is needed for initiatives (customization in terms of content and process).
- Where smart combinations can be made.
- Where new initiatives can be born.

Above all, we want others to find and strengthen each other. So the movement itself must also be facilitated.

2.2 New 'governance'

Community building requires a different role of the government: a new 'governance', networking and facilitating. This governance, which is necessary to accelerate climate adaptation, is characterized by

- Collaboration as a benchmark, right at the start of an initiative and continued in all follow-up phases.
- Integral scope (in connection with other goals such as green and socio-economic goals).
- Two-way traffic (top down and bottom up), in which projects in the city are not only the end result, but often also the beginning of new initiatives, making them more organic and flexible.
- Ownership / financing is in the hands of the various parties (5 O's).
- Goal-oriented (goals are formulated in such a way that they can be used as building blocks for projects, initiatives and area developments).
- Projects originate from different parties (5 Os) for various reasons.
- The current system is more complicated to justify administratively. The climate adaptation strategy primarily translates the vision/ambitions into goals and details how to achieve them within the new governance model.

2.3 What do we want to reach with community building from CATCH?

The Interreg NSR project CATCH is based on the Australian framework 'Water Sensitive Cities'. The framework has 3 pillars:

1. Cities as catchment areas (water systems).
2. Values of water (ecosystem services).
3. Water Sensitive Communities and Networks (Community building - Climate Adaptive City).



The pilot project in Zwolle within CATCH focuses on the pillar: climate-adaptive communities and networks, where water/climate becomes part of the DNA of a city and its residents and businesses. Here, it is not only necessary to build, live and work in a climate-proof manner, but also to use climate change as an opportunity. Both in the socio-economic and physical dynamics of the city, this DNA is expressed and becomes visible in the city.

The Zwolle Adaptation Strategy:

https://issuu.com/zwolle9/docs/zwolse_adaptatiestrategie_2019
elaborates on how we will work towards the Climate Sensitive Community and Delta in the coming years.

The Community Building Strategy maps out what is needed to move and reinforce the community (communities) around climate adaptation in our delta.

In addition, one element of this will be implemented within CATCH: a pilot at neighborhood/street level, using a serious game and urban debate to activate citizens to take measures in their own neighborhood/street/garden.

Catch pilot Zwolle



2.4 Success factors in Community Building

For the further development of the Climate Active City, we make use of the "Success Factors of a Community" from the presentation by Esther Barfoot for Water Sensitive Rotterdam. In her definition, a community is: *A mix of enthusiastic residents, professionals, government, visionaries and*

creative people who co-create on an equal basis and spread the ideas. A community that enables people to belong and contribute to something and derive joy from this, so that social change becomes ingrained in people's fibres and is established sustainably.

Based on 9 success factors, we outline what we are already doing and how we will proceed.

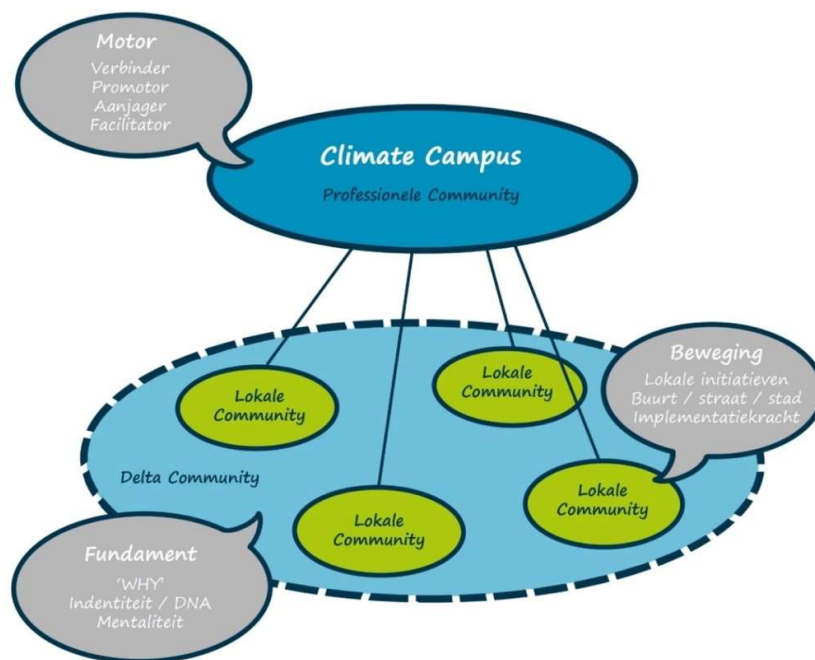
1. A **convincing reason** to exist is the realization that we live in a delta and face a new challenge due to climate change.
2. **Start with a bang** / create something together: The 'bang' for the Climate Active City movement was the work session and signing of the Declaration of Intent for the Climate Active City. The 'bang' for the Climate Campus was the signing of the Declaration of Intent by more than 40 parties in the region, who together said yes to the ambition of making the delta climate-proof. There are always new moments, such as the establishment of the Foundation in 2018 and the launch of the Climate Campus action programme.
3. **Physical location**: from the start, BrainZ in the Spoorzone has been the home base of the Climate Campus, with temporary accommodation in the Climate Hangout in the city centre in the summer of 2018. A more permanent location is certainly conceivable in the future.
4. **Online meeting place**: since the letter of intent, Climate Campus has had an online presence with a website, social media channels and a recurring news update. We are in the process of developing this further by setting up a community platform or app that makes it easy for participants to find each other.
5. **Rituals / regular meetings**: organizing regular meetings, both at the street and neighborhood level and for the professional network, creates more interaction. Think of the Climate Campus Connects events in 2019 and the demo sessions of the Team Climate Active! But also the meetings of the SensHagen project and, among others, the development of the Wet Foot Sensor by residents in Stadshagen. This strengthens the communities and the incubator function of new ideas.
6. **Larger events**: a larger event creates a new big bang, where as many people as possible from the communities meet and can be inspired to take a step further. In the summer of 2018, for example, this was the Climate Street Painting Festival. Another initiative could be the development of the Climate Escape Room, where Climate Campus partners are co-initiators.
7. **Humor & Fun**: Surprise and humor are necessary to keep people engaged and interested. Examples are the Climate Street Painting Festival of 2018 and for example the living statues at the Delta Conference or the stand-up comedy 1st Help with Climate Change during the Climate Campus Connects event in early 2019.
8. **Creativity (of a high standard) is essential**. Think of the work of the ArteZ students, Dichterbij de IJssel (Closer to the IJssel), but also what the students of WUR (Nina de Munnik, Assendorp), Windesheim and LandStede (Greetings from CrIZ) have shown. Continuing to involve students is important for the future, for example via the O of Education and Research in the Climate Campus network.
9. **Exchange data & skills**: in network meetings, Climate Campus partners are invited to share their knowledge and challenge other partners to develop new knowledge. The Citydeal meeting Knowledge for Climate is an example. Data collection and analysis is a pillar of new knowledge about the climate-adaptive delta, preferably collected with the help of Citizen Science. This is also represented in the Climate Campus network and is already manifesting itself in projects such as SensHagen and the wet-foot sensor and wet-foot map.

3 How to use Community Building?

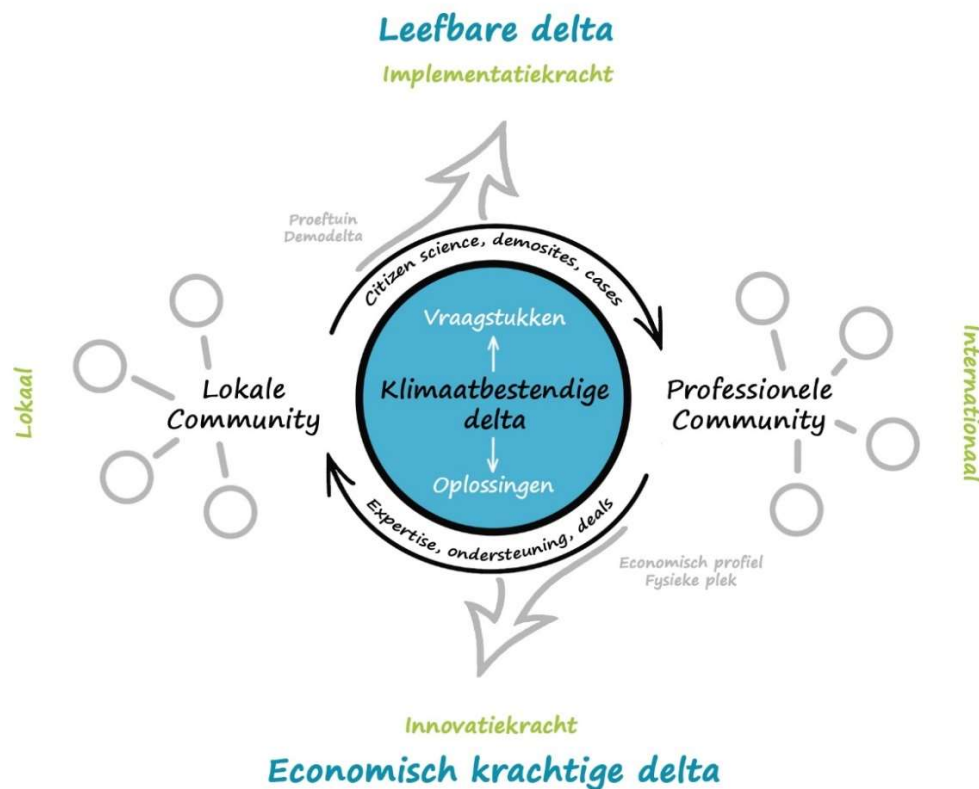
3.1 Different scale levels and communities

We work at different levels of scale: our own street and neighborhood, the delta city and the professional world. In doing so, we distinguish two types of communities, connected by the same identity:

1. Professional community (united in de Climate Campus)
2. Local communities at street, neighborhood and district level. This mainly concerns bottom-up initiatives. These can be accessed and reached with the help of the ClimateActive Team, but also through cooperation with the 5 Os and the use of empowerment organizations such as Opiniepijlers, Voor je buurt, etc.
3. The shared Delta community identity of the wider region, the Why - bigger story, of both the professional and local communities.



The coherence of these communities is that they need each other to be truly successful. We work on the basis of the common delta story. This offers scope for everyone to recognize and feel connected with this story and to participate on the basis of this body of thought. In this way, the delta story is reloaded from different perspectives and linked to the present, the past and the future. We connect local initiatives and communities with professionals, based on the conviction that strong communities are willing and able to make the future city more resilient and at the same time more social, greener, healthier and economically attractive.



3.2 Professional community – Climate Campus

At the professional level, we are focusing on community building for the Climate Campus network. There is a lot of potential in this network. More action, better visibility and a larger and stronger network are needed to fully exploit its potential. To strengthen the network, we are working on role playing and more cross-links/connections. We are doing this by facilitating frequent interaction through network meetings on relevant themes for the climate-adaptive delta. We also provide a platform where issues can be raised and where new knowledge and initiatives can be developed and we increase their visibility through various communication channels. With the help of tolls from Windesheim Honours College, we are working on new governance and role playing.

Based on the awareness that every professional (civil servant, entrepreneur, teacher, researcher) is also a citizen, these professionals from the network can play a crucial role in strengthening local initiatives and communities. In this way, the bottom-up movement continues to grow, with the aim of instigating and facilitating initiatives and connecting people, interests, ideas, knowledge, initiatives, money and measures.

This approach of the professional community is in line with the "new government" in which the government is less steering and more facilitating (from "taking care of" to "ensuring that") so that cooperation can already be established at the front end. The diversity of roles increases (instigator, initiator, facilitator, (co)financing, initiator, etc.). The trick is to connect to the energy and activities in the city and to choose the right role each time.

Ingredients for professionals:

- Realize: here in this delta, we are the ones to work together on a climate-proof delta.
- New forms of governance through active role and ambassadorship
- Demodelta as a showcase for the Zwolle region and involving parties such as Kennispoort and the Rivus work region in Climate Campus.

Partnerships such as IJVD and DPRA Working Regions are of added value if they in turn facilitate and reinforce the local movement: developing knowledge, sharing experiences, fundraising / co-financing, establishing links with regional and national programmes such as the Delta Programme, DPRA, HWBP, Agenda City / City Deal on Climate Adaptation, etc. These are networks on a regional and national scale. Experiences and results from the movement and the Climate Campus network will be brought in here.

Another important aspect of being a frontrunner is that all members of the network can promote the Climate Campus brand alongside their own organizations. A new product or service can be branded by the member's own organization and in addition carry the Climate Campus label. This gives us a wide reach in the region and the country. The ambition - to work on a climate-proof delta - will thus quickly become clear and recognizable. It also attracts resources and activities to the region. Climate Campus can thus develop into a high-level label for climate adaptation.

3.3 Delta community

Our shared history with water (the 'delta story') offers professionals and professional organisations inspiration from the past to test ideas, products and services in pilot projects with residents. In this way, they develop new knowledge and innovations that are economically interesting. They also contribute to the climate-proof delta, the strengthening of the delta identity and the further expansion of our demo delta.

Ingredients for the Delta community:

- Awareness: here we are, aware of your roots and identity - profile, branding
- Red thread from past - present - future
- Proud of where you come from and a motivation for the future - the nice aspects of the delta, the experience, beauty, think of ABC (Active Beautiful Clean, the slogan that is used everywhere in Singapore to keep a green, sustainable society top of mind) also on neighborhood level
- Really show it - link with culture and economy (entrepreneurial arrangements, IJssel Biennale, etc.)
- Hanseatic League as part of the identity
- Doing mentality
- Mutual trust
- Realization through implementation force

3.4 Local community – Climate Active City

The (mostly) local initiatives require a local network with a local identity. To facilitate this, we assume that the local KAS movement in Zwolle will continue to develop in parallel with the further development of the Climate Campus network.

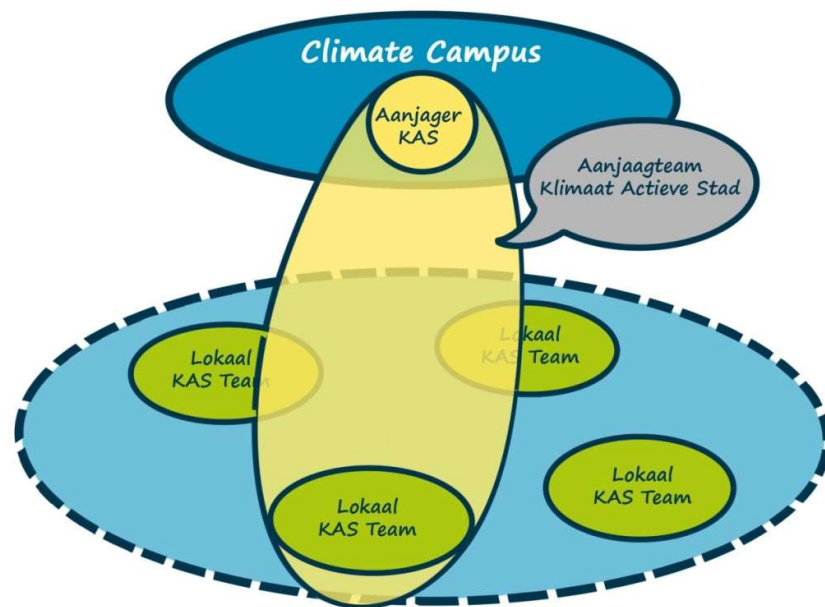
Ingredients for the local community:

- Ingredients of the Delta community at the local level
- Awareness/awareness: there is something to be improved plus action perspectives (from caring for to caring that, in cooperation) and new roles - take back ownership from the government, also think of the Right to Challenge movement: <https://www.righttochallenge.nl/> - acceptance levels are also part of this
- Integral approach with energy and circularity, etc.
- Joint strategy

At street, neighbourhood and district level, we will gradually introduce community building, spread across the delta city so that the oil slick will spread. The concept: 'Team Climate Active' plays an important role in this and will be developed from Climate Campus and transferred to other areas and municipalities in the region.

The Team ClimateActive! consists of a local team of professionals from (different) governments and a 'booster' at Climate Campus who can link local initiatives to the professional network and the delta community. The ClimateActive! team fulfils a connecting role, it helps groups of inhabitants with advice and pushes to bring the ideas from the community further

This can be done by linking parties that did not know each other before, such as initiator Christiaan



Kunze with Straatboeren, who was linked to the entrepreneurs association Hessenpoort.

We work according to the following methodology, in which local teams are formed everywhere with a permanent link to Climate Campus:

- Use Delta community identity and seek out and/or stir up initiatives in neighborhoods and streets: "We want a nicer, greener, more livable neighborhood".
- Team ClimateActive! visits the neighborhood and discusses wishes and possibilities.

- By means of a fun activity (fun factor), the ClimateActive Team helps the neighborhood to implement their most important wish themselves, under the motto "start small" so that the feeling 'it tastes like more' will start to appear. If necessary, helpers from the Climate Campus and other networks are called in to facilitate progress, without taking over. The focus is on increasing interaction in the neighborhood with enjoyable activities in which more residents would like to join.
- Visibility of the neighborhood and the initiative is stimulated so that it is seen and receives positive appreciation from a wide audience of peers, residents with whom a neighborhood can identify.
- We also look at how the story of the neighborhood fits into the delta story and how it can give meaning to it.
- Successes are celebrated and follow-up activities by the neighborhood are assessed, also in other streets and neighborhoods.

This method can be followed in every municipality in the region, where the leader of a new Climate Active! team from Climate Campus is the permanent link in the chain. He/she can introduce the method in new municipalities by learning by doing in cooperation with the officials involved and with people in the local communities.

4 Implementation

4.1 Starting points

Based on the above, the community building strategy will be put into action. Ideally, we would like to use the method described, but not everything can be done at once. This method does, however, make it clear what the common thread is, the reasoning behind the community building. This makes it easier to make choices and to decide what to do or not to do when opportunities arise. Leaving space for ideas and opportunities that come along and fit into the vision (e.g. Climate Street Painting, Hanseatic Charter, international, etc.) is crucial. This elaboration therefore is a handhold, but not cast in stone.

The first steps for implementing community building relate to:

- Story of past-present-future, including showing the past, making examples visible, awareness of the city's dykes, how to look back at history and how it translates into the future (e.g. bulkhead beams old and new, etc.).
- Perspective, both on a neighborhood level and on a delta level, like what the Climate Campus can do.
- Inspiration: exemplary projects as ingredients of the demo delta, good practices on the map.
- This generates action perspectives for all parties, what can be done by you (empowering, and imagining, a la Sense of place).
- Togetherness and meeting - events, also in physical development of meeting places.
- Citizen science projects.
- Physical place - meeting place for the delta identity, where you can get inspiration and information to increase your knowledge, get support, supporters, etc.

There are now over 40 partners within Climate Campus, but it is also desirable that the network is known to a much wider audience because ultimately everyone can and should contribute. After all, we are striving for a Climate Sensitive Community. In addition to a general public campaign, we want to approach chain partners to supply products and services for the benefit of the Climate Sensitive Community (i.e. for residents and companies).

Smart combinations of data can lead to innovation and creativity. There is still little data for climate adaptation. There are project ideas with sensors, which generate the data we need and at the same time contribute to awareness. Financial innovation is also important. We are looking for new earning models with partners in the chain, but there is also much to be gained internally by government and other administrative bodies (integrated budgets, bottlenecks in procurement rules versus innovation, etc.).

Finally, where possible, we want to look for connections to existing associations and clubs, such as weather amateurs, historical societies, etc. Historical societies, for example, study maps and look for old footage. They could, for example, look into the water history.

In the tables below, the products and activities and the communication channels are shown. For each type of community, it is indicated what is added to the community building. The green boxes have been completed or are in progress. The blue boxes were included in the 2019 work plan of the Climate Campus, with some parts still needing funding from outside Climate Campus (e.g. from

governments). The remaining products and activities should be programmed through Climate Adaptation Programme (2019 and beyond), Climate Campus Work Plan (2020 and beyond) or otherwise.

4.2 Products and activities

Products and activities	Professionals CC	Delta identity community	Local community
Website CC	Online meeting place, window display.	Online meeting place and proof this is what we are about, implementation power.	Question library, but also exposure of initiatives. Inspiration. Exchange of data and skills, to experience the strength of the community.
International part on website CC with a.o. Hanseatic charter of Kampen	Interesting network and starting point, example for other delta's, international showcase.	Hanze is part of the identity, economic opportunities and in revitalize in future. Being part of a larger, international part in light of the worldwide challenge.	Fundament / undercurrent, 'this is what we are about'.
Public campaign	To support the demodelta to which professionals commit / being active / place to be	Campaign based on the delta story, together we are facing a new challenge in our delta: awareness and owning the problem.	Support of the movement: to inform, this is the challenge, this is what your initiative is contributing towards, being meaningful.
Climate Street Painting as a returning signature event	Demodelta, example of community building,	Confirmation of the delta identity and showing new ways to the future.	Breeding ground for Initiative.
Bidbook booklet	Demodelta and the reason why. Why you should have been here, should be here and must be here even more in future. Breeding ground for innovation.	Story of the delta, past, present, future. The mission. Shared roots.	The story, the Why. Reason to be, the base of wat connects.
Personal stories in podcasts, booklets, etc.	Personal stories of professionals, confirmation and recognition of the delta identity.	To make Delta identity personal through stories of inhabitants and entrepreneurs in our delta.	Recognition and confirmation of the delta identity.
Window demodelta	PR projects / network, proof of "place to be", example to other delta's, inspiration	Proof that this what we are about, that we have implementation power and that we are adaptive.	Proof that this what we are about, preview of the future, inspiration, invitation to become active.

Serious game / Digitale Twin(CATCH pilot Zwolle)	Demand of products and services from the community.	Picturing the shaping of the future delta / citizen science, how to contribute.	Active perspective / building a future neighborhood + implementation perspective + awareness of one's own role.
Use tools Windesheim honours College (taking on role, Value creator, etc).	Experiment with role taking and get new insights.	Confirmation: look, this is really us! Become proud.	
Routes / excursions (incl. bus tours for inhabitants), via a new 'desk'.	PR / place to be and realization of all that is going on in the demo delta. Proud.	Proof – to experience the delta identity of which you are part of.	Experience the delta identity / demo delta / realization that you are part of this.
Develop and improve apps (made by students).	Reconfirm demo delta, being part of it.	Make the invisible visible (water and delta), past-present-future.	Experience the demo delta and identity and history (sense of place)
Inspiration sessions	Depending on speaker /subject	Depending on speaker /subject	Depending on speaker /subject
Physical place (for CC this is BrainZ, however for long term and other communities less suitable)	Meeting place, breeding place, operation base.	Window display and front door / desk	Window display and front door / desk
Eyecatchers public ruimte ('talk of the town'), e.g. water swing, water wall, Paintings under bridges, etc.	Inspiration, challenge and 'I want to be part of this' (Fear of Missing Out FOMO)	Statement, good story to tell, prominent landmark (Eiffeltower effect)	Good story to tell, prominent landmark (Eiffeltower effect) proud to be part of this.
Citizen science events, like Senshagen and Nattevoetenkaart	Relevant input provided by community	Working together in the delta, everyone is relevant and contributes.	To be meaningful.
Into the are with the 'Flashteam'.	Legitimation of what professionals do. N.B.: frame this well!	Make us of momentum (flashteam) as connection to future task.	Interpretation of what is happening, to start the dialogue.
Make us of energy for example with Opiniepijlers	Relevant input for local professionals (housing corporation, gardeners, community teams, etc.)	Collect images and stories / keep connection / find triggers	Make sure community feels heard, and encourage thinking about the problem (trigger for action), connect to what is going on.
Empowerment, Voorjebuurt, Mijnbuurtje, Professionel citizen	Demand of knowledge, products, services / use knowledge for the community (meaningful, purpose driven)	Hands on mentality, implementation power from past to present to future.	Encourage action in neighborhood and connect individuals.

Congresses within the delta	Stage for reputation and sharing knowledge, ambassadorship Demodelta – place to be (FOMO)	Proof of ‘Place to be’	Being aware of reputation and trackrecord of demodelta, proud
Reception of delegation, taskforces	Stage for reputation and sharing knowledge, ambassadorship Demodelta – place to be (FOMO)	Proof of ‘Place to be’	Being aware of reputation and trackrecord of demodelta, proud

4.3 Communication channels

Comm. channels (partly to be developed)	Professionals CC	Delta identity community	Local community
Interactive platform CC and/or smartphone app	Online meeting place, window display	Online meeting place and proof that this is what we are about , proof of implementation power	Question library, but also exposure of initiatives. Inspiration. Exchange of data and skills, to experience the strength of the community.
Social media channels	LinkedIn, Twitter, Whatsapp, Youtube	Facebook, Instagram, Twitter, Youtube	Whatsapp, Facebook, Instagram, Twitter, Youtube
Newsletter	Newsletter CC	Content on Youtube and spread through social media	
Traditional Radio and television and journals	Press releases, building relationships with local, regional and national press		Being informed by media
Online relevant websites	Develop relevant (snackable) content and spread via websites and platforms of connected CC-partners and their media network.	Develop relevant (snackable) content and market delta to websites and platforms in the region and outside the region.	Connect local websites of initiatives and neighborhoods.
Slideshare presentation	Enlarge Peer-to-peer network.		
Events (being present at events within and outside the region e.g. Deventer Knowledge festival, etc.)	Reputation, branding, stage for ideas and demodelta.	Reputation, branding, stage for ideas and demodelta. Identity.	
Label (will it be quality mark or identification mark, see public campaign)	Make trackrecord visible.	Demodelta content, make visible	Feeling of belonging, doing well, being part of it.

Wishlist			
Klimasail? Connect Sail Kampen?			
Trailer Delta			
Branding / Citymarketing delta			
'Guru'			