



### **Titel uitleggen**

Science shop projects are aiming at social change: to improve the position of less favoured people. So I will argue that these people are best helped by stimulating their ability to reflect on their position in society, more precise on their position in the process of change they are in.

### **Onderwerp: Bewoners maken het groen**

#### **Spreker: Derk Jan Stobbelaar**

Derk Jan Stobbelaar is lector bij Hogeschool van Hall Larenstein (onderdeel van Wageningen Universiteit en Research Centrum). Hij is tevens auteur van het boek 'Bewoners maken het groen'. Het centrale thema van 'Bewoners maken het groen' is de manier waarop groepen buurtbewoners het voor elkaar kunnen krijgen om groene projecten te realiseren. Tijdens zal presentatie komen de succes- en faalfactoren voor het realiseren van groene projecten aan de orde.

Lector is een soort hbo hoogleraar. Lectoraat Geïntegreerd Natuur en landschapsbeheer: zien van kansen in maatschappelijke ontwikkelingen om natuur en landschap te ontwikkelen.



I work at the University of applied sciences Van Hall Larenstein in Velp (near Arnhem) in the Netherlands, one of the greenest universities of the country.

Action Research as the science shop conducts, suits us very well, because the application of knowledge is included in the science process.

Our main task is to educate people, but....





We also produce results of our applied sciences. So now and then we also publish books etc. Participation is a major topic at the moment.

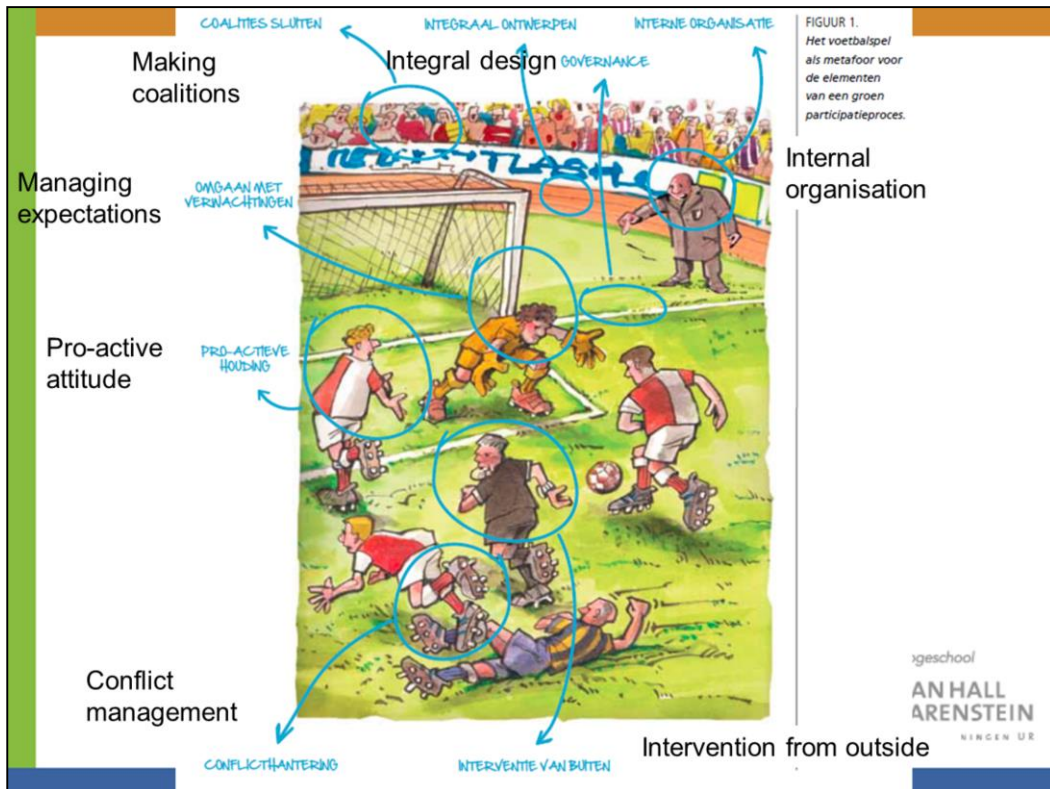
My presentation is mainly about this book *Bewoners maken het groen*: inhabitants make it green. (in Dutch it is a word joke). Which is essentially based on several science shop projects.



So the core issue of my presentation is empowerment. Empowerment is best served by helping people to understand their position in society and to help to react on that.

Empowerment is: the process of which enables individuals/groups to fully access personal or collective power, authority and influence, and to employ that strength when engaging with other people, institutions or society. In other words, "Empowerment is not giving people power, people already have plenty of power, in the wealth of their knowledge and motivation, to do their jobs magnificently. We define empowerment as letting this power out."<sup>[17]</sup> It **encourages people to gain the skills and knowledge that will allow them to overcome obstacles in life or work environment and ultimately, help them develop within themselves or in the society.**

From: Blanchard, Kenneth H., John P. Carlos, and Alan Randolph.  
*Empowerment Takes More than a Minute*. San Francisco: Berrett-Koehler, 1996.



So, what is their position.

In the book *Bewoners maken het groen* we compare participation with a football game. In a football game, like in participation processes, the elements are attached to each other and together they make that the game can be played in the right way – or not. My main message is that if you see the coherence between the components of the participation process, you are better able to play the game.

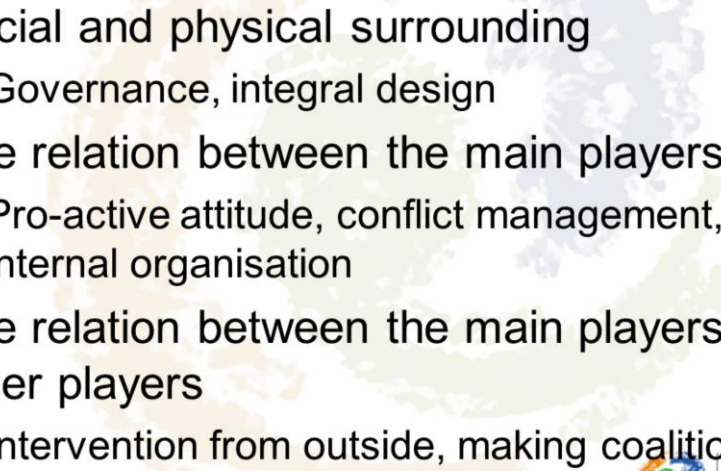
- 1 If you want to win, that is to say if you want to establish your green project, you should first of all know what are the rules. In real life that means that we live in a governance situation. In a governance situation everything is multiple: multiple stakeholders, multiple policy levels involved, multi-faceted (different ideas about the problem really is), etc. etc.
2. Your internal organisation needs to be in good shape. Your people should be skilled and your structure needs to be appropriate to deal with the challenges you are facing.
3. You need to be pro-active: don't sit and wait, you should be the one with the ideas. Take the lead in the process.
4. Together you are stronger, so try to make coalitions with other organisations that like to achieve the same goals, or maybe others with the same means.

5. However, working together with others with slightly other purposes and other ways of working, means that you should be very specific about the expectations you have about working together: for how long, who's involved, who is doing what, resources used etc.

6. If you cannot convince the others that you have a good idea, or you think the other has a bad idea, and things get out of hand, conflict management is needed. By the way, that doesn't always mean that you directly have to de-escalate, sometimes escalation is okay. I will come back to that.

7. If things really get out of hands, or the situation just got stuck, an intervention from outside is good option. This for instance can be done by a science shop.

8. So you need plans to convince others. But your plans will be stronger if they are integral, meaning taking into account the needs and wishes of others.

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- Social and physical surrounding
    - Governance, integral design
  - The relation between the main players
    - Pro-active attitude, conflict management, internal organisation
  - The relation between the main players and other players
    - Intervention from outside, making coalitions

Basiccaly three types of relations

These are also the chapters of the book.

- Social and physical surrounding
  - Governance, **(2) integral design**
- The relation between the main players
  - Pro-active attitude, conflict management, **(1) internal organisation**
- The relation between the main players and other players
  - Intervention from outside, making coalitions

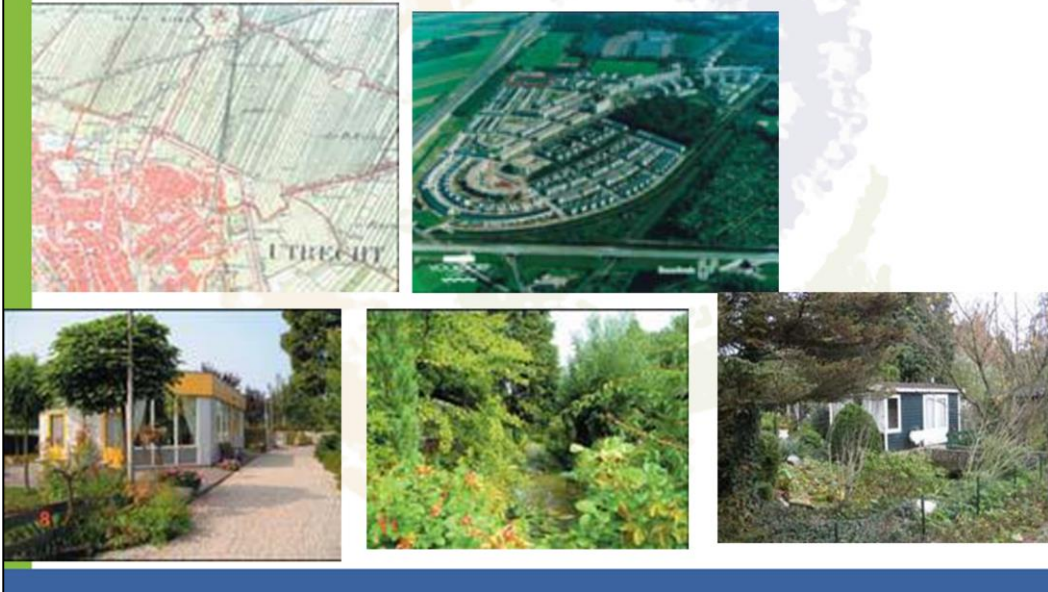


# Internal organisation



We hebben het tot nu toe steeds gehad over de noodzaak naar buiten te kijken: pro-actief te zijn, coalities te vormen. Maar dat gaat alleen goed wanneer de interne organisatie daar op ingericht is.

# Garden park Ons Buiten, Utrecht



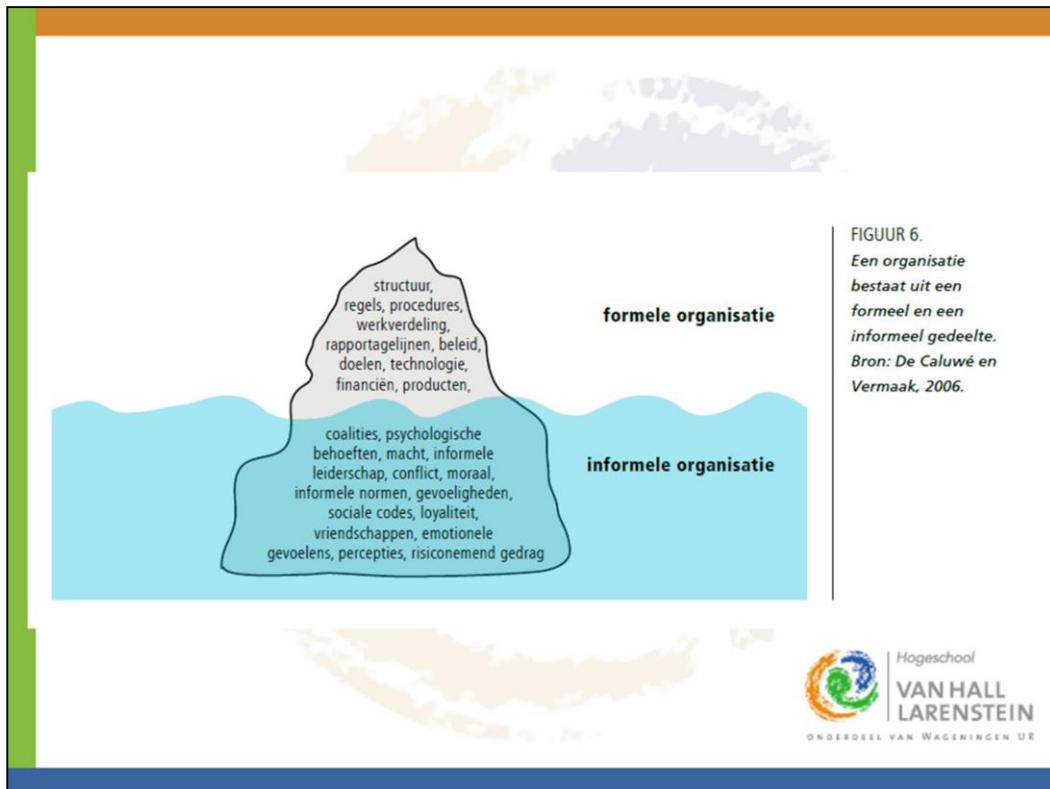
The garden park has private plots, but also communal facilities like the club house, the roads, some borders etc.

20 years ago it was situated outside Utrecht. But now the housing is all around.

They feared that the municipality of Utrecht would build houses on their garden park.

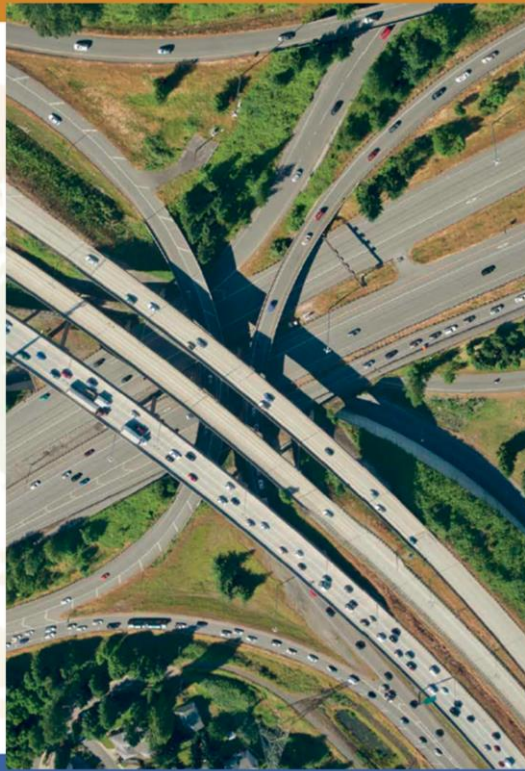
So our task as a science shop was to get grip on the values of the garden park for the city. We wanted them to communicate the environmental, ecological, social and cultural qualities of the garden park.

But the organisation wasn't capable of doing that. The focus was completely internal, on gardening. So during the project the board was replaced by people with the right skills for this job and the structure of the organisation was changed. For instance they now have a working group on communication.



One extra remark about the internal organisation is that you should be aware of the fact that most of it is hidden under the service. We made this visible one evening by asking the members of the garden park what they felt about the way things went. That helped to clear the air.

# Integral design



Green projects come into existence – as we have seen before – in the cooperation between different groups, that all have their own wishes. For a joint design ways have to be found to connect those wishes. Integral design is a good candidate for this.





Question from the science shop client: how can we manage that the sand pit is designed in such a way that it is ecological valuable and that we can use it for recreational purposes?

We rephrased that question: can we make a design that suits the needs of people and institutes in the surrounding?

These are:

Inhabitants: that want a green recreation space.

Holiday makers: long distance path, landscape park De Graven (nearby, overloaded)

Municipality: to make an end to the social unrest.

Nature organisations: connect natural areas

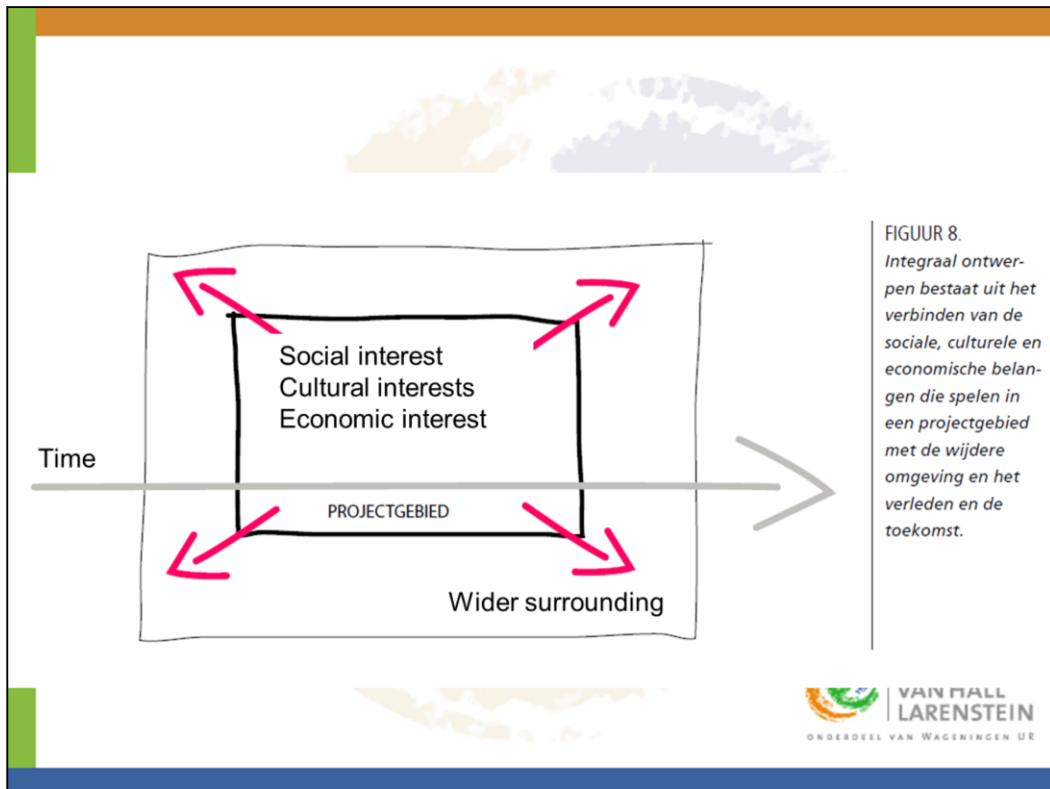
Provinces: to fight the shrinking population

Owners of the sand pit: making money.



Zie de groeven in groter verband.

Now we see parts of the plan integrated in the allocation plan of the municipality.



Integral designing means looking for solutions that suit to each other, strengthen each other, making higher profits and have an larger political and social basis. By combining elements, the design becomes better.

Tijd: tijdelijk bestemmen

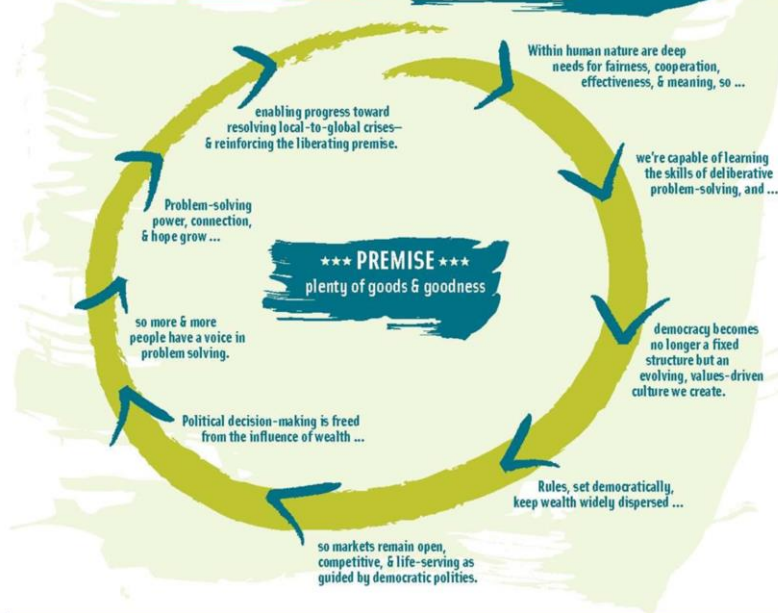
# Reflection on participation processes



These examples and others that are described in the book show that CSO's can get more out of participation processes if they can oversee that process. That means that they must be aware of the different angles that I have shown and that they understand how these are related. Then, it is possible to get a larger role in the participation process and increases the chance to make it a success.



# SPIRAL OF EMPOWERMENT



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