

Zwolle

Municipality of Zwolle

Smart Cities

BRUNO REINIRIE, YLVA HEIJMAN, MARIANA TOLKATSER, DOMINIKA SZABÓOVÁ AND LAURA RORIJE



WHAT IS #SENSHAGEN

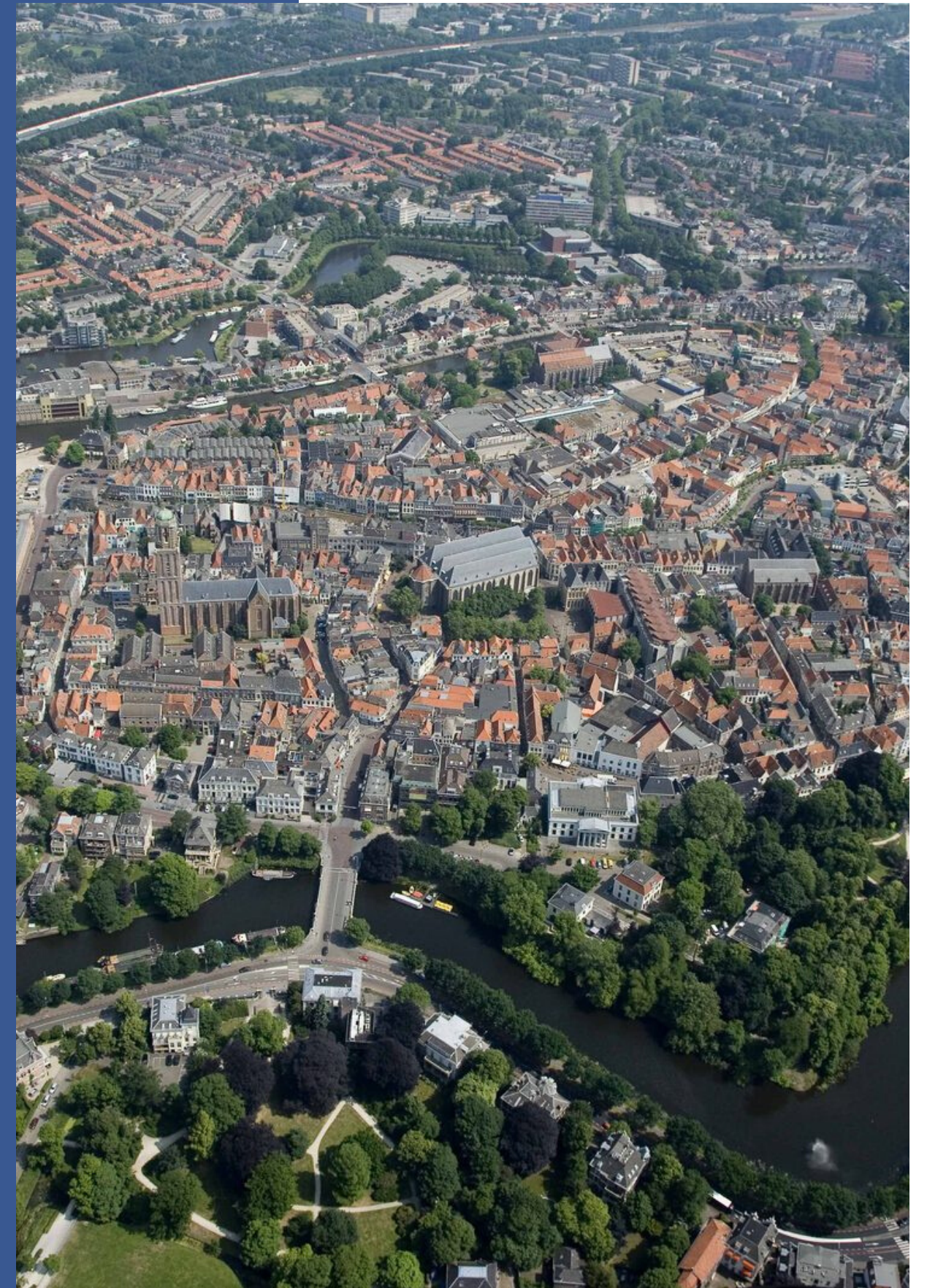
Senshagen is a partnership in which residents of the neighbourhood Stadshagen (Zwolle), the municipality of Zwolle, the KNMI and the RIVM collect data that provides insight into the climate and air quality. Residents of the neighbourhood can adopt sensors to contribute to more insight into the climate.

What is the challenge?

The municipality wants to make this project a success through out the city of Zwolle. However, they can not do this without the residents of Zwolle. But with so many different people living in Zwolle, with such different backgrounds; how can we make this project a success?

What do we want to do?

Conducting research on the 'unusual suspects': meaning citizens (living in neighbourhoods) that are not (yet) involved, or aware of, any sustainable/ climate change initiatives and where the incentives to, or to not participate in the project are (still) unclear.



Important aspects

In order to understand the depth of the issue we have analysed all the available information on the SensHagen project;

We have looked at similar projects and their results to learn from good practices;

We have looked into the background of the neighbourhoods and how they were performing on different levels.

Constraints

In the beginning the needed information was difficult to obtain, leading to delays;

Reaching the target group was difficult, due to a lack of interest from the participants;

Team dynamics were challenging from time to time, causing difficulty in the project work.

Possible solutions

Based on our constraints

More structure and planning of project related activities;

Switching to a more good practices based approach instead of waiting on the specific SensHagen information;

Focussing more on a result based way of working together and improving the team dynamics.

Based on our findings

We are currently on the final stage of this project.

The data needed to answer the research question has been collected.

Therefore, the next steps are:

- analysing and evaluating the data;
- writing Reserach Report
- writing Scenario-based advisory Report

Our stakeholders

Direct contact

● **Ian O'Hagan** – contact person from municipality of Zwolle, Information Advisor Smart society

● **Sophie Heikoop** – climate change advisor from municipality of Zwolle

● **Residents of Zwolle** - especially in the neighbourhoods Stadshagen, Diezerpoort and Holtenbroek

Indirect contact (through client)

● **RIVM** - providing air quality measurement sensors

● **KNMI** - providing sensors for measuring temperature, precipitation and wind (speed)

● **Province of Overijssel**

How did we engage with the stakeholders up to this time?

Client meetings with Ian O'Hagan

Clarifying the goal of the project, client's expectation, scope of the project and possible ways of reaching the objectives; keeping informed regarding the progress of the project

Meeting with Sophie Heikoop

Collecting background information, establishing a clearer plan of future actions.

Residents of Holtenbroek and Diezerpoort

Collecting the data via door-to-door mixed method interviews in the neighbourhoods Diezerpoort and Holtenbroek

Other stakeholders

Such as RIVM, KNMI and province of Overijssel – only contact through out the client, but never directly.





DELIVERABLES

Research Report

The research findings will be evaluated and presented in a form of a Research Report.

The role of the Research Report is to provide the information gathered from existing literature on the topic, outcomes of similar projects, background and past development of the SensHagen project, and the outcomes of the interviews with the participants.

Scenario-based advisory Report

The report will include several possible scenarios for successful expansion of SensHagen in more neighbourhoods of Zwolle. The report will be based on the conclusions from the Research Report and will serve as a guideline for the municipality in the process of further development and implementation of the SensHagen project.

THREE MAIN TAKE AWAYS

1. Being more proactive towards the client when in need of additional information;
2. Making clear result based agreements in the team to reduce conflict;
3. Having a clear vision about the end goals of the project and checking in with everyones understanding of its complexity.

