

\* FOREWORD

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2 WHY ARE YOU DOING THIS?

3 FIND THE INITIATIVES

4 OLD OR NEW?

5 WHO ORGANIZES THIS?

6 HOW DO YOU START?

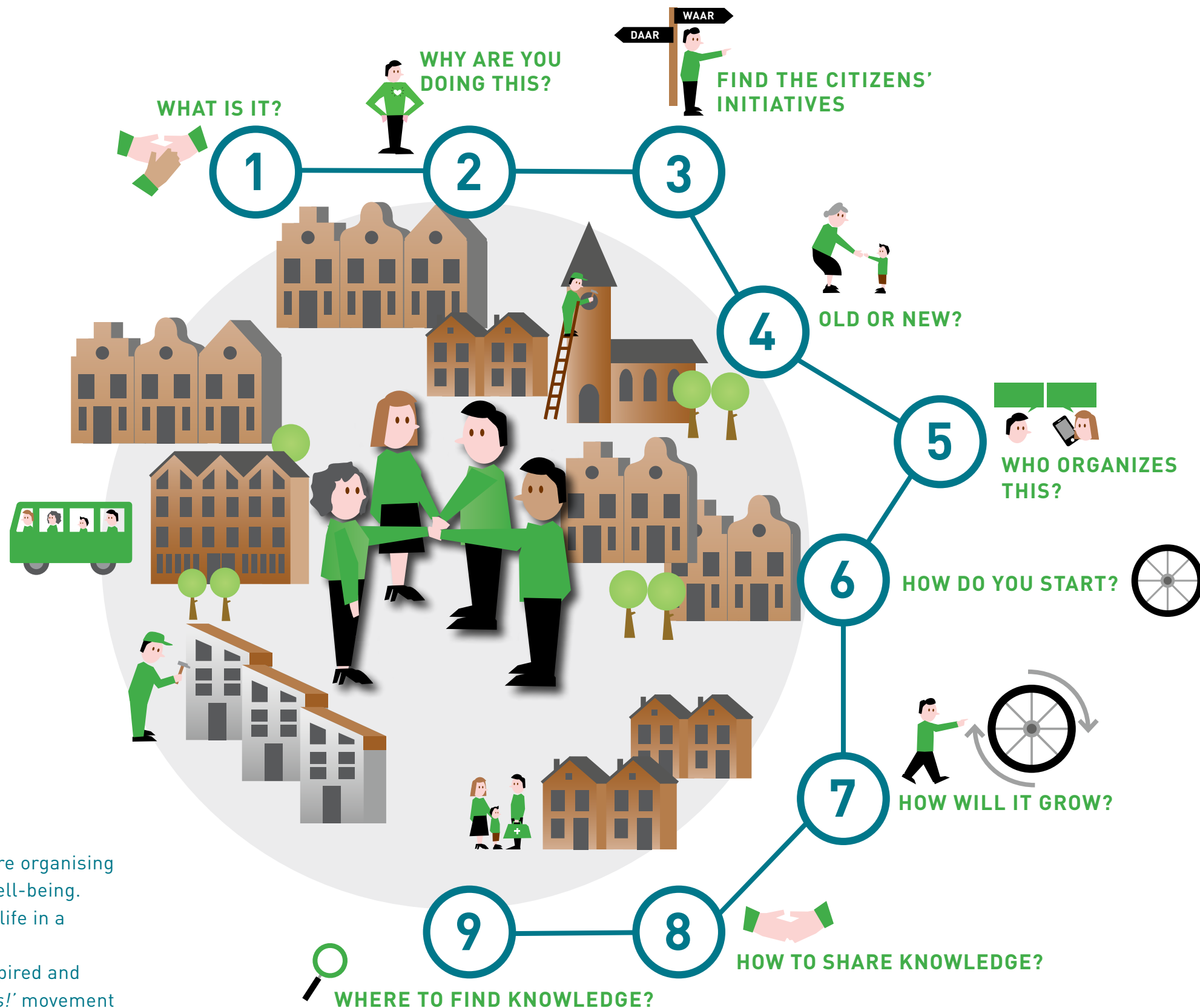
7 HOW WILL IT GROW?

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\* COLOFON + LITERATUUR

All around the Netherlands, citizens are organising services concerning healthcare and well-being. These services increase the quality of life in a neighbourhood or village. Do you want to get started too? Be inspired and informed about the 'We-do-it-ourselves!' movement by citizens in healthcare and well-being.



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Dear reader,

Do you want to organise activities in your own village or neighbourhood related to healthcare and well-being? Welcome to the 'grassroot' movement 'we do it ourselves'. Read this factsheet and be inspired!

In 2014 we have immersed ourselves in the world of citizens' initiatives, starting out as dummy. We went ahead with a survey, literature study, working visit in Hoogeloon, conversations with initiators and knowledge sharing meetings. This factsheet is the result.

Special thanks to Hans Borgsteede, Arjen Jongevos, Jan Sniijders, Cocky Beckers and Care Cooperative Hoogeloon for sharing their insights. It is impressive to see and hear how initiators have taken action. Consequently, they are the experts concerning citizens' initiatives.

Have fun reading and interacting with this factsheet!

Floor de Jong  
Dieke Feliksdal  
Sven Turnhout

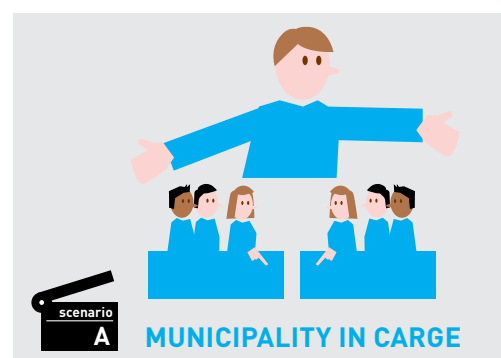
## 'WE DO IT OURSELVES'

In 2014, the report 'Op naar 2022!', ('Onward to 2022!') an exploration of neighbourhood directed care and support was published.

The report gives an account of three different future scenarios:

- 'De gemeente aan zet' ('The municipality's move'): in this scenario, the municipality is almost in full control. It sets up social neighbourhood teams and concentrates on the prevention of unnecessary care.
- 'De Gouden Driehoek' ('The Golden Triangle'): municipality, citizens and providers of Housing, Well-being and Care (WWZ) are working together with equal input.
- 'Do it ourselves': citizens take care of their healthcare and support themselves and exchange experiences with inhabitants of other municipalities. Other parties play a minor role.

The phenomenon described in this factsheet fits the future scenario 'We do it ourselves'.





# Vilans

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The citizens' initiatives that are the focus of this factsheet, are initiatives in healthcare and well-being by and for citizens. These initiatives are started voluntarily as follows: one or more citizens take up a problem off which they think it needs attention in order to increase the quality of life in a certain neighbourhood or village or to renew services for care and well-being in the area. An initiative like this is local as it is specifically directed at a neighbourhood or village. Another characteristic: these citizens' initiatives operate under the principles of involvement and reciprocity. Which means: you give some and you take some.

Citizens' initiatives carry different names, like a care cooperative, a village association or a city-village. Note that a citizens' initiative can name itself a care cooperative while legally, it is identified as an association. For this reason we differentiate not so much in name, but rather in terms of building blocks:

- by and for citizens
- about problems concerning healthcare and well-being
- local in nature
- based on involvement and reciprocity.

### WHAT WE ARE NOT TALKING ABOUT?

We have chosen not to discuss social enterprises in this factsheet. It is possible that a social enterprise does exactly the same as a citizens' initiative. But a citizens' initiative is always started by and for citizens, whereas in case of a social enterprise, the initiators are first and foremost entrepreneurs. Citizens' initiatives that have a different focus - like collectively organizing sustainable energy sources for a village or establishing housing communities or initiatives - are disregarded here as well.

### SHOW ME!



- Care cooperatives in North-Brabant



- Austerlitz Zorgt (Austerlitz Cares)



- Together in Lennisheuveld



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## WHY ARE YOU DOING THIS?

There are all sorts of reasons why people take the initiative to work together in a neighbourhood or village. For instance, because they like to meet other people in their neighbourhood, to do things together with.

*"It is a lot of fun to make yourself useful for your own neighbourhood."*



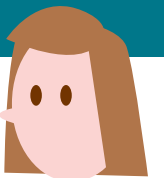
Sometimes, citizens' initiatives develop because certain necessary care is unavailable in your village or neighbourhood. Or they develop as a result of dissatisfaction with services that are presently available for care and well-being.

*"It is said that citizens' initiatives in healthcare and well-being are a result of cutbacks. While in fact, they are started out of dissatisfaction with currently available services in healthcare and well-being."*



One of the elements that dissatisfy people is the anonymity in healthcare. People are helped by many different health workers. Citizens' initiatives can break through this anonymity. Citizens' initiatives are further started to strengthen social bonds, and to increase a sense of belonging.

*"I didn't see anyone in the streets, a good atmosphere was missing. With warm, personal matching I contribute to social bonds in the neighbourhood."*



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## FIND THE CITIZENS' INITIATIVES

This map shows you all kinds of citizens' initiatives in healthcare and well-being. This map allows you to find each other and possibly join forces. You can see that many of these initiatives are located in North-Brabant. This can be explained by an ageing population in a sparsely populated region. In North-Holland we primarily find city villages located in Amsterdam, these focus on modern 'neighbourliness'.



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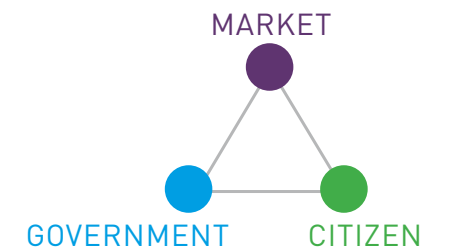


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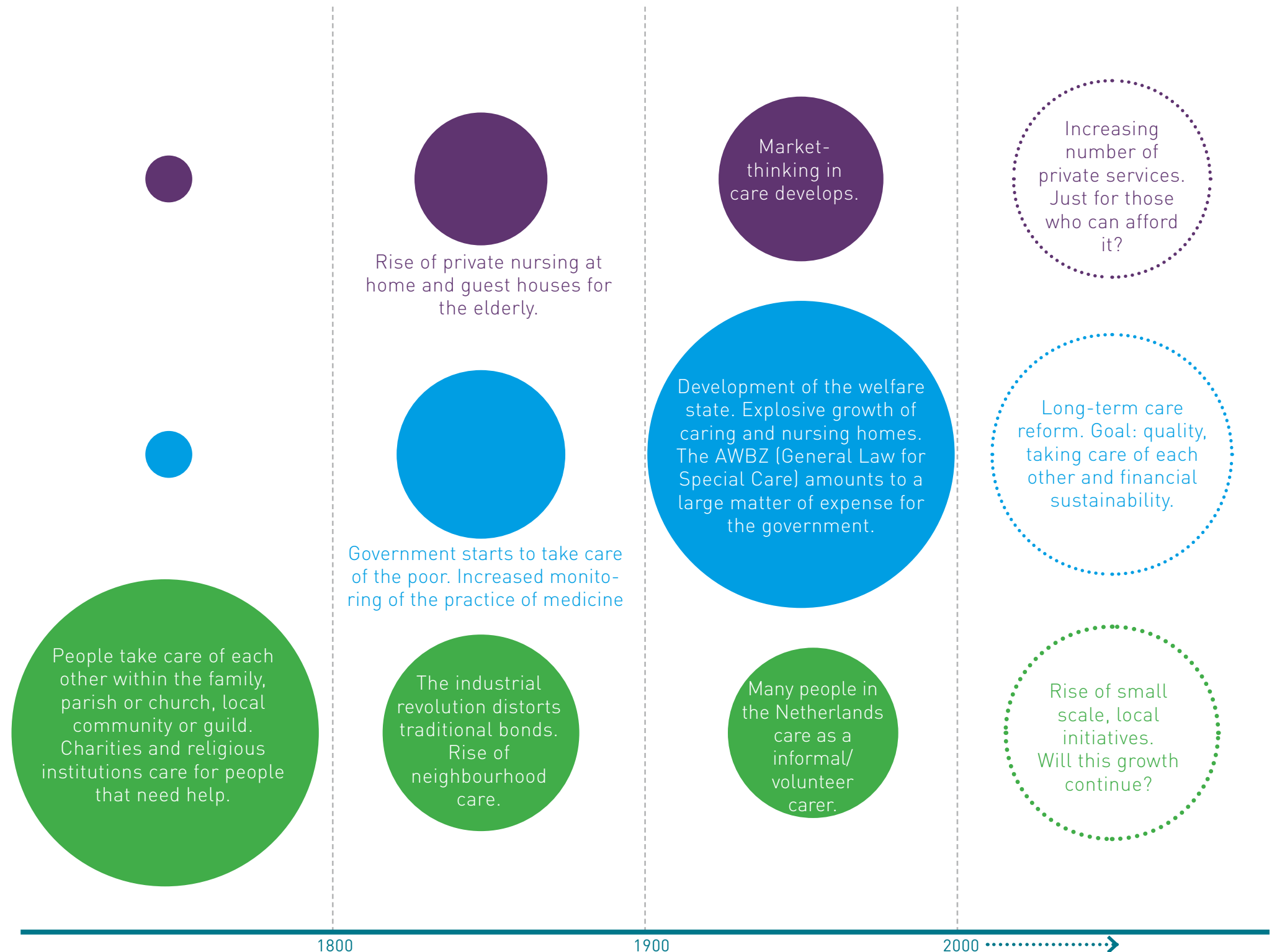
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#### INITIATOR

"A while ago me and some other local residents had the idea to improve the quality of living in our neighbourhood. Since I didn't see anyone in the streets anymore and wanted to do my bit for the elderly residents in our village.."



#### VOLUNTEER

"Every Tuesday I prepare meals for thirty elderly with four other volunteers. I like to socialize in this way and hope that others will cook for me in the future as well."



#### NURSE

"I work at a domestic care organisation. I take care of people at home. Next to that, I have regular contact with the care coordinator of the citizens' initiative."



#### COMMITTEE

"I am one of the members of the committee, while also being a citizen and member of the initiative. I was chosen by the members and am responsible for the initiative. Everything is done in consultation with the members."



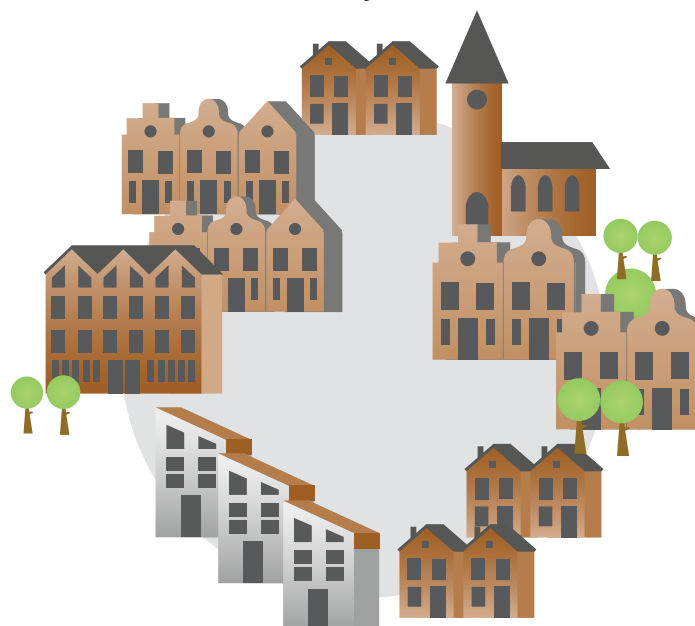
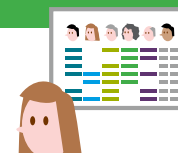
#### VILLAGE SUPPORTER

"I answer people's questions concerning the initiative. And actively search for solutions."



#### CARE COORDINATOR

"I help citizens with questions concerning home help, personal care and nursing care. I make sure to use volunteers and professional caregivers where necessary."



#### CITIZEN

"I am primarily a citizen, but also a member and user of the citizens' initiative. Because I'm a member, I have a say about the direction the citizens' initiative is taking."

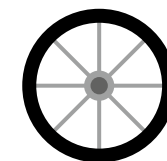


#### INFORMAL CARER

"I commit to helping my mother on a daily basis, together with the volunteers, village supporter and professionals."



Hoogeloon is the first care cooperative in the Netherlands. Every village resident can join as member. These members determine the care cooperative's policy and select the committee. There are general meetings where every member has an equal vote. The committee carries out policy and owes accountability towards the cooperative's members. Members pay a fixed amount of contribution each year. This contribution lets the members use the cooperative's services. Initiatives are carried out by the committee, coordinators and members of different workgroups, like the cooking volunteers, the driving volunteers or the activities volunteers.



# HOW DO YOU START?

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A citizens' initiative starts with an idea. One or more like-minded citizens come together by an initiative. These are the initiators. An informative evening is organised for and by citizens of the village or neighbourhood. Most initiatives have asked citizens what they would like to improve by means of a questionnaire. This way, supply and demand develop.

The initiators look at similar initiatives for useful knowledge. Additionally, conversations are held with well-being and health care organisations, the municipality and other active groups from the village or neighbourhood. Plans are made and the initiative begins to take shape. A committee is appointed. Newsletters and flyers are being written. The initiative's mission, vision and goals are being communicated. Some initiatives will determine their legal format in this startup-phase, such as a cooperative, foundation or association.

Funds: citizens' initiatives make use of contribution money from their members and/or the service of volunteers. Municipality or province budget might also provide funds.

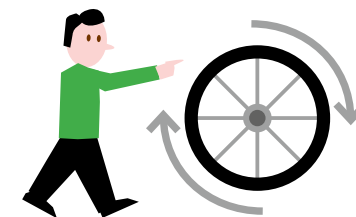


## 10 GOLDEN TIPS

1. Listen carefully at what people want and how they want it.
2. Ensure warm and personal contact.
3. Arrange professional support from different parties.
4. Let people think about the need for care and well-being services in ten years' time.
5. Don't make yourself dependent as initiative.
6. Establish a suitable organisational structure.
7. Communicate frequently, arrange for proper documentation.
8. Organise informative meetings.
9. Housing is not necessary: investigate the possibilities at existing organisations in the neighbourhood.
10. Share successful stories.







## HOW WILL IT GROW?

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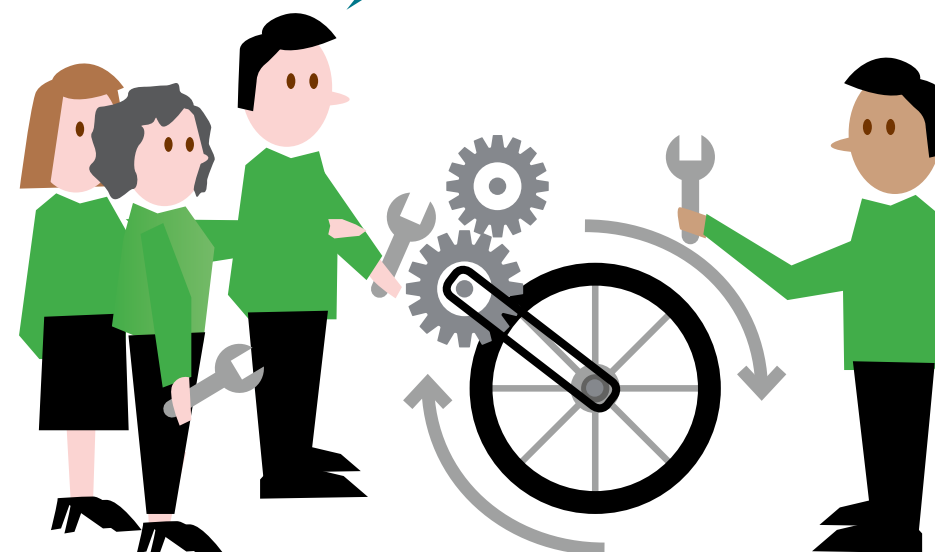
Slowly, more and more people will become members of the initiative. An 'oil slick effect' can be seen at work here. Activities to make more members join take place. Services are well-managed and expanded on the basis of citizens' needs. New members who take on activities like village supporter, care coordinator or treasurer join the committee and work groups. There will also be collaboration with external organisations in this phase. For instance, with the neighbourhood nurse of a healthcare organisation. Some citizens' initiatives have developed into sitting down and collaborating with public health insurers or the province. For instance, plans are made for the realisation of housing for vulnerable citizens in the village or neighbourhood. Frequent contact with initiatives that are just starting up is a regular part of this phase as well. Information is being shared during meetings and through the website.



### 6 GOLDEN TIPS

1. Ensure a steady pace.
2. Ensure publicity and visibility in local media and with the political administration.
3. Dare to dream.
4. Show your results.
5. Keep an eye on public support.
6. Don't think in terms of limitations.

"How do we keep the wheel turning?"





## HOW TO SHARE KNOWLEDGE?

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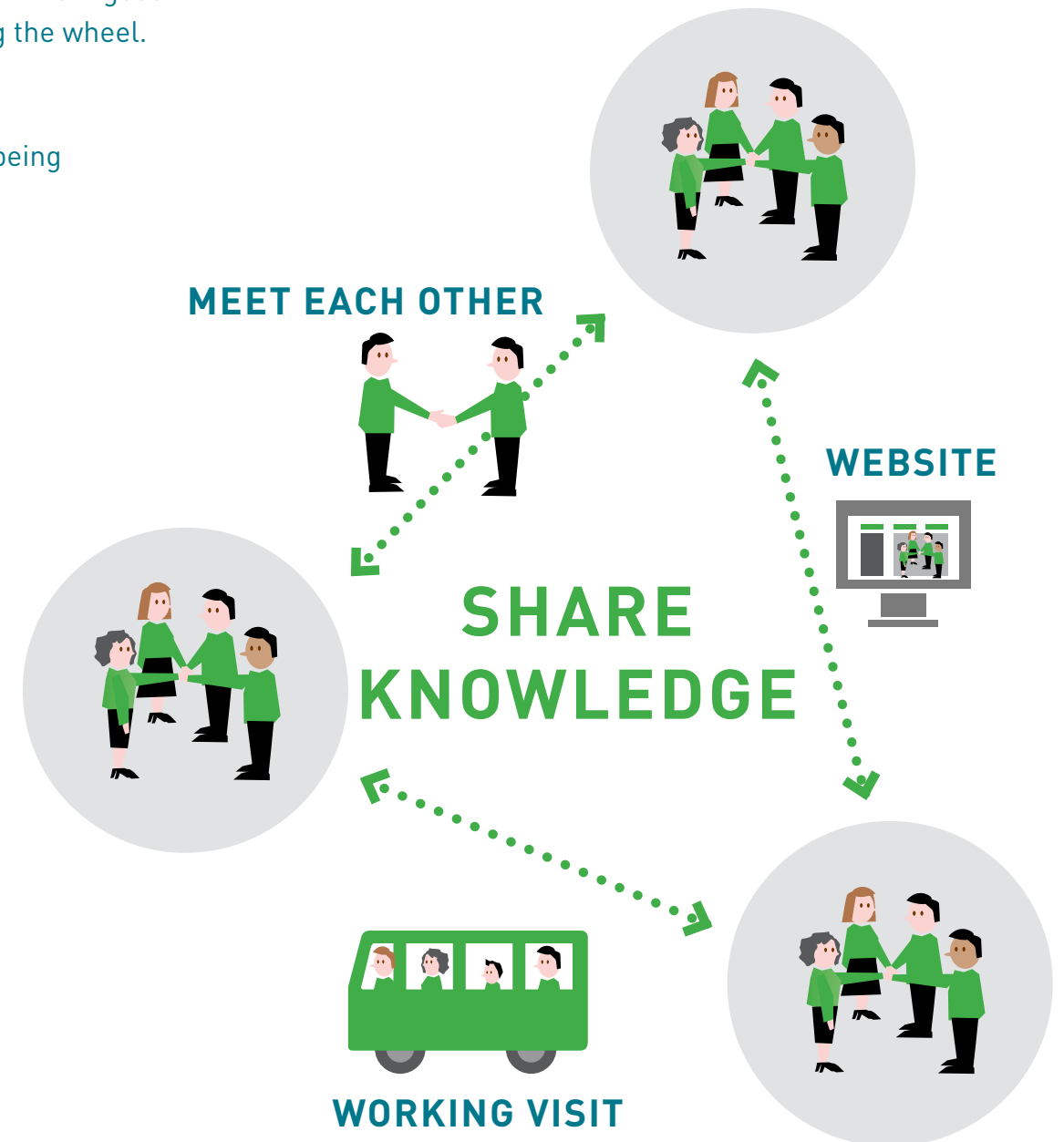
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Citizens' initiatives have a strong desire to share knowledge. The majority prefers sharing personal knowledge. For instance, during a networking session or workshop. They willingly learn from good existing examples to prevent them from reinventing the wheel.

#### WHAT TO SHARE KNOWLEDGE ABOUT?

1. Collaboration with formal care and/or well-being organisations.
2. Sustainability of the citizens' initiative.
3. Collaboration with the municipality.



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#### LOCAL

Citizens' initiatives like to share their knowledge with other (starting) initiatives.

Care cooperative '[Austerlitz zorgt](#)' holds quarterly consulting hours, while also sharing their statutes and other documentation.

Care cooperative '[Hoogeloon](#)' regularly organises meetings about the initiative.

Ton Beatens has written the book '[Ik is niks](#)' ('I is nothing') in 2013, about vital coalitions around living, care and quality of life in the village Elsendorp. More information about care cooperative '[Elsendorp](#)' can be found on the website.

[Stadsdorpen in Amsterdam](#) (City Villages) have their own network to realise modern neighbourliness. These city villages organise meetings around sharing knowledge as well as a national symposium.

Other local initiatives with informative websites are: [Lennisheuvel](#); [Leefbaarheidsgroep Gemonde](#); [Zorgcoöperatie Schaijk](#); [Duurzaam Hoonhorst](#); [Texel Samen Beter](#) en [Zorgcoöperatie Voorschoten](#)

#### REGIONAL

Regional networks share knowledge as well.

The province of North-Brabant and six committee members of care cooperative developments in small village centres have started a [platform van zorg coöperatieve ontwikkelingen](#) in Brabant. Further located in Brabant is [ZorgBelang Brabant](#) consisting of the initiatives Laarbeek, Hoogeloon and Elsendorp. ZorgBelang Brabant concerns itself with the subject as well.

[Vereniging Kleine Kernen Limburg \(VKKL\)](#) supports citizens' initiatives in small village centres in Limburg. There is an exchange of information and experience. As well as mobilization, advertising and advocacy. [Els Dorssers](#) did research concerning citizens' initiatives in Limburg. Furthermore, the [Vereniging Kleine Kernen Noord-Brabant](#) and [Vereniging Kleine Kernen Noord-Holland](#) see an increase in the number of times village councils have care as a theme on their agendas.

In the province of Utrecht, [Stichting Omzien](#) organises 'innovatietafels' (innovation tables) and stimulates citizens' initiatives in healthcare, well-being and living. The foundation offers practical support to citizens' initiatives' networks.

Furthermore, the [netwerken duurzame dorpen](#) (network of sustainable villages) has a large list of local sustainable initiatives having to do with care and well-being.

#### NATIONAL

Nationally there are knowledge centres, representational organisations and the government who distribute knowledge concerning citizens' initiatives.

[Vilans](#), centre of expertise for long-term care, has, besides this factsheet, also created an [interactieve kaart](#) (interactive map) displaying citizens' initiatives in healthcare and well-being.

[Aedes-Actiz](#), centre of expertise for living and care, develops knowledge, stimulates new networks and organises meetings. The component '[lokale kracht](#)' ('local strength') visualises inspiring examples.

[Movisie](#) is a knowledge institute for social issues which has a [databank](#) for effective social interventions and the dossier [buurtkracht](#).

[Platform 31](#) is a knowledge and networking organisations for urban and regional development. Platform 31 manages the [Wat Werkt in de Wijk](#). (What Works in a Neighbourhood). A professionals' community for effective neighbourhood interventions.

[Tranzo](#) is a research agency for care and well-being, associated with University of Tilburg. Among other things, Tranzo researches the quality of care at three care cooperatives.

Transition agency Wmo publishes [de informatie-kaart zorgcoöperaties](#) (information map care cooperatives).

The Association for Dutch Municipalities (VNG) organises the [Festival de Energieke Samenleving](#) (the Energetic Society).



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Design  
[www.taluut.nl](http://www.taluut.nl)

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