



A Green Dream

**Duurzaam
Den Haag >>**



Universiteit
Leiden

Our story starts with Duurzaam Den Haag. Duurzaam Den Haag is an independent organisation focused on sustainability initiatives in The Hague. They strive towards achieving a just energy transition and the greening of urban neighbourhoods. The organization firmly believes that through information and accessible initiatives, everyone can contribute to sustainability within a community. Currently, the organisation designs and distributes informative flyers and hosts community dinners to promote ongoing projects. The organisation also has a team of energy coaches where local volunteers help individuals understand how to save energy and money.



In the Moerwijk neighbourhood, Duurzaam Den Haag, host events and promotes activities. Now, they are interested in how they can engage young people, the elderly and non-Dutch speaking mothers with various backgrounds in pro-circular activities. That's where we come in! Time to prepare for our first stakeholder encounter.

Stakeholder Meeting

COMMUNICATION

DISENGAGEMENT

MISTRUST

ENERGY



In that meeting, we had a big realization. We noticed that the core problem we should focus on was: the lack of continued engagement of Moerwijk residents in sustainability initiatives. A key factor to the formulation of the problem statement was active listening. While questions were prepared in advance of the meeting, the discussion took a different path, and it became more important to understand the needs of the organisation based on their flyers and the description of the challenges faced.



From this meeting, we learned some information about a typical Moerwijk resident and we used this information to develop a problem tree and stakeholder analysis.

Renting
his home

IMMigrant background

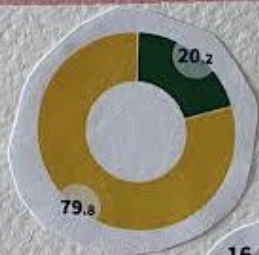
Non-Dutch
Speaking



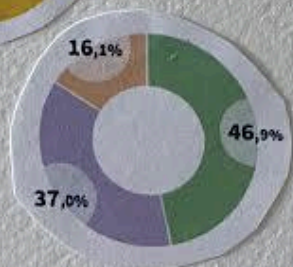
Low
socioeconomic
background

Moerwijk

Jesse



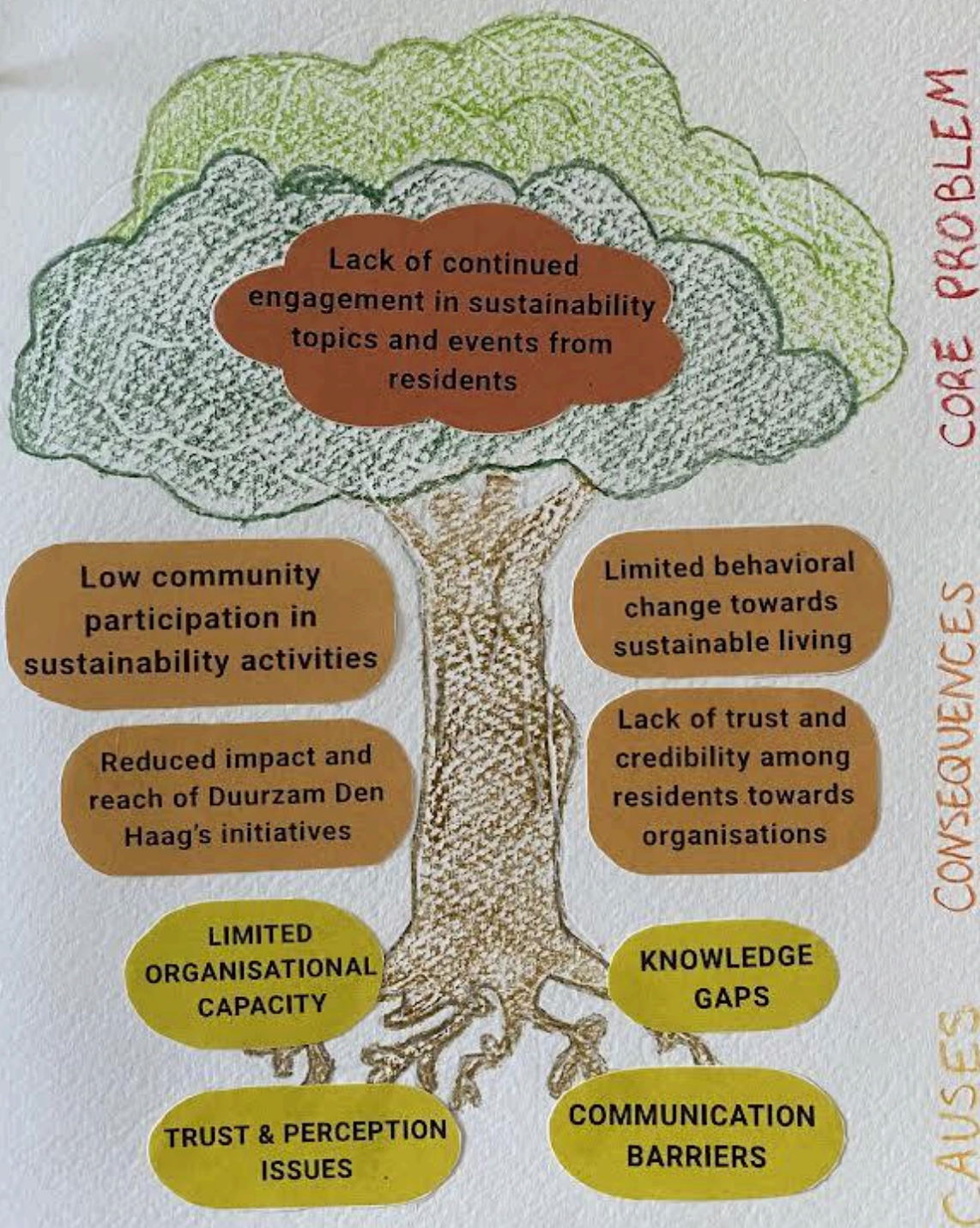
• 79.8% have a migration background



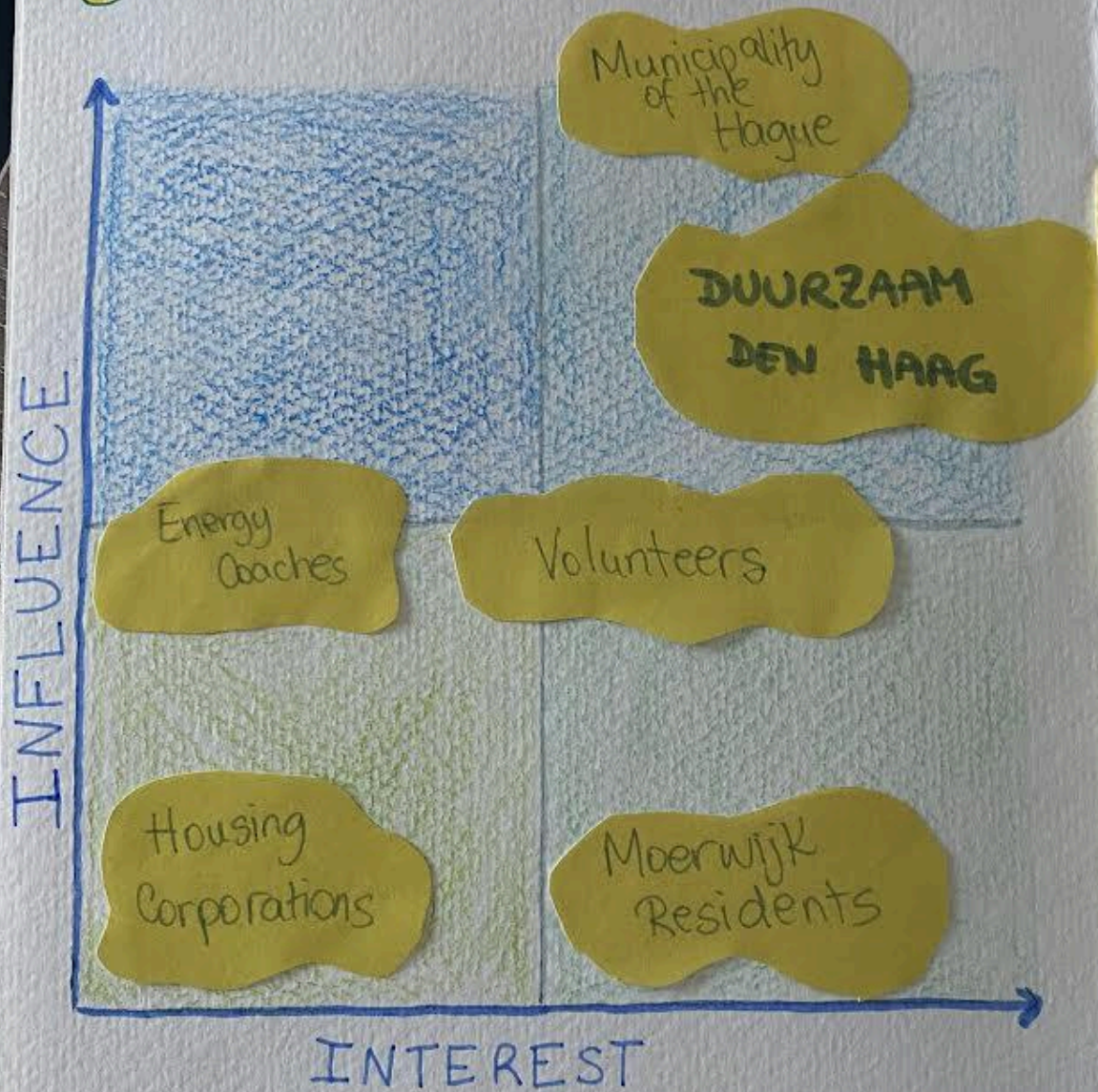
• 46.9% have low education levels

Hallo! Merhaba! Hello! Cześć! Mrhban! Zdravej!

Problem Tree



Stakeholder Analysis



Green Autumn Market

We had an epiphany: we hadn't even talked to any residents of Moerwijk yet. We needed to see Duurzaam Den Haag in action! We decided to go to an event organized by them: the Green Autumn Market. Here, we gained some key insight into the core problem.



At first, we assumed that obstacles like language barriers were the main contributors to the problem. However, after talking to Moerwijk residents, we noticed that individuals were attending initiatives based on their personal interests. We also learned that most residents didn't learn about the initiatives through the flyers but through other methods.



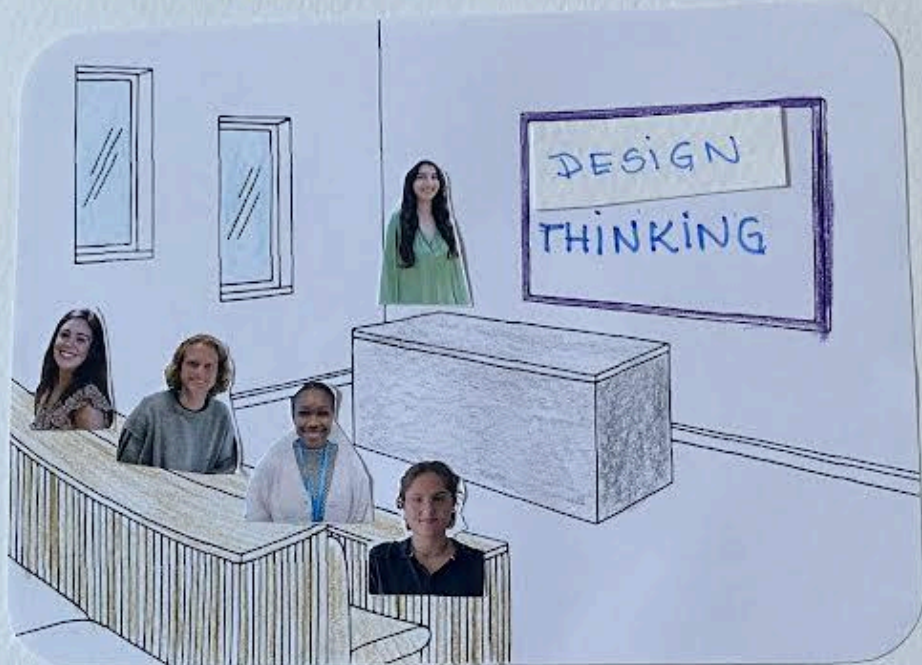
Personal interests...

People in Moerwijk have different needs and interests

- o lowering the energy bills
- o practicing their gardening hobby
- o feeling less lonely and isolated
- o heating their homes



Theory of Change in Action



ROOT CAUSES:

- interest-based event attendance
- weak feedback and monitoring system

NEEDS:

- higher attendance at events
- stimulate behavioural change towards sustainability

RESOURCES:

- volunteers, collaboration partners
- municipality funding, areas to host events

ACTIVITIES:

- consultations on energy transition
- events with themes surrounding sustainability

OUTCOMES:

- community members share positive experiences
- continued participation in sustainable activities

VISION

→ Strong and connected Moerwijk community where members are actively engaged in sustainability initiatives!

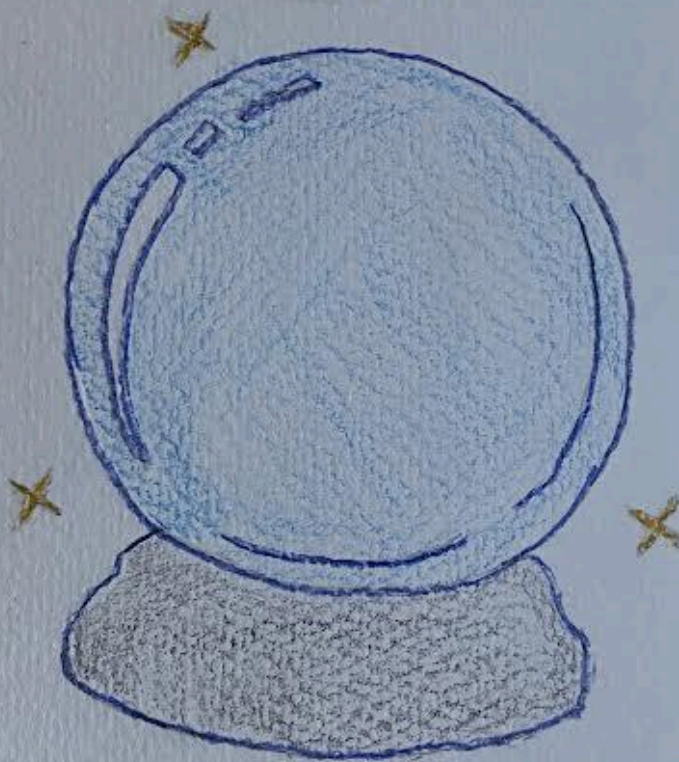
Future Suggestions

RECRUIT STUDENTS AS VOLUNTEERS

→ helps improve the weak feedback and monitoring mechanism

ORGANISE MORE TOPIC-SPECIFIC EVENTS

→ helps attract people with different interests and motivations, while pushing them to come to future events again



* These are not perfect solutions, but can be used as ideas that Duurzaam Den Haag can either accept, or change to what would be more realistic for them.

Our Takeaways



With this process we learned that effective collaboration is key to understanding a complex issue. We learned that being more active within a community can also help when producing knowledge. Moreover, we were reminded to challenge our assumptions and the ones others may have regarding a complicated issue. Although we were dealing with a wicked problem that cannot be fully solved, we learned that the high involvement of different actors (including ourselves) was important in gaining clarity.



ACKNOWLEDGEMENTS

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This zine was made by Clarisse Rutsaert, Igor Zeinstra, Nisalya Bontiff, Maria Muradas Alves, and Klara Munteanu.



