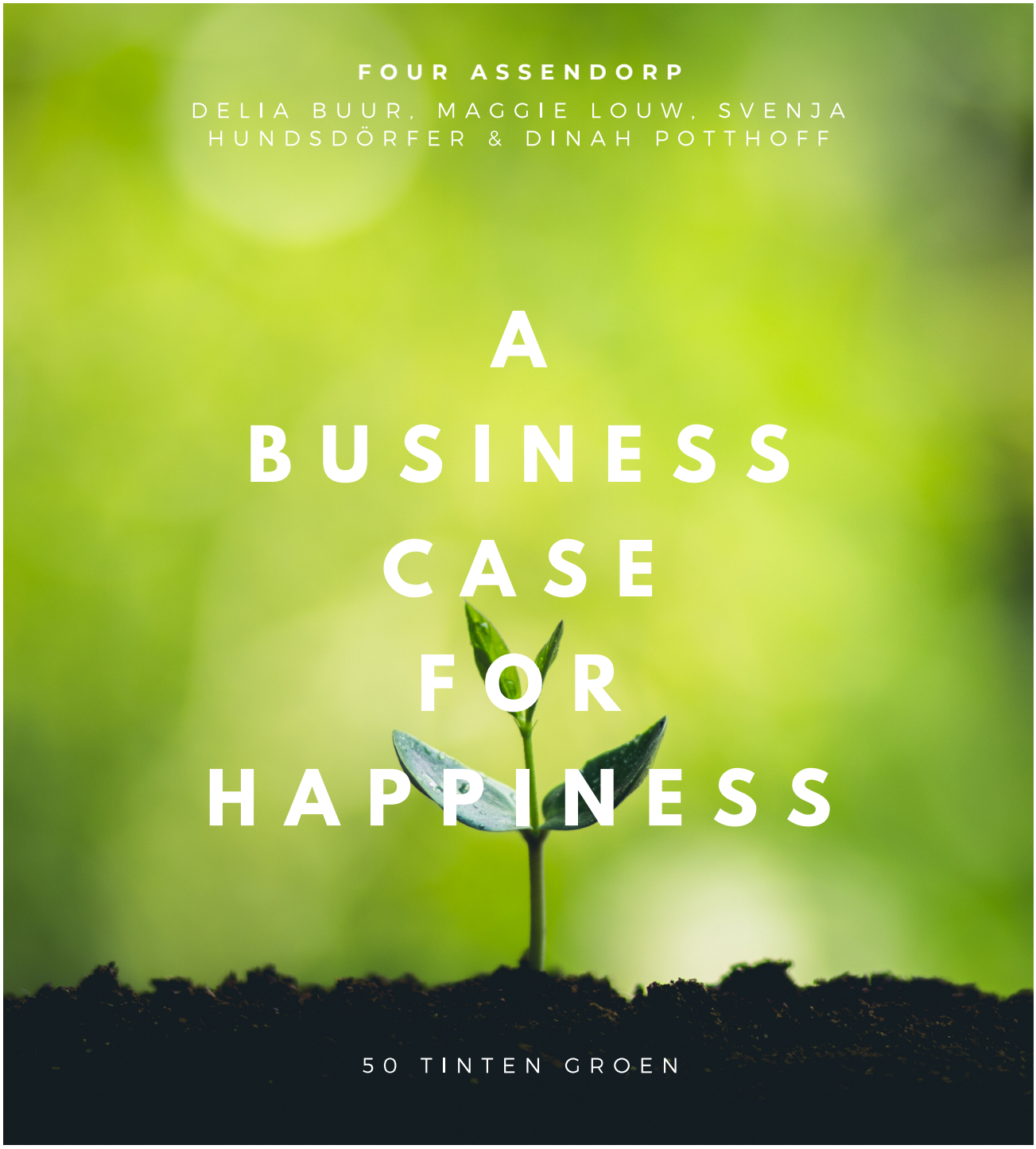
PROJECT REPORT



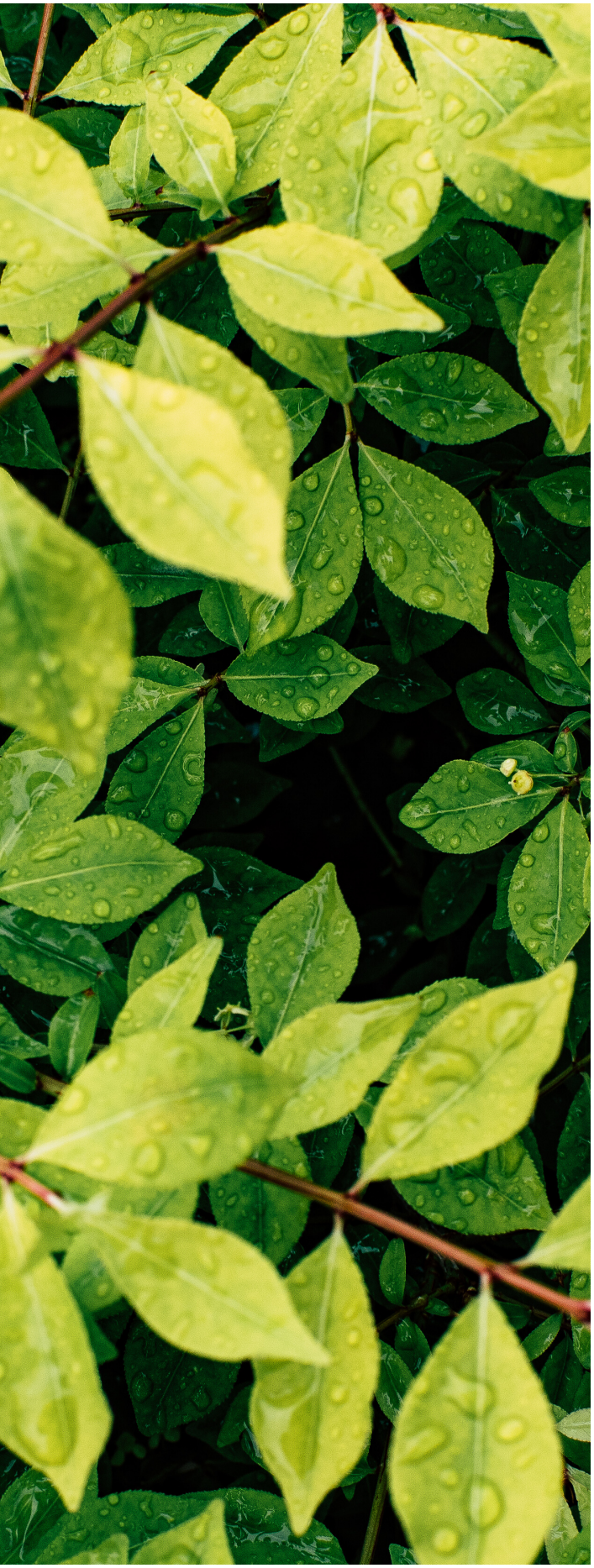


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THE VALUE OF SUSTAINABLE COMMUNITY PROJECTS

INTRODUCTION

The Purpose

50 Tinten Groen is a neighborhood initiative, which aims to make Assendorp greener and more sustainable. Assendorp is a beautiful and very diverse area in Zwolle with a wide range of people of different ages, families with young kids, students, elderly, entrepreneurs and artists. But the neighborhood also faces some problems: As houses are old and the streets are stony, it is hot in summer, heavy rain causes too much water in the streets, and in winter it gets very cold. The people want to sustain the character of the neighbourhood as they love it, but the insolation of houses must be improved and it can be made more green.
Projects from 50 Tinten Groen are done by neighbours on a voluntary basis, and they vary from housing and putting up solar panels to water and green mobility.
Our client Kirsten Notten works forthe organization and Blauwvinger Energie.

The challenge we got from her was to prove to the neighbors, the municipality, and everyone else, that the initiative brings value. This value is not only money, but also something beyond that: Happiness. But how can you show that the projects contribute to the neighbors well-being?
Together with Kirsten we decided to do both qualitative and quantitative research: We developed a questionnaire to measure the influence of sustainable community projects on happiness, and conduct interviews about the topic.
As it turns out, the results indicate what we suspected from the beginning on: There is a relationship between the factors...

WORKING WITH THE SDGS

How do we contribute to the sustainable development goals with this project?

With this project we also aim to contribute to the Sustainable Development Goals (SDGs) as introduced by the United Nations with the goal of fully reaching them by 2030. The first goal we are contributing to is SDG 3: Good Health and Well-Being. 50 Tinten Groen's objective is to make Assendorp more sustainable and influence the resident's happiness through that. This relation between a sustainable environment and the physical and mental well-being has also been researched and proven to be existent. Information on these studies can be found in the best practices and the appendix. Further, we also contribute to SDG 11: sustainable cities and communities.

With our happiness measurement tools, we hope to show the value that 50 Tinten Groen brings to the Assendorp neighbourhood. These measurement results and tools can be used by communities or cities to increase their sustainability and well-being as well.Indirectly we are also accounting to SDG 3: Clear Water and Sanitation, SDG: 7: Affordable and Clean Energy, and SDG 13: Climate Action. These are goals 50 Tinten Groen is actively working towards, and as we support them through our project these goals are also targeted. We hope that their work will become more recognised and thereby more effective through our project.





BEST PRACTICES RESEARCH

An exploration of the current level of knowledge

What is the relationship between happiness and sustainable community projects? How is happiness being measured? What aspects are important?
In order to get insight into the research that has already been done on the topic and to better understand the challenge, the following tools and best practices to measure happiness have been selected and studied. Furthermore, articles listed below that study happiness and it's connection to sustainability and community projects have been summarized. For more detailed information, see the annotated bibliographies in the appendix.

- The Sustainable Neighborhood for Happiness Index (Cloutier & Scott, 2014)
- The Sustainable Neighborhoods for Happiness (SNhH) decision tool (Cloutier et.al., 2016)
- The TEEB stad tool (2012)
- The Gallup-Sharecare Well-Being Index (2008)
- The World Happiness Report (Helliwell et.al. 2019)
- The Happiness Index (Huyer, 2019)
- Measuring happiness in academic environment (Applasamy et al., 2013)
- Are sustainable cities "happy" cities? (Cloutier et. al., 2013)
- Sustainability through happiness (Cloutier & Pfeiffer, 2015)
- The transformative power of self-organization (Hasanov & Zuidema, 2018)



RESULTS OF THE LITERATURE REVIEW

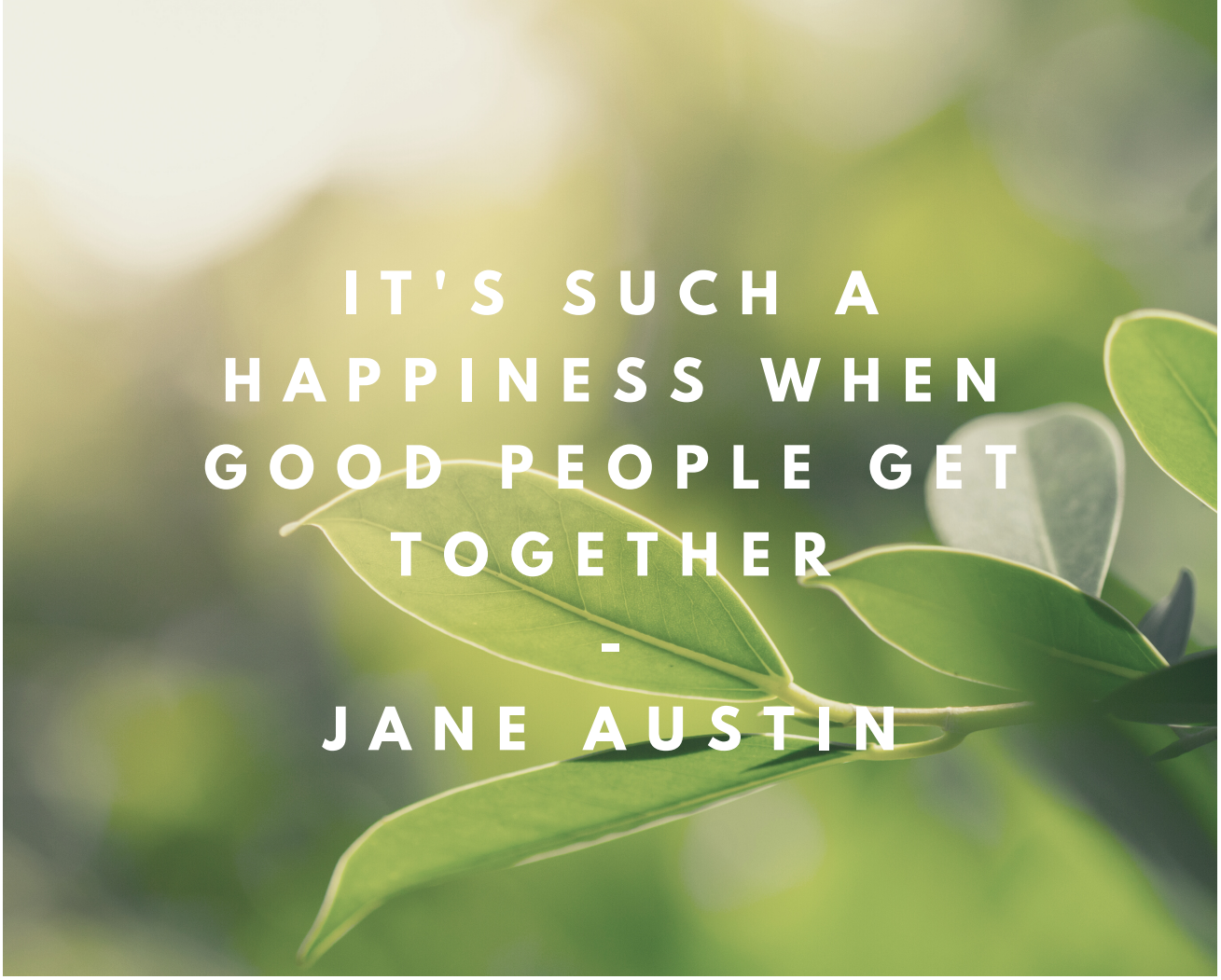
Main findings about the connection between happiness and sustainable community projects

After an extensive scan of the available information it can be said that the major part of academic and non-academic literature agrees on the fact that there is indeed a connection between sustainability and community projects and happiness. Some studies have even detected a strong positive correlation of the two factors. It seems that the strongest connection to happiness can be found in communities that implement sustainability projects targeting energy, water, buildings, and waste.

However, most of the literature found also indicates that there is a lack of research and studies on the topic in general. This leads to the fact that researchers cannot prove a causal relationship with certainty, meaning if it is happiness that is caused by sustainable community projects or vice versa.
In the following section is the definition of happiness which is based on the literature review about happiness measurements and indexes. For more detailed information, see the appendix.



"EACH ONE OF US CAN MAKE A DIFFERENCE. TOGETHER WE MAKE CHANGE."
-BARBARA MIKULSKI



DEFINITION OF HAPPINESS

The aspects and concepts chosen to measure happiness

SENSE OF PURPOSE

Meaning in life, being of value, contributing to the whole, motivation to work towards your goals, generosity, giving something back

SENSE OF CONNECTIVITY AND SOCIAL SUPPORT

Important and meaningful relationships and social connections, being a proud part of a community or team, feeling safe and having a support system to rely on

SENSE OF AUTONOMY AND FREEDOM

The feeling of having freedom in choosing your life, behavior, activities, and habits; the power to influence your path, proactive behavior

PHYSICAL WELL-BEING

Good health and energy to engage in (community) activities influenced by nature, mental health

QUESTIONNAIRE

Quantitative research

Based on the literature review and the aspects of happiness, we developed a questionnaire which aims to measure the impact of sustainable community projects on the happiness of the neighbors. It should be used both before and after the implementation of projects so that the results actually give insights about the impact of 50 Tinten Groen.
It should be considered that the questionnaire we developed is a starting point for a larger scaled research.
It will be tested for the first time for a project during Christmas time 2019. From here on it will be decided whether the questionnaire will be handed over to the municipality for future research or if it will be used by 50 Tinten Groen.
The whole questionnaire is attached in the appendix of this report.



INTERVIEWS

Qualitative research

As an addition to the questionnaire we decided to conduct interviews with some of the volunteers from 50 Shades of Green. We wanted to find out about the impact the projects have had on their lives. How was it working together with your neighbors? What value has the experience brought to their lives? What were their best experiences?
We interviewed three people: Maarten Epema, Ulrike Mulders, and Jeroen Visser.
The respondents described the value of the sustainable community projects from 50 Tinten Groen.

Most important seems the social aspect: Getting to know your neighbors, developing a connection, and working together on a common goal. Other things Maarten, Ulrike, and Jeroen see as impactful
are taking sustainable action, being part of meaningful change, and doing practical work,
The results of the interviews can be shared on the organizations website to show the value it has brought to people's lives. Furthermore, more interviews can be conducted with the template we developed. The whole interviews and what the website could look like can be found in the appendix.



CONCLUSION AND FUTURE RECOMMENDATIONS

The business case for happiness has the goal to show the value which 50 Tinten Groen brings to the neighborhood of Assendorp. This value is something more than just money: It is a sense of happiness, social connection, purpose, and physical well-being.
In order to see this value we developed a questionnaire to measure the impact of the projects and conducted interviews. The work is based on an in-depth literature study and can be used for future projects as well.
Concerning the future of the business case, a few suggentions can be made: In order to get more reliable and accurate results, the questionnaire should be done by more people on a bigger scale.
It should be done both before and after the implementation of sustainable community projects to deliver an outcome which actually measures the relationship between the two factors.
Furthermore, Kirsten and the other stakeholders involved are still considering to take the next step with the questionnaire by involving the municipality in the research.
The interviews done should be uploaded on the website of the organization, and with the template more interviews with residents can be conducted to showcase the impact 50 Tinten Groen has on their lives.

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APPENDIX

QUESTIONNAIRE:

	1 oneens	2	3	4	5 eens
Heeft het zin wat ik doe?					
I feel like everyone in this group respects one another *Ik heb het gevoel dat iedereen in deze groep elkaar re specteert*					
I feel accepted in the project group. *Ik voel me geaccepteerd in de projectgroep*					
I have a sense of purpose when I work with other people and we are all contributing towards to same goals. *Ik heb het gevoel dat het zin heeft wanneer ik samen met anderen aan een gezamenlijk doel werk.*					
I feel that these things I do in my life have purpose. *Ik heb het gevoel dat de dingen die ik doe nut hebben.*					
My sense of purpose lies mainly in creating value and making a difference more than in material goods. *Ergens aan meewerken geeft me een tevreden gevoel*					
I am very motivated to act towards sustainable living in my community in a positive way. *Ik vind het belangrijk in mijn buurt mee te helpen aan e en leven dat goed is voor de planeet*					
Hoor ik erbij in de buurt en in mijn leven?					
I am a member of a group and feel a sense of belonging to the group in Assendorp. *Ik behoor tot een groep en heb het gevoel dat ik deel ben van een groep in Assendorp*					
Being a member of a group, I have the capacity to influence the character, behavior, or development of my group. *Ik heb invloed op de sfeer in mijn groep, op hoe mensen in de groep zich gedragen en op de ontwikkeling van mij n groep*					
In my group I consider myself to be integrated and I can fulfill my personal needs/ passion within the group. *Ik voel me opgenomen in mijn groep en ik kan doen w at ik fijn en belangrijk vind*					

Within the group we share an emotional connection that developed through positive shared interactions over time. *Ik heb het gevoel dat ik er echt bij hoor omdat we vaak leuke dingen samen doen.*					
I feel understood by other group members. *Andere leden van de groep begrijpen mij.*					
Kan ik zelf bepalen wat ik doe?					
I feel like my actions have an impact on my direct environment (neighborhood). *Ik heb het gevoel dat wat ik doe belangrijk is voor mijn directe omgeving (buurt)*					
I feel like I have control over my own life. *Ik heb gevoel dat ik controle heb over mijn leven*					
I feel that neighborhood projects create an impact. *Ik heb het gevoel dat buurtprojecten een goede invloed hebben*					
I feel like I have the freedom to make my own choices. *Ik heb het gevoel dat ik vrij ben om mijn eigen keuzes te maken*					
I am happy with my life where I am right now *Ik ben blij met hoe mijn leven er nu uit ziet*					
I can influence my own wellbeing with projects in Assendorp. *Ik heb invloed op mijn eigen welzijn door de projecten in Assendorp*					
I have the ability to tackle problems in my neighborhood. *Ik heb de mogelijkheid om problemen op te lossen in mijn buurt*					
Gezondheid					
I feel like I have a good relationship with my family and friends. *Ik heb het gevoel dat ik een goede relatie met mijn familie en vrienden heb*					
I feel like I have time to look after myself and reflect on my wellbeing. *Ik heb het gevoel dat ik de tijd heb om voor mezelf te zorgen en na te denken of het goed met me gaat*					
I feel like my wellbeing is not easily affected by negative experiences. *Als ik vervelende dingen meemaak, gaat het niet mind er goed met mij.*					
I feel optimistic about the next 12 months. *Ik voel me positief over de komende 12 maanden*					

I exercise regularly. *Ik sport regelmatig*					
I feel like exercising and eating healthy contributes to my physical well-being. *Ik heb het gevoel dat sporten en gezond eten goed zij n voor mijn lichamelijke gezondheid*					
I am not very stressed right now regarding my personal and working life. *Ik* *ben momenteel niet gespannen over mijn leven of mijn werk*					
I have a daily routine that helps me with improving my physical well-being. *Ik doe iedere dag dingen die goed zijn voor mijn licha melijke gezondheid*					

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This article provides information from research done measurements used for calculating happiness and wellbeing of students and staff members at a school, faculty and university in Bhutan for introducing new plans and future policies in relation to cultivating a positive teaching and learning environment. The way in which this was done was through (GIHI) Gross Institutional Happiness Index. This measurement method is less traditional in its data gathering and consists of nine core domains. These were all carefully considered and chosen on normative and statistical grounds, to gain better measurements that are of value, and made informative across time, with a high response rate and, were separated and uncorrelated between one another to interpret and evaluate each more effectively. Overall thirty indicators were used to efficiently get the re needed for the research based on these nine core domains.

To gather the data the researchers developed surveys through excel spread sheet for the staff and students who would complete or answer the questions so that what is gathered would be efficiently uploaded and automatically computed in the Happiness Index and provide useful in put in other areas of research. Although this article is more focused on staff and students in schools, faculties and universities in Bhutan the methods used in measuring happiness can also be used for our project in the area of Assendorp in Zwolle.

Cloutier, S., Jambeck, J. & Larson, L. (2013). *Are sustainable cities ''happy'' cities? Associations between sustainable development and human well-being in urban areas of the United States.* Retrieved from: https://link-springer-com.windesheim.idm.oclc.org/content/pdf/10.1007%2Fs10668-013-9499-0.pdf

The article chosen is a measure of the link between self-reported happiness of four US cities and sustainability. The four tools used to measure sustainability are the Green City Index (2011), Our green cities (2012), Popular science US city rankings (2008) and the SustainLane US city rankings (2007), as well as the Gallup Healthways Wellbeing

Index (2009) to measure happiness. The results show a strong connection between the factors: A strong association was found between sustainable development and the level of happiness in urban areas. However, the study cannot verify that the relationship is causal. It might just as well be that happy residents are more likely to come together and engage in social causes that promote sustainable development practices. Other studies have indicated that sustainability promotes happiness, but it remains clear that more research is needed on the topic to deliver reliable results. The study is a relevant part of identifying sustainable development and its possibly critical role in the long-term health and well-being of the global population.

Cloutier, S., Jambeck, J. & Scott, N. (2014). *The sustainable neighborhoods for happiness index (SNHI): A metric for assessing a community's sustainability and potential influence on happiness.* Retrieved from: https://www.sciencedirect.com/science/article/abs/pii/S1470160X1400020X

This article from 2014 examines the sustainable neighborhood for happiness index (SNHI), a tool which aims to assess the relationship between the sustainable practice's individual cities, towns, communities, and neighborhoods embrace and the opportunities of the practices for an improvement of the resident's happiness. The sustainable aspects measured in the study include water management, energy management, urban design, waste management, transportation, buildings & infrastructure and environmental governance. To measure the sustainability, the SNHI uses a combination of two indexes: The Green city index (2011) and the SustainLane US city rankings (2007). For assessing the happiness, the study looks at the Gallup Healthways Wellbeing Index (2009). The results indicate that the greatest correlation with happiness can be found in communities that implement sustainable projects related to energy, waste, water, and buildings. A potential limitation of the study is that it assumes a linear relationship between sustainable community development and happiness, which might be an oversimplification, however, it is a good start to examine the potential relationship.

Cloutier, S., Mitra, R., Nautiyal, S. & Paralkar, S. (2016). *The sustainable neighborhoods for happiness (SNhH) decision tool: Assessing neighborhood level sustainability and happiness.* Retrieved from: https://www-sciencedirect-com.windesheim.idm.oclc.org/science/article/pii/S1470160X1630646X

In this study, Cloutier et. Al. Further investigate the relationship between happiness and sustainability, with a focus on community development orientation. It builds on the studies conducted before (as mentioned above), however, this research aims to fill the gap of assessing the issue on a neighborhood level. It is an addition and complementation of the SNHI, which measures the city level of happiness and sustainable development. The SNhH decision tool has the goal to "help neighborhood stakeholders identify the needs of their community to swiftly take action to alleviate issues and promote a sustainable and happy future". As Assendorp is a neighborhood, the tool created in this research is highly relevant and useful for the project at hand. To understand the way the information on the level of sustainability for the neighborhoods is to be retrieved see the graphic below. Looking at the possible ways to measure sustainability to assess its relationship with happiness as described in this article serves as a basis and help for creating the questionnaire for the case of Assendorp.

Cloutier, S., & Pfeiffer, D. (2015). Sustainability through happiness: A framework for sustainable development. Sustainable Development, 16(5). doi:10.1002/sd.1593

The article describes a framework for sustainable community development by focusing on improved opportunities for happiness. To develop this framework the author included key components such as happiness visioning, public participation, a happiness profit inventory, system planning, and sustainability interventions. The sustainability through happiness framework was applied in a US neighbourhood and the author uses the found data to reflect on the lessons learned. The article issues that happiness supports community development towards a more sustainable future, and

it is a community characteristic that is made through social connections, cohesion, and local amenities. At the same time happiness can prevent the community from threats that could diminish the social bonds and cohesion. Further the author suggests that access to a green and natural environment is linked to the wellbeing and happiness of an individual and therefore of a community. The advantages of this approach is that it becomes easier to get inhabitants on board, since happiness is an agreed on common goal and working towards happiness can come across as more trustworthy, since it is not a superficial approach, but one that really dives deep into people needs. However, with this approach certain challenges also arise. First, the definition of happiness is not the same for everyone in the neighbourhood, what makes one person happy can make another person unhappy. Secondly, this framework focuses on the current needs of the neighbourhood's inhabitants, which creates a certain culture that not everyone can just join and can then lead to more social inequalities within the area.

Hasanov, M., Zuidema, C. (2018). The transformative power of self-organization: Towards a conceptual framework for understanding local energy. *Energy Research & Social Science, 37, 85-93.*

This article talks about the processes that lay behind self-organizing neighborhood initiatives. It compares different Local Energy Initiatives in Groningen with each other and concludes that almost every initiative is caused by the desire to contribute to better environment globally. An important aspect for a community led initiative to be successful is that people should feel welcome to join. Moreover, did the researchers found that group building activities are key to making these initiatives work. Another important aspect is working with support groups, which can provide expert knowledge and bring professional communication tools into the organization. The main conclusion of the article is that Local Energy Initiatives are being set up as a response to a societal problem. For people to take part in the initiatives they need to feel as if they are part of a community

Teeb.stad. (2012). *TEEB stad tool.* Retrieved from: https://www.teebstad.nl

This article was selected because we are working on a business case of happiness, which also includes the word business in which showing value in terms of money is also important. The TEEB-stad tool is an instrument that enables municipalities, architects, developers and even citizens can use to measure the worth of green in their environment. It gives insight into the value that green projects add in monetary terms. With the use of the TEEB-tool, people are enabled to showcase the value of green initiatives beyond societal worth and showcase the extra revenues these projects bring to the table, which makes it easier to get investors on board of these projects. An example from the article is that more green in a neighborhood of Amsterdam, called Bos en Lommer, would reduce the number of depressed patients with 130 patients which then in turn would annually save 800.000 euro in healthcare costs.

Gallup. (2008). *How Does the Gallup-Sharecare Well-Being Index Work?* Retrieved from: https://www.gallup.com/175196/gallup-healthways-index-methodology.aspx

The Index introduced by Gallup in 2008 is a well-known and widely accepted tool for measuring happiness and well-being. It examines five different but related elements of individuals: a sense of purpose, social relationships, financial security, relationship to community, and physical health. The definition of well-being used for the different aspects by Gallup is as follows:

- Purpose: liking what you do each day and being motivated to achieve your goals
- Social: having supportive relationships and love in your life
- Financial: managing your economic life to reduce stress and increase security
- Community: liking where you live, feeling safe, and having pride in your community
- Physical: having good health and enough energy to get things done daily

This definition will be used as background when defining the aspects of happiness attempted to measure for the business case of happiness for Assendorp.

Helliwell, J. F., Layard, R., Sach, J. D. (2019). World Happiness Report. Happiness Council. Retrieved from: https://worldhappiness.report/

This article is UN supported and is evidence that people´s lives can be coherently, reliably, and validly assessed by subjective well-being measures that can be referred to happiness.
The focus of this report is on four key aspects. One is happiness and community, more clearly on the change in happiness over the past years and the influence of information technology, governance, and social norms on community. Further, the link between government and happiness is discussed as well as the power of prosocial behavior and lastly, the change in information technology.
The largest difference in life evaluation are through how people connect with each other, their shared institutions, and social norms.
The link between government and happiness works two ways. First what the government does affects the happiness of its citizens and second the happiness of its citizens affects the government. Unhappiness is linked to voting against the current government and a rise in life satisfaction is reported after an election changed the government. Therefore, a link between life-satisfaction and happiness can also be found.

Huyer, H. (2019). Happiness Index: What it is and how it works?. Retrieved from: https://www.trackinghappiness.com/happiness-index-2018/

This article explains how the data of the World Happiness Report is selected and evaluated. The report is conducted by the happiness council which consists of a group of independent happiness specialists. They were inspired by the Bhutan Gross National Happiness Index founded in 1972 and since 2012 they have been conducting a World Happiness Report every year. Originally, the Happiness Index was considered as "the weighted (by sampling weights) rate of respondents reporting "very happy" or "quite happy" less the weighted rate of respondents reporting "not very happy" or "not at all happy" plus 100. The index thus ranges from 0 to 200". But since 2012 the index has steered away from its original definition and is seen more as a Happiness Ladder. "Please imagine a ladder with steps numbered from 0 at the bottom to 10 at the top. The top of the ladder represents the best possible life for you and the bottom of the ladder represents the worst possible life for you. On which step of the ladder would you say you personally feel you stand at this time?". This is called the Cantril Ladder. For the World Happiness Report this ladder is asked to 1000 citizens of 150 countries, yearly. The citizens are randomly selected and must be 15 or older.
The Netherlands currently has a Happiness Index of 7.44 compared to the average of 5.38 of all countries. Over the years 7 factors were linked to the overall happiness of citizens in a country.
The first factor is the GDP per capita. To calculate the GDP per capita the value of goods and services produced in a year is simply divided by the population. The evolution of the GDP and the Happiness Index suggest that they strongly correlate which makes sense since happiness is related to wealth.
Secondly, there is the social support. This factor is measured by asking participants the question: "If you´re in trouble, do you have relatives or friends you can count on to help you whenever you need help, or not?". Rating yes with 1 and no with 0 an average social support of a country can be conducted. This factor seems to correlate exponentially with happiness.
Healthy life expectancy is the third factor that can be linked to happiness. Data provided from the WHO is used to calculate the average number of healthy years a child at birth is estimated to life from which the healthy life expectancy is gathered. This correlated linear to the Happiness Index.
Also, a factor is the freedom to make choices which is measured through the question of: "Are you satisfied or dissatisfied with your freedom to choose what to do with your

life?" The average of the yes and no answers correlate again with the Happiness Index.
The next factor is generosity. The simple question: "Have you donated money to charity in the past month?" is used to measure this factor. Again, the yes and no answers determine the average for every country. This question has been criticized a few times for being too narrow to measure the generosity of an individual.
Lastly, there is the perception of corruption. "Is corruption widespread throughout your government or not?" and "Is corruption widespread throughout your business or not?". While a majority of people asked, answered this question with yes, it is interesting to know that this factor has the smallest correlation with happiness, meaning that a country with a high corruption rate does not necessarily mean an unhappy country.
Hugo, the author of the article suggests coming up with an individual Happiness Index in order to develop oneself. To do this he suggests three steps which consist of measuring one's happiness on a scale of 0 to 10, determining one's happiness factors, and finally keeping it up and learn which means doing it consistently and reflecting on it.

INTERVIEWS:

MAARTEN EPEMA

Wie ben je en wat houd je bezig in het dagelijkse leven?

Ik ben Maarten Epema, ik ben nu 47 jaar en ik woon samen met mijn vrouw en drie zonen in Assendorp. De afgelopen tien jaar heb ik voor een advies management bureau gewerkt als duurzaamheidsadviseur en projectleider in vastgoed en gebiedsontwikkeling. Sinds twee jaar werk ik nu voor de gemeente Zwolle aan een energie transitie programma, waarmee ik me bezig hou met vraagstukken over bijvoorbeeld de stad van het aardgas af te krijgen.

Hoe ben je in aanraking met 50 tinten groen gekomen? En met welke projecten hou je je voornamelijk bezig?

Ik ben 20 jaar geleden al begonnen met het verduurzamen van mijn eigen woning, zo had ik in 2003 al zonnepanelen op mijn huis en ging ik bezig met isolatie. Dit paste natuurlijk ook al bij mijn belangstelling voor duurzaamheid.

Daarna ben ik eigenlijk gaan nadenken hoe ik anderen in de buurt daarmee zou kunnen helpen. Dus toen ben ik met wat buurgenoten zoals Kirsten en Adriaan daarover gaan praten. Ik hou me vooral bezig met het verduurzamen van huizen maar doordat Adriaan actief bezig was met het vergroenen van de wijk, merkte ik dat mensen daarvoor eerder in actie komen dan wanneer je meteen met energie begint. Dus toen hebben we bedacht dat we de twee initiatieven ook aan elkaar kunnen knopen.

Ook ben ik kaartrekker geweest van de zonnepanelen actie van afgelopen jaar en heb ik me een beetje betrokken geweest bij de isolatie actie. Ook ben ik bezig geweest met de geveltuintjes dag

Hoe was het om samen met je buren aan deze projecten te werken?

Het is leuk om met mensen uit de buurt je op zo'n praktische manier met elkaar te verbinden. Je kan met iets kleins als snel samen een verschil maken en dat vind ik heel erg ook. Zo waren er bijvoorbeeld mensen tijdens de geveltuintjes dag die geen tuintje wilden, maar dan voor de catering zorgden. Dus we zijn de hele dag met elkaar aan het werk geweest. Achteraf kijk

je daar dan op terug en merk je dat de buurt een stukje mooier is geworden en zo'n evenement ook echt mensen met elkaar verbind.

Wat was het beste aan betrokken zijn met dit project?

Je maakt meer verbinding met je buurtgenoten en het feit dat je een soort olievlek creëert, dus dat je niet alleen je eigen huis verduurzaamd maar ook anderen inspireert om het ook te gaan doen

Wat is de impact van het werken aan deze projecten op je leven?/ wat voor waarde heeft dit project in je leven gebracht?

Ik vind het belangrijk om buiten je betaalde werk je met andere dingen bezig te houden. Bovendien vind ik het erg waardevol dat je een connectie legt met mensen waarmee je dat normaal gesproken niet zo snel zou hebben. Zo is er bijvoorbeeld een man in onze buurt die niet zo sociaal is van zichzelf en door middel van zo'n project raak je toch met elkaar aan de praat. Dat zijn voor mijn wel dingen waar ik waarde aan hecht en dat geeft een heel voldaan gevoel.

Welke invloed hebben de projecten op de buurt?

Mensen die een eerste stap zetten zoals het isoleren van hun huis, houden meestal niet op. Zodra je bezig gaat met duurzaamheid ga je erop letten en dat heeft uiteindelijk ook impact op lange termijn. Dus een stukje meer bewustwording. Daarnaast ontstaat er in de wijk meer samenhang, waardoor mensen minder langs elkaar heen leven en dit soort projecten dus ook bijdragen aan meer verbinding.

ULRIKE MULDERS

Wie ben je en wat houd je bezig in het dagelijkse leven?

Ik ben Ulrike mullers, ik ben geboren in duitsland in Kleef. Ik ben nu docent Duits aan het ROC van Landstede. Ik heb daarvoor heel veel andere dingen gedaan en op verschillende plaatsen in Nederland gewoond. Waarvan een lange tijd in Nijmegen.

Hoe ben je in aanraking met 50 tinten groen gekomen? En met welke projecten hou je je voornamelijk bezig?

Ik woon nu sinds vijf jaar in Zwolle en afgelopen jaar ben ik bezig gegaan om mijn huis te verduurzamen.

Ben door toeval met 50 tinten groen in aanraking gekomen en merk dat ik daar nu steeds meer bij betrokken raak. We hadden eerst alleen nog enkel glas, we hebben ons dak laten isoleren. Daarbij was ik ook aan het onderzoeken of het dak ook geschikt zou zijn voor dak begroening en ik had ergens gelezen over 50 Tinten Groen. Dus ik heb toen contact opgezocht en binnen drie dagen stond Adriaan in mijn tuin. Na een heel leuk gesprek ben ik gevraagd om staatambassadeur te worden en vanaf dat moment ben ik dus meer betrokken geworden bij de 50 Tinten Groen.

Ik ben dus pas sinds september straatambassadeur, maar we hebben met onze straat een app waarmee we elkaar op de hoogte houden en daarin werd er echt enthousiast over gereageerd. Wel heb ik afgelopen dinsdag een sessie gehad in de stadskamer over de deelauto's en het duurzaamheidsfestival. Maar ik sta nog wel echt in de kinderschoenen

Hoe was het om samen met je buren aan deze projecten te werken?

Ik vind het leuk om voor de community bezig te zijn en als mensen uit de buurt daar enthousiast op reageren is dat heel leuk. Een ander voordeel is dat je veel mensen leert kennen, dat is voor mij prettig want ik woon nog niet zo heel erg lang in Zwolle. Ook leer je je buren nog beter kennen.

Wat was het beste aan betrokken zijn met dit project?

Toen ik bij Olaf was en hij vertelde over dat hij het eerste gasloze huis van Assendorp heeft terwijl iedereen zei dat het onmogelij was. Vooral het enthousiasme waarmee hij dat vertelde. Maar ook dat ik een grote groep mensen heb ontmoet, die nadenken over dingen die voor mij ook belangrijk zijn. Je deelt toch een bepaalde nieuwsgierigheid naar het anders aanpakken van dingen.

Wat is de impact van het werken aan deze projecten op je leven?/ wat voor waarde heeft dit project in je leven gebracht?

Ik woon nog niet zo heel lang in Zwolle en als je fulltime werkt ontmoet je niet heel veel mensen. Daarom vind ik het leuk om mensen te ontmoeten waarmee je bepaalde dingen deelt. Dus ik vind het sociale contact heel erg prettig en fijn. Ik hou van dwarsdenkers en die zitten er bij 50 Tinten Groen genoeg. Ook het feit dat we niet alleen maar samen nadenken over dingen, maar ook echt dingen samendoen.

Welke invloed hebben de projecten op de buurt?

Het is niet direct op mijn buurt, maar ik heb mensen uit mijn vriendenkring geïnspireerd en die zijn nu ook enthousiast geworden over het verduurzamen. Maar ik geloof in de olievlek theorie, dus als iets kleins begint dat kan leiden tot iets veel groters.

JEROEN VISSER

Wie ben je en wat houd je bezig in het dagelijkse leven?

Ik ben Jeroen, ik ben 49 en ik woon eigenlijk mijn hele leven hier in Zwolle. Ik werk in Arnhem voor het energiebedrijf Alliander en daar ben ik netwerkbeheerder. Dus kortgezegd help ik bedrijven verduurzamen.

Hoe ben je in aanraking met 50 tinten groen gekomen? En met welke projecten hou je je voornamelijk bezig?

Ik zag ooit een stukje van buurtkracht in de media voor bij komen, voor een soort kennisdiner om ervaringen uit te wisselen en toen dacht ik misschien kan ik daar wel een keer bij aansluiten. Daarna werd ik aan een WhatsApp groep toegevoegd en dat was eigenlijk de voorloper van 50 Tinten Groen, dus toen het nog geen officiële vorm had. Door die groep ben ik in contact gekomen met Kirsten en eigenlijk vanaf dat moment is de groep actief geworden.

Ik heb zelf aan twee projecten meegewerkt. Vorig jaar november zijn we begonnen met de zonnepanelen actie en samen met Kirsten heb ik een aantal huiskamergesprekken georganiseerd. Uit die gesprekken bleek eignelijk dat er veel behoefte was aan vloerisolatie, dus daar heb ik ook aan meegewerkt.

Hoe was het om samen met je buren aan deze projecten te werken?

Wat ik zelf heel leuk vind is om samen met een groep mensen ergens aan te werken. Ik vind het fijn om met een klein team zeg maar tot he point te werken, want ik merk dat in een grote groep er vaak minder efficiënt gewerkt word. Het is gewoon heel leuk en gezellig om samen ergens aan te werken

Wat was het beste aan betrokken zijn met deze projecten?

Ik vind het heel leuk om samen met een paar man echt ergens gericht mee bezig te zijn. Het proces wat je doorloopt en uiteindelijk het resultaat wat je dan behaalt vind ik heel erg leuk om te zien. Dus dat de ene persoon werkt met de leveranciers en de ander iets anders. Uiteindelijk presenteer je het resultaat dan aan een grote groep mensen en iedereen is dan eigenlijk enthousiast en betrokken. Dus dat maakt het gewoon heel leuk.

Wat voor waarde heeft dit project aan je leven toegevoegd?

Ik ben niet zo iemand van de huiskamergesprekken, maar ik vind het wel heel leuk om met mensen samen te werken en kennis met elkaar te delen en dus echt samen bezig te zijn. Dat vind ik echt heel leuk en uiteindelijk het resultaat wat je dus behaalt. Aan de ene kant dus sociaal contact met mensen en aan de andere kant kennis met elkaar delen en vanuit daar iets neer te zetten.

Welke invloed hebben de projecten op de buurt?

Je merkt toch dat mensen sociale wezens zijn en de samenwerking en nieuwe mensen leren kennen gewoon goed werkt in de buurt.

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Ervaringen



Maarten Epema



Ulrike Mulders



Jeroen Visser

Maarten Epema



WIE BEN JE EN WAT HOUD JE BEZIG IN HET DAGELIJKSE LEVEN?

Ik ben Maarten Epema, ik ben nu 47 jaar en ik woon samen met mijn vrouw en drie zonen in Assendorp. De afgelopen tien jaar heb ik voor een advies management bureau gewerkt als duurzaamheidsadviseur en projectleider in vastgoed en gebiedsontwikkeling. Sinds twee jaar werk ik nu voor de gemeente Zwolle aan een energie transitie programma, waarmee ik me bezig hou met vraagstukken over bijvoorbeeld de stad van het aardgas af te krijgen.

HOE BEN JE IN AANRAKING MET 50 TINTEN GROEN GEKOMEN? EN MET WELKE PROJECTEN HOU JE JE VOORNAMELIJK BEZIG?

Ik ben 20 jaar geleden al begonnen met het verduurzamen van mijn eigen woning, zo had ik in 2003 al zonnepanelen op mijn huis en ging ik bezig met isolatie. Dit paste natuurlijk ook al bij mijn belangstelling voor duurzaamheid. Daarna ben ik eigenlijk gaan nadenken hoe ik anderen in de buurt daarmee zou kunnen helpen. Dus toen ben ik met wat buurgenoten zoals Kirsten en Adriaan daarover gaan praten. Ik hou me vooral bezig met het verduurzamen van huizen maar doordat Adriaan actief bezig was met het vergroenen van de wijk, merkte ik dat mensen daarvoor eerder in actie komen dan wanneer je meteen met energie begint. Dus toen hebben we bedacht dat we de twee initiatieven ook aan elkaar kunnen knopen. Ook ben ik kaartrekker geweest van de zonnepanelen actie van afgelopen jaar en heb ik me een beetje betrokken geweest bij de isolatie actie. Ook ben ik bezig geweest met de geveltuintjes dag