

CULTUUR&CAMPUS PUTSELAAN
"Cultuurcampus Lexicon"
DELIVERABLE D8.2



Erasmus
University
Rotterdam

Erasmus


Gemeente Rotterdam




codarts
rotterdam

WDKA



ELIA

AFRI
KAANDER
WIJK
CO-OP

 **buzinezzclub**
FOUNDATION


Local Governments
for Sustainability



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Acronyms and definitions

Acronym	Meaning
AWC	Afrikaanderwijk Coöperatie
BUZ	Stichting Buzinezzclub Foundation
C&CP	Cultuur&Campus Putselaan
COD	Stichting Codarts voor de Kunsten
ELIA	European League of Institutes of the Arts
EUR	Erasmus University Rotterdam
HR	Stichting Hogeschool Rotterdam
ICLEI	ICLEI - Local Governments for Sustainability
NEB	New European Bauhaus
RDAM	Gemeente Rotterdam
WDKA	Willem de Kooning Academy Rotterdam
WP(s)	Work Package(s)

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Contents

1.	42.
	53.
Error! Bookmark not defined.	References
	17

1. About the Cultuur&Campus Putselaan Project

Cultuur&Campus Putselaan (C&CP)¹ pilots a new approach to city making through education, research, policy and culture at the heart of Rotterdam South. It facilitates the coming together of different types of knowledge - theoretical, practical, from the arts and sciences - with the lived experiences of citizens. It does so in three ways.

First, by co-creating a vibrant site of encounter, dialogue and shared learning. The C&CP will be housed in a historical building, the refurbishment of which unites a sustainable re-design vision of students of architecture and built environment, with the wishes and needs of local stakeholders, in a part of town where higher education and cultural institutions are scarce. This will be a hub for students, residents, social enterprise start-ups, lecturers and researchers – a place for learning, studying, community, art and culture.

Second, we will facilitate the co-design of impact-oriented learning curricula that can make the area more sustainable, inclusive, and enriching. From sustainable crafts and repair workshops open to all, to lifelong learning formats and Master level courses, we will test innovative didactic approaches geared towards activating and inspiring citizens, students, and lecturers in shaping a better future for Rotterdam South.

Third, we will ground our approach to research in participatory research and citizen science, that empowers residents to take part in the processes that shape their city and delivers a sound understanding of the area, its challenges, and opportunities, based on shared ownership.

Evaluating our experience, we will identify the most effective strategies for delivering territorial transformations that build on situated knowledge and visions shaped and implemented through multi-stakeholder and multi-level collaborations. Research outcomes and lessons learned will be reported on in the context of WP2, 'Needs assessment, monitoring and research' and WP7 'Future Plans, replicability', which prepares for the transition and upscaling of C&CP to the larger CultuurCampus Doklaan and the replication of this project elsewhere in Europe, including replication of its learning and programming formats, and provides policy recommendations on the project learnings. In collaboration with local stakeholders, we will foster research outcomes that respond to local needs, for instance by sustainably supporting the existing creative eco-system in Rotterdam South.

¹ While the official acronym of CULTUURCAMPUS, we are using C&CP here to differentiate the NEB project on the Putselaan location from the larger CultuurCampus Doklaan, which will be an upscaled initiative realized several years later.

2. Introduction

This lexicon, or glossary, forms a tool for communication that is specific to the C&CP stakeholders. Given the pilot nature of the project, it is important that the communication strategy remains a dynamic document and responds to changing needs as they uncover. This is why this lexicon is the second version and will be updated two more times over the coming months.

Our lexicon is a professional guide for effective engagement with the neighborhood. It contains key terms, concepts, and cultural insights that reflect the diversity of our environment. With practical examples, the lexicon helps us communicate clearly and respectfully. We keep it up-to-date, ensuring it always aligns with the evolving dynamics of our community.

This document is a collaborative tool developed by consortium partners to enhance understanding of key terms used in the project. It focuses on terms guiding the project's 36 months and is designed to evolve through critical review and expansion. The Lexicon aims to foster ongoing dialogue about expectations and needs within the C&CP framework and will be translated into Dutch for local usability.

3. The C&CP Lexicon, version 2

	TERM	DEFINITION
	A	
	Arts Plural	<p>This is a concept that explores the role of artistic intelligence in contemporary society. It focuses on how artists, designers, students, and educators can function as agents of change, innovation, and evolution. The aim is to contribute to society through art education in a more pluralistic way, recognizing and valuing the diversity of ideas and approaches.</p> <p>According to Google (ELIA Biennial 2024): Arts Plural celebrates artistic intelligence. It questions how artistic practitioners, designers, students, and educators can be recognized as agents of change, innovation, and evolution. It asks how arts education can contribute to society in a more pluralistic way.</p>
	Authentic Place	A space with its own unique personality, respecting the diversity of existing cultures.
	B	
	Beautiful	<p>NEB Value: "The Compass sets out three cumulative ambitions for a beautiful project: to (re)activate the qualities of a given context while contributing to our physical and mental well-being; to connect different places and people and foster a sense of belonging through meaningful collective experiences; and to integrate new enduring cultural and social values through creation" (NEB Compass 2022, 7).</p> <p>C&CP ambition: Care and attention for different understandings of beauty, such as: quality of experience and style, beyond functionality" notably relating to the creative process, and the role of the arts and culture in activating, connecting, and integrating.</p>
	C	
	Catchment area	Referring to the neighborhoods in the surrounding Cultuur&Campus Putselaan: Bloemhof, Afrikaanderwijk, Feijenoord. Tarwewijk. We further consider Hillesluis, Katendrecht, Kop van Zuid, Noordereiland and Vreewijk part of the larger catchment area.

	Co-creation	<p>All participants in a process or plan should have a tangible influence on the design of activities and plans, aiming to produce a mutually beneficial and balanced outcome. The principles of our co-creation strategy include:</p> <ol style="list-style-type: none"> 1. Collaborative participation: empowering each participant, ensuring a tangible influence on the process and its outcomes which fosters a sense of ownership and commitment. 2. Engagement: emphasizing the value of each participant's active involvement and commitment, regardless of their level of influence or expertise. It recognizes that everyone brings unique knowledge and perspectives to the table, fostering a sense of equal partnership in the process. Engagement cultivates a shared sense of responsibility and commitment. 3. Balance: C&CP advocates harmonious participation and decision-making, preventing the dominance of a single participant or group, to ensure fairness and inclusivity. 4. Design: a collaborative effort of all participants in shaping the structure, processes and outcomes of the co-creation and designing fitting solutions
	Co-implementation	<p>Co-implementation, following the co-creation stage, encapsulates stakeholders' active execution of a jointly designed project, ensuring the practical application of the collaborative vision. This aims to enhance long-term value and impact of the C&CP project, extending well beyond the initial planning and implementation timeframe. It strengthens the stakeholders' sense of ownership over the processes, creating the local buy-in at various levels needed to proceed with the project and reach its objectives.</p>
	Collaboration	<p>Cultuur&Campus is a collaborative project. We are working towards shared working principles on how to collaborate within the project - amongst ourselves, our institutions and with the community.</p>
	Collective learning	<p>A place where studying, meeting, and working on a sustainable future come together. This includes (international) knowledge exchange.</p>
	Collective organization	<p>Student suggestion as output from their honors-programme case study: A group where decisions and efforts are shared by all members. It is an alternative to traditional bureaucratic structures</p>
	Commons	<p>Interaction between the given resource, its users, associated processes and its institutions binding them together with an aim of addressing collective needs of communities through the process of "commoning" (source: Student-presentation 3rd of April 2024)</p>

	Community	<p>Within the context of C&CP, communities are referred to as groups of people who either reside within a specific geographic area or individuals who are perceived as an unit due to their common interests, cultural backgrounds, or social groups. C&CP acknowledges the diverse range of communities that are present in the vicinity of the Cultuur&Campus Putselaan and realizes that the project may contribute to the development of new communities surrounding the Cultuur&Campus. These communities could be neighbors or communities of interest focused on learning or creative pursuits. C&CP's aim is to connect these communities and strengthen existing ones, without intending to replace them or compete with them.</p>
	Community of Practice Plastic(CoPP) (WdKA)	<p>A network of more than twenty field parties actively sharing knowledge and data on addressing plastic pollution in the waters of the Rhine-Meuse delta. As a result, the CoPP serves as a catalyst for knowledge development in measuring, cleaning up, processing, and preventing plastic in waterways.</p>
	Co-ownership	<p>Shared ownership of a place/process/project (C&CP building and direct surroundings and creative placemaking programming) among different actors, such as the private and public sector and local communities. Ownership means decision-power over what happens to a place, as well as a responsibility for a place. Co-ownership between institutions and communities ensures a sense of belonging for the target-community. We strive to embody this principle in our project. The aim is to promote the inclusion of otherwise unheard (/marginalized) voices.</p> <p>C&CP ambition: We build placemaking activities based on the strength of new and recently started creative and social initiatives in the neighborhood. We work together in an equal way and thus create the feeling of co-ownership of the program and place. We want to give our movement a sustainable character.</p>
	Creative Placemaking	<p>Placemaking essentially involves the transformation of a space into a place. 'Space' is something abstract and empty. On the other hand, 'place' is something that is meaningful, containing a sense of place and home (Haagse Hogeschool, 2022).</p> <p>Placemaking transforms spaces into quality places that people want to live, work, and play in. Wyckoff (2014) discerns four types of placemaking: standard placemaking, tactical placemaking, strategic placemaking, and creative placemaking. He argues that creative initiatives can animate places and spark economic development. This allows for gains in liveability, diversity, jobs, and income. Supporting cities, suburbs, and small towns that are confronted with structural changes and residential uprootings. In short,</p>

		<p>creative placemaking as a distinct form of placemaking employs arts and culture as a method for this transformation from 'space' to 'place' (Wyckoff, 2014). C&CP's definition of creative placemaking has been devised based on various definitions from the literature, including authors such as Markusen and Gadwa (2014). "Creative Placemaking" is a programme with arts, culture, and design activities and a deep and meaningful involvement of the (local) community to make public space (the building and outside area directly surrounding it) more inclusive and fair and exploit its potential. Its subgoals are creating beauty, stimulating interaction, collective learning, the wellbeing of the community, stimulating sustainable community ownership, expanding horizons, and caring for an authentic sense of place.</p>
	Cultuur&Campus (Doklaan)	<p>The C&CP project is a pilot that will translate into the larger Cultuur&Campus Doklaan project, also in Rotterdam South. More information about the Doklaan project can be found here: https://www.cultuurencampusrotterdam.nl/. The goal of Cultuur&Campus Doklaan is to create a space for cultural activities and educational programs.</p>
	Cultuur&Campus Putselaan	<p>Cultuur&Campus Putselaan (C&CP) is a pilot project, currently realised at the Putselaan 178 in Rotterdam South, the Netherlands. The C&CP project is financed through the New European Bauhaus Initiative (see below) until the end of 2025. The Cultuur&Campus Putselaan will become a sustainable hub of arts, research, learning and community as catalyst of territorial transformation.</p>
	D	
	E	
	F	
	Fourth Pillar of Sustainability (WdKA)	<p>Culture and our shared heritage have emerged as central themes in discussions about sustainable development. ICLEI refers to this on their website as 'Built Environment, Culture and Heritage'. This concept positions culture as the fourth pillar of sustainability, alongside the social, economic, and ecological pillars.</p>
	G	
	Grassroots	<p>Bottom-up initiatives.</p>
	H	

	I	
	Impact Driven	Useful applications that can help the world in real time: Cultuurbcampus can only have a lasting impact and succeed by facilitating a behavioural change of a vast and diverse network of stakeholders. This is aligned with a growing movement in sustainability and transition research and education. To enable stakeholders to make different choices in their behavior, we will co-develop locally embedded alternatives for more sustainable and inclusive behaviors of the local community. Interventions and prototypes for new forms of cooperation and practices will be developed and tested from an early phase in the process while the evolving needs of the community determine the points of focus.
	Inclusion	With inclusion, we are referring to the provision of equal and universal opportunities for participation, spatial and economic accessibility and equitable enjoyment to the space. Inclusion in decision-making processes, implementation and monitoring, ensure the democratic and procedural justice of developments and activities. This is particularly relevant for systematically marginalized communities which that C&CP collaborates with in Rotterdam South.
	Interdisciplinary/ Transdisciplinary	A multiplicity of disciplines is contributing to the research within C&CP. Working within the existing research team, multiple disciplinary backgrounds are represented, drawing on Economic Geography, Urban Planning, Sociology, and Artistic Research. The researchers within C&CP work interdisciplinary on the research surrounding C&CP and beyond disciplinary together with non-academics on citizen science. The education and cultural programme will be co-developed by transdisciplinary teams and local participants - this means that knowledge is situated and emerges in a way that is as non-hierarchical as possible, through togetherness and interactions in an ecosystem of participants. In a holistic and collaborative approach, academic knowledge is but one ingredient in a wider 'societal learning process' (Wittmayer et al., 2021, p. 4). More than ever, understanding the urban experience and the challenges and opportunities facing a particular neighbourhood and its residents, requires honest and horizontal exchanges of knowledge in informal settings (Dobson, 2006).
	J	
	K	

	L	
	Legacy	The legacy of the C&CP project consists of a 'master plan' including specific methods and results useful for future projects. The master plan will contain detailed procedures, lessons learned, and usable results that can be applied by other institutions or initiatives across Europe or beyond. Moreover, the legacy includes the impact that C&CP methods and results have had on local and national levels, which have also made a significant contribution to the development and improvement of the involved cultural and academic communities.
	M	
	Multi-level networking	Process of establishing lasting connections and fostering relationships among various stakeholders, including community members, students and researchers, organizations, and experts, to facilitate mutual learning and knowledge sharing. This involves creating opportunities to gain and disseminate local knowledge, thereby the project's impact through collaborative exchanges. The ultimate aim is fostering lifelong learning within the arts and beyond, enriched by diverse perspectives, and maintaining a dynamic flow of ideas driven by curiosity, a sense of responsibility towards others, and a collective desire for the common good. This continuous interaction at local, national, and European level helps us in building a resilient and informed community, capable of addressing challenges and seizing opportunities like the New European Bauhaus framework in innovative and effective ways.
	N	
	New European Bauhaus (NEB)	New European Bauhaus refers to the flagship program launched by the European Commission, connecting the European Green Deal to our spaces and environments and experiences. The initiative builds on three core and key values, them being beauty, sustainability and together, that must guide the design, implementation and evaluation of the project, its processes and spaces. C&CP incorporates the three key NEB Values throughout its work.
	O	
	P	
	Participatory Research	Through participatory research we will train and empower citizens to gather data and develop insights in the quality of life of their living environment. The

		<p>project addresses the full scope of how citizens can be involved in the process of gathering data, using and understanding data, participation in decision-making about the development of their city, and the engagement of researchers in democratic processes.</p> <p>For more detailed information on our research plans, please see D2.2</p>
	Q	
	R	
	Reciprocity	<p><i>each one, teach one</i></p> <p>The starting point for every collaboration is to learn from each other; from the program, from program makers or from the audience. We will develop a method for this so that we have a continuous learning process in program development, implementation, and evaluation with which we can shape new forms of (arts) education, cultural programs, and cooperation between government and citizens.</p>
	Representation	<p>As ambassadors for the institutes, we are literally visible in the neighborhood. We adopt a modest attitude and want to actively work on reciprocity and long-term relationships.</p>
	S	
	Sense of place	<p>A feeling of connectedness or belonging with a certain place or community.</p>
	Situated Knowledge	<p>The education programme will be co-developed by transdisciplinary teams and local participants - this means that knowledge is situated and emerges in a non-hierarchical way, through togetherness and interactions in an ecosystem of participants. In a holistic and collaborative approach, academic knowledge is but one ingredient in a wider 'societal learning process' (Wittmayer et al. 2021: 4)</p>
	Stakeholders	<p>Anyone with a stake or interest in the C&CP project, from local communities to organizations and collaborators. Not to be confused with the Stakeholder Group (see below).</p>
	Stakeholder Group	<p>A specific group of stakeholders made up of representatives from the communities surrounding the Putselaan 178, who regularly come together and offer a sounding board about current developments of the project and all of its work-packages.</p>

	Sustainable	NEB Value: “Sustainability means prioritizing the needs of all life forms and of the planet by ensuring that human activity does not exceed planetary boundaries. The basic sustainability ambition is concerned with conventional features like the ability to preserve or prolong usability, and the next level considers the entire system of a project. The highest ambition is to regenerate and reconnect to nature.” (NEB Compass 2022, 9).
	T	
	“The Culture”	(Afro)diasporic cultural expressions that are usually home to superdiverse, immigrant neighborhoods. As a cultural ecosystem it is characterized by informal networks and deemed by some as ‘fringe capital’ or ‘sauce’. It includes vogue, hiphop, spoken word, breaking, skateboarding, etc.
	Together	NEB core value #3 “...builds on the concept of inclusion and enriches it with the concepts of equality, accessibility and affordability. Starting from these fundamental features, the Compass identifies growing levels of ambition, keeping the focus on the essential idea of granting and securing equal access to opportunities and resources for all and encouraging exchanges across cultures, genders and ages” (NEB Compass 2022, 11).
	Interdisciplinary/ Transdisciplinary	A multiplicity of disciplines is contributing to the research within C&CP. Working within the existing research team, multiple disciplinary backgrounds are represented, drawing on Economic Geography, Urban Planning, Sociology, and Artistic Research. The researchers within C&CP work interdisciplinary on the research surrounding C&CP and beyond disciplinary together with non-academics on citizen science. The education and cultural programme will be co-developed by transdisciplinary teams and local participants - this means that knowledge is situated and emerges in a way that is as non-hierarchical as possible, through togetherness and interactions in an ecosystem of participants. In a holistic and collaborative approach, academic knowledge is but one ingredient in a wider ‘societal learning process’ (Wittmayer et al., 2021, p. 4). More than ever, understanding the urban experience and the challenges and opportunities facing a particular neighbourhood and its residents, requires honest and horizontal exchanges of knowledge in informal settings (Dobson, 2006).
	U	
	Urban Pedagogy	Understanding the urban experience and the challenges of a particular neighborhood requires honest and horizontal exchanges of knowledge in

		informal settings (Dobson 2006). We will co-design activities with groups that are currently underrepresented in policy development, urban development and other processes that affect the built environment in which communities live. Increasing capacity in these groups empowers diverse community participation while increasing environmental justice.
	V	
	Values	<p><u>Belonging</u> We celebrate and engage in the sense of pride in the community's diverse heritage, traditions, and local amenities and characteristics.</p> <p><u>Mutuality</u> We nurture two-way knowledge creation, creativity, and cultural awareness ensuring that solutions are contextually relevant and effective.</p> <p><u>Sustainability</u> We act with future generations in mind, contributing to a resilient and equitable community and a thriving ecosystem, aiming to ensure a lasting social impact and a legacy of sustainability for all.</p> <p><u>Co-Creation</u> We develop collaboratively by making sure voices are heard by the right people, building sustainable relationships between educational institutes, students and the neighbourhood, and ensuring equitable participation and equal access to resources.</p> <p><u>Aesthetics:</u> We create welcoming, caring, accessible, culturally reflective and visually stimulating environments that are based on neighbourhood's needs and therefore enhance community engagement.</p>
	Vision	The Cultuurcampus Putselaan envisions an accessible and vibrant hub for innovation, rooted in experiential collaboration between the local community and educational institutions. By integrating cultural learning, creativity, science, and entrepreneurship, the campus will serve as an open platform for interdisciplinary education and sustainable transitions. Through co-creation and reciprocity, both the institutions and the neighborhood will learn and grow together. This exchange will contribute to neighborhood resilience while becoming an integral and connected part of the surrounding area, ultimately serving as a model for future initiatives across Europe.
	W	

	X	
	Y	
	Z	

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