

CULTUUR&CAMPUS PUTSELAAN UPDATE WEBSITE & COMMUNICATION CHANNELS

Deliverable D8.13



Gemeente Rotterdam



General Information

Project Description

Acronym	C&CP
Title	Cultuur&Campus Putselaan: A sustainable hub of arts, research, learning and community as catalyst
Coordinator	Erasmus University Rotterdam
Project Number	1010799729
Type of Action	HORIZON Coordination and Support Action
Topic	HORIZON-MISS-2021-NEB-01-01
Project Start Date	01.10.2022
Project End Date	30.06.2026
Project Duration	45 months
Website	www.putseiaan.nl
Email	info@cultuurcampus.nl

Deliverable Description

Number	D8.13
Title	Update Website & Communication Channels #2
Lead Beneficiary	HR
Work Package	WP8
Dissemination Level	Sensitive
Type	Report
Due Date	31 dec 2025
Submission Date	31 dec 2025
Resubmission Date	

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Resubmission Edits	

Acronyms and Definitions

Acronym	Meaning
AWC	Afrikaanderwijk Cooperatie
BUZ	Stichting Buzinezzclub Foundation
C&CP	Cultuur&Campus Putselaan
CA	Consortium Agreement
COD	Stichting Codarts voor de Kunsten
EC	European Commission
ELIA	European League of Institutes of the Arts
EUR	Erasmus University Rotterdam
HR	Stichting Hogeschool Rotterdam
ICLEI	ICLEI - Local Governments for Sustainability
RDAM	Gemeente Rotterdam
TU Delft	Technische Universiteit Delft
WDKA	Willem de Kooning Academy Rotterdam
WP(s)	Work Package(s)

Acknowledgement

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Climate, Infrastructure and Environment Executive Agency (CINEA). Neither the European Union nor the granting authority can be held responsible for them.

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1. Abstract

This deliverable outlines the recent advancements in the digital communication infrastructure of the Cultuur&Campus project, part of the New European Bauhaus and funded by Horizon Europe. It highlights significant updates to our website, social media channels, and overall communication strategy.

Key achievements include the implementation of new online features such as an event module and an interactive district map, the transition to a new domain name, and a refined social media approach focusing on Instagram and LinkedIn. The document also details the organizational structure behind communication efforts, emphasizing strategic alignment among partners and content planning processes. A critical part of this update involved addressing and overcoming website security challenges through a full system audit and restructuring of user access protocols.

The resulting improvements have led to a more secure, stable, and strategically aligned digital platform. These developments play a central role in reinforcing the project's visibility, community engagement, and long-term sustainability goals in line with the principles of the New European Bauhaus.

2. About the Cultuur&Campus Putselaan Project

Cultuur&Campus Putselaan (C&CP) pilots a new approach to city making through education, research, policy and culture at the heart of Rotterdam South. The C&CP will be located on the Putselaan. In our approach, we facilitate the coming together of different types of knowledge - theoretical, practical, from the arts and sciences - with the lived experiences of citizens. We do 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 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. C&CP will connect to existing initiatives and spaces, while also providing a unique hub for higher education in the area.

Second, we will facilitate empowering 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.

With C&CP, we aim to create a positive and lasting impact, working together towards a thriving future for Rotterdam Zuid.

3. Introduction to the update website and communication channels #2

This deliverable builds upon the foundation established in D8.12, providing a progress update on the digital communication infrastructure of Cultuur&Campus Putselaan. While our core objectives remain unchanged to enhance visibility, accessibility, and engagement through professional digital platforms, this report focuses on recent developments and refinements made during the current reporting period.

Since the opening of Cultuur&Campus Putselaan, we have observed a significant shift in how our community interacts with our programming. A notable development has been the increasing interactivity of our events, facilitated by the implementation of online registration systems. This feature has enabled better capacity planning, more personalized communication with participants, and valuable insights into audience composition and engagement patterns.

The following chapters detail the specific improvements made to our website, social media channels, organizational workflows, and security protocols. These efforts continue to support our mission of connecting students, educators, local residents, artists, and institutional partners through accessible and meaningful digital communication, in alignment with the broader vision of the New European Bauhaus.

4. Website development and digital strategy

During this reporting period, we have significantly enhanced our digital infrastructure. A major advancement has been the integration of an event management module on our website, which has improved the visibility and accessibility of our programming to various audiences. Additionally, on July 1, 2025, Cultuur&Campus Putselaan and Mapping for Climate Resilience launched the first version of Platform ZUID, an interactive map that visually connects local initiatives, institutions, and cultural hotspots in the Erasmus district (WP2, D2.4).

This tool enhances user engagement by showcasing the interwoven relationships between education, culture, and community within the neighborhood. Platform ZUID is now live on our website. Platform ZUID combines quantitative climate data, such as heat, water nuisance, and soil subsidence, with stories and experiences from residents, making climate change understandable and human. The platform visualizes local initiatives and showcases the interwoven relationships between education, culture, and community within the Erasmus district. It creates a shared foundation for dialogue and collaboration between residents, students, policymakers, housing corporations, and other stakeholders. (fig.1: Platform Zuid: Mapping for Climate Resilience on the website).

PLATFORM ZUID NU ONLINE!

Op 1 juli 2025 hebben Cultuur&Campus Putselaan en Mapping for Climate Resilience een eerste versie van Platform Zuid gelanceerd.



WAT IS PLATFORM ZUID?

Platform ZUID is een digitaal platform dat lokale kennis en overkoepelende informatie over klimaat, cultuur en sociale initiatieven in Rotterdam Zuid samenbrengt.

Het doel van dit platform is om inzicht te geven in hoe klimaatverandering invloed heeft op het dagelijks leven in de stad, en hoe verschillende belanghebbenden hier gezamenlijk op kunnen handelen. Denk hierbij aan buurtbewoners, initiatiefnemers, onderzoekers, woningcorporaties, ontwikkelaars en beleidsmakers van de gemeente Rotterdam.

Vaak missen dit soort kaarten een kwalitatieve ofwel menselijke kant van het verhaal en zijn niet voor een breder publiek begrijpelijk. Platform ZUID probeert op een toegankelijke manier antwoord te geven op vragen zoals: Hoe ervaren bewoners klimaatrisico's? Wat betekent 'vergroening van een buurt' voor een

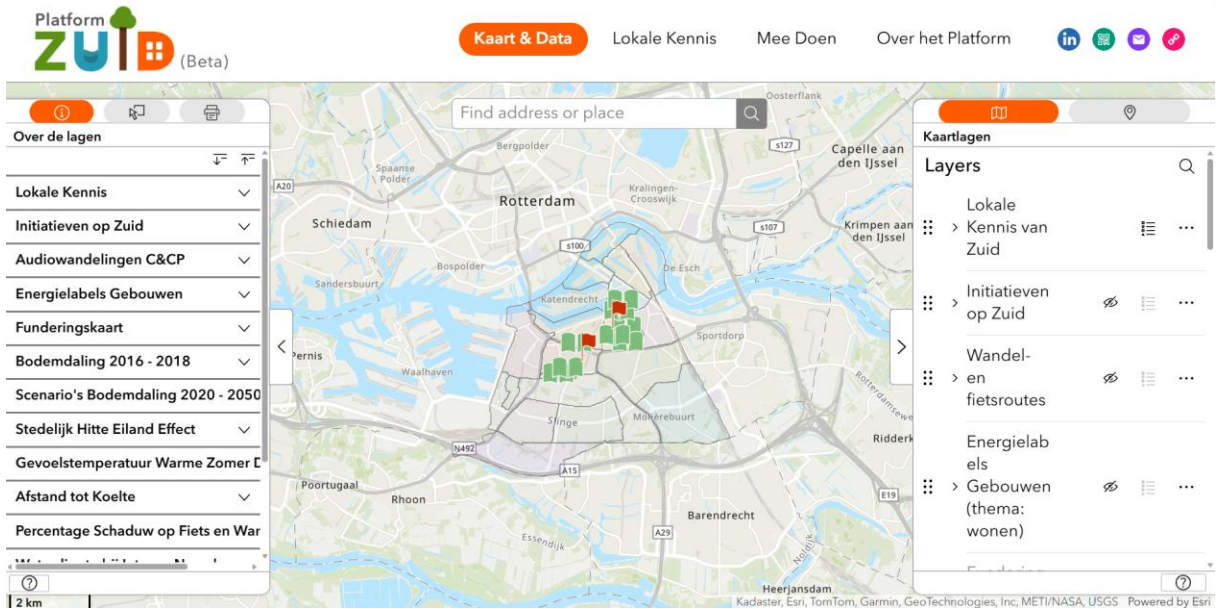


Fig. 1: Platform Zuid: Mapping for climate resilience on the website

Regarding our domain strategy, we initially explored migrating from www.cultuurencampusputselaan.nl to www.putselaan.nl. However, this proposal was not approved, as the municipality maintains a long-term vision for a larger campus development beyond the current Putselaan location. Therefore, we continue to operate under www.putselaan.nl. To improve our online visibility, we have invested in search engine optimization (SEO), which has resulted in strong search engine visibility. We now rank as the second search result for relevant terms on Google. Additionally, we have submitted written documentation to the municipality regarding the opening of Putselaan, enabling them to reference our project on their official channels. By maintaining our current domain, we preserve clarity about our present location while keeping options open for future expansion. This approach strengthens the visibility of our real-time impact on the community.



cultuur en campus



AI-modus **Alle** Afbeeldingen Nieuws Video's Maps Shopping Meer Tools

Cultuurencampus Rotterdam
<https://www.culturencampusrotterdam.nl>

Cultuurencampus Rotterdam: Kennis, Cultuur en Toerisme

Rotterdam is de stad die altijd vooruit blikkt, waar we volop ruimte zien én die ruimte pakken. De stad die niet leeft, denkt of doet in hokjes.

Nieuws

Woensdag 20 april 2022: Debat Cultuur & Campus in ...

[Meer resultaten van culturencampusrotterdam.nl »](#)

Instagram · cultuurencampusputselaan
750+ volgers

Cultuur&Campus Putselaan (@cultuurencampusputselaan)

Cultuur&Campus Putselaan Een plek voor kunst, onderwijs & onderzoek in Rotterdam-Zuid Samen werken, leren & creëren Meer info & events

Cultuur & Campus Putselaan
<https://putselaan.nl>

Cultuur & Campus Putselaan | De toekomst van de stad

Cultuur & Campus Putselaan is een levendige plek in Rotterdam-Zuid waar onderwijs, cultuur en de buurt samenkomen.

Instagram · cultuur.en.campus
180+ volgers

cultuur.en.campus • Instagram photos and videos

Volg projecten en onderzoeken van studenten in de prachtige wijken van zuid! Samen werken aan de culturele toekomst van de stad #kunstocultuur



Cultuur&Campus Putselaan

Buurthuis in Rotterdam, Nederland

[Route](#) [Reviews](#) [Opslaan](#)

[Delen](#)

Adres: Putselaan 178, 3073 JM Rotterdam, Nederland

Provincie: Zuid-Holland

[Bewerking voorstellen](#)

[Ben je eigenaar van dit bedrijf?](#)

[Ontbrekende gegevens toevoegen](#)

[Telefoonnummer van plaats toevoegen](#)

[Openingstijden toevoegen](#)

[Website toevoegen](#)

[Verzenden naar je telefoon](#)

Verzenden

Figure 2 Google search on Cultuur en Campus

5. Social media strategy and platform realignment

In our previous deliverable (D8.12), we already indicated our decision to discontinue the use of X (formerly Twitter) due to consistently low engagement levels and a shift in the platform's ethos, which no longer aligns with the values of Cultuur&Campus Putselaan, such as openness, equity, and creative collaboration. Since then, we have continued to focus our efforts on Instagram and LinkedIn, the two platforms where our community is most actively engaged.

The opening of the Cultuur&Campus building marked a significant turning point in our social media presence. On YouTube, we have been able to share new visual material showcasing the renovated building, offering virtual tours and glimpses into the vibrant activities taking place within its walls. We are currently awaiting the delivery of footage from the opening celebration itself, which will be compiled into an aftermovie. This production is still in progress, and we look forward to sharing it with our audiences in the coming period.

Our Instagram presence has experienced remarkable growth over the past months. Since the opening, our follower count has increased from approximately 400 to over 750, reflecting a growing interest in our programming and mission. This growth can be attributed to our content calendar and the use of engaging visual storytelling and the active documentation of events. We now regularly share behind-the-scenes content, stories, and real-time updates that bring our community closer to what happens at Putselaan.

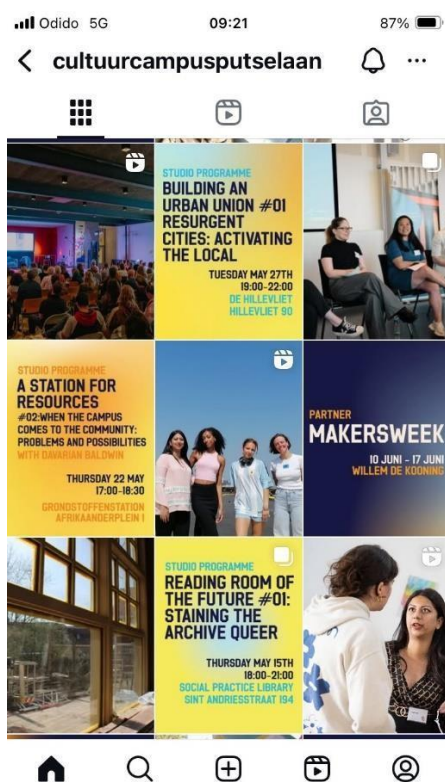


Fig.3&4: Printscreens Instagram & LinkedIn page

LinkedIn has proven to be an essential channel for reaching our institutional partners and their respective networks. Through this platform, we connect with educators, cultural professionals, policymakers, and researchers who are invested in the themes of urban development, inclusive education, and cultural innovation. Our partner organizations, including WdKA, Rotterdam University of Applied Sciences, Codarts, and the Municipality of Rotterdam, actively share and engage with our content, thereby extending our reach far beyond our direct followers. This collaborative amplification has strengthened our visibility within academic and policy circles and has opened doors for new partnerships and project opportunities. A revised content strategy has been developed to support this dual-platform approach, placing a stronger emphasis on visual storytelling, behind-the-scenes coverage, and community-driven narratives. An integral element of our social media approach is the active documentation of events. We have introduced a structured content calendar that assigns communication team members to cover events in real time. This documentation not only increases visibility but also allows us to effectively convey the energy, diversity, and social impact of our initiatives to both internal and external stakeholders.

6 Brand identity development (brandbook)

The development of a comprehensive brand identity for Cultuur&Campus Putselaan has been a critical component of our communication strategy. As previously discussed, the brandbook has undergone significant evolution since its initial creation. It now serves as the foundational document for all visual and written communication across our platforms, materials, and partnerships.

The document provides clear guidelines on logo usage, colour palettes, typography, tone of voice, and visual style. An important refinement in our current approach is that we no longer use the entire colour palette in all applications. Instead, we have chosen to work with a more limited selection of colours. This decision was made to create more focus and visual calm in our communications, ensuring consistency and recognizability across all touchpoints.

The brandbook is not merely a technical manual; it is a strategic tool that embodies the identity and ambitions of Cultuur&Campus. It ensures that every piece of communication - whether a social media post, event flyer, website banner, or official report - speaks with a unified voice and visual language. This consistency is essential for building trust, recognition and engagement among our diverse audiences. These include students, educators, artists, local residents, policymakers, and international stakeholders.

Moreover, the brandbook serves as an onboarding resource for new team members and partners. It enables them to quickly understand the project's identity and contribute effectively to our communication efforts. By providing clear, accessible guidelines, we empower a wide range of contributors to represent Cultuur&Campus in a manner that is both authentic and professionally aligned.

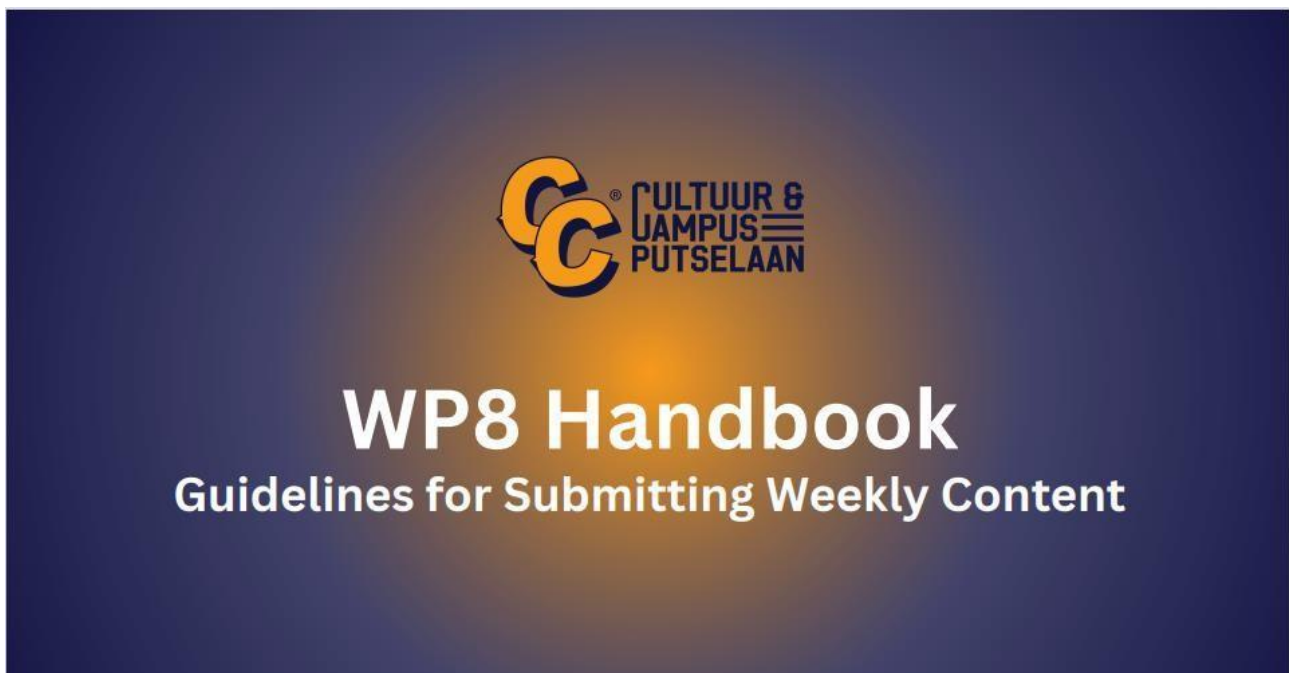
7 Organizational structure and communication workflow

It should be noted that during this reporting period, there have been minimal changes to the organizational structure itself. To ensure consistency and professionalism across all channels, we have maintained our comprehensive communication handbook and clear internal workflow. We continue to apply a strict planning protocol: content must be submitted well in advance of the intended publication date. This buffer ensures adequate time for editing, graphic design, and potential revisions, resulting in higher-quality and more coherent output. A handbook has been developed in which all the specifications for each type of request are set out. (See Appendix 1, page 14.)

Maintaining a stable and accessible workflow has become an integral part of our strategy to gather as much relevant information as possible for our communication outputs. An interesting observation, however, is that due to last-minute requests, colleagues often communicate all necessary details via email rather than through our online submission form. While this does not fundamentally disrupt our workflow, it does indicate a need for continued emphasis on advance planning and adherence to established protocols.

A communication workgroup has been established; monthly communication meetings take place with representatives from all key partners: WdKA (Willem de Kooning Academy), Rotterdam University of Applied Sciences, Codarts, and the Municipality of Rotterdam. These sessions are essential for aligning strategies, sharing resources, and exploring opportunities for cross-promotion and shared storytelling. The resulting synergy enhances our collective voice and strengthens the visibility of the Cultuur&Campus Putselaan initiative across institutional and municipal platforms.

Fig.7: Cover Handbook



8 Website security: current status and ongoing maintenance

Our website infrastructure has matured significantly since the initial launch phase. Following the security challenges we encountered earlier in the project, we have established a stable and secure digital platform that now operates reliably under robust security protocols.

The comprehensive security measures implemented in collaboration with IT experts from WdKA, Rotterdam University of Applied Sciences, and our development partner Norday have proven effective with ActiveCollab (see fig. 8). We maintain continuous monitoring of potential vulnerabilities and have established clear update protocols that ensure all changes undergo thorough risk assessment before implementation.

The formalized system of user permissions and access levels continues to serve us well, providing both security and accountability in content management. Our team has fully integrated these protocols into daily operations, and the enhanced security infrastructure now forms a reliable foundation for our ongoing digital communication efforts. This stable platform enables us to focus on content development and community engagement, confident in the integrity and resilience of our digital presence.

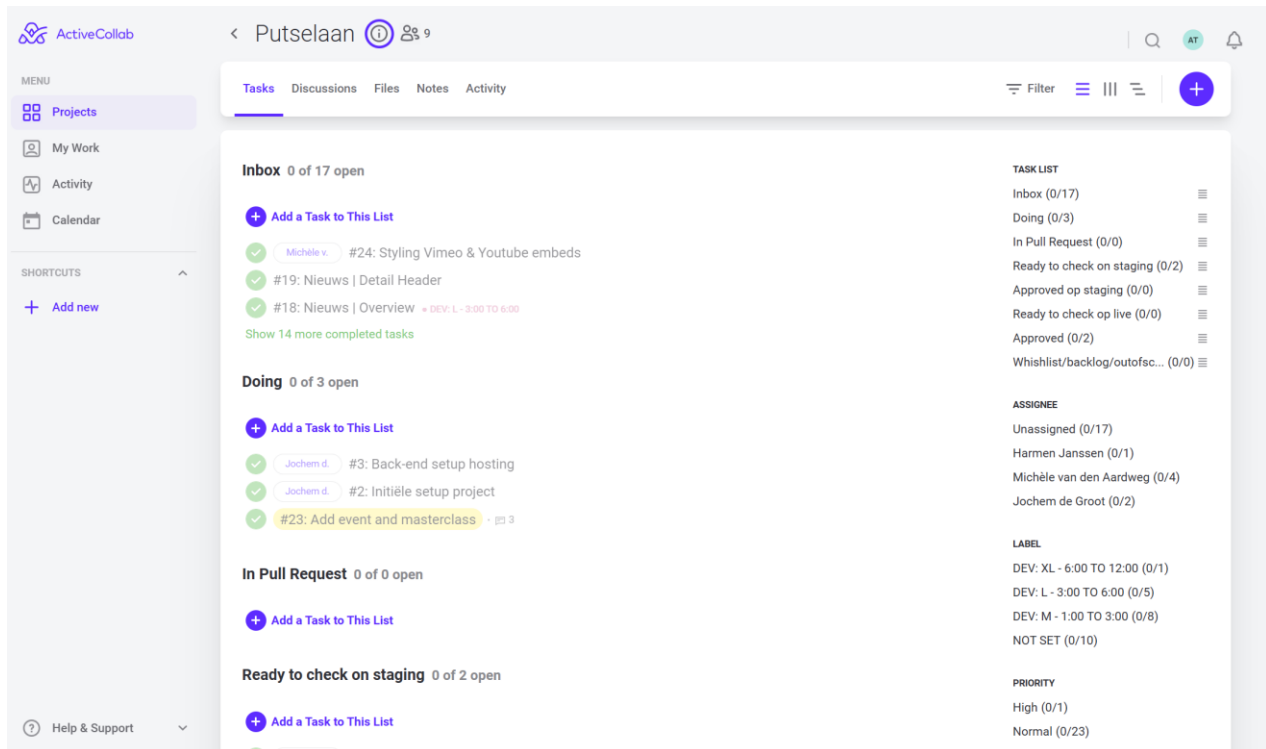


Fig. 8: ActiveCollab serves as our secure project management platform, enabling structured task assignment, transparent workflow tracking, and controlled access to project documentation across all partner organizations

9 Current status and future outlook

As outlined in Chapter 7, our website infrastructure has evolved from a phase of security challenges into a mature and reliable digital platform. The comprehensive security measures we implemented have now formed a stable foundation that supports our expanding communication needs.

With the campus now fully operational, we have entered a new phase of active research and documentation. Our website serves as a central hub where we share ongoing research findings, project documentation, and insights from the various activities taking place at Cultuur&Campus Putselaan. This transparency allows our community and stakeholders to follow our progress in real time and engage with the knowledge we generate.

This journey has strengthened both the technical foundation and strategic direction of Cultuur&Campus' digital communication. We are now better equipped to tell our story, connect with communities, and support the overarching mission of the New European Bauhaus: to foster more sustainable, inclusive, and beautiful ways of living together.

The screenshot displays a dark-themed website interface with six document cards. Each card features a title, a brief description, and a download button with a file size and a downward arrow icon.

- CULTUURCAMPUS LEXICON #2**: Deze tweede versie van het Cultuurcampus Lexicon is een levend document dat belangrijke begrippen uitlegt die centraal staan in het werk van Cultuur & Campus Putselaan. Het lexicon helpt partners, bewoners en betrokkenen om beter samen te werken en elkaar te begrijpen. Het bevat termen over samenwerking, creativiteit, duurzaamheid, inclusie en meer – met als doel duidelijke communicatie en gedeelde waarden binnen het project. Download lexicon #2 (801 KB) ↓
- PERIODIC LESSONS LEARNED – RAPPORT #1**: In dit eerste 'lessons learned'-rapport kijkt Cultuur & Campus Putselaan terug op de eerste 18 maanden van het project. Wat hebben we geleerd over samenwerking, placemaking, onderzoek, communicatie en de renovatie van het gebouw aan de Putselaan? Dit document bundelt inzichten, uitdagingen en aanbevelingen uit de praktijk en helpt ons, en hopelijk ook andere projecten in Europa, om verder te bouwen aan een inclusieve en duurzame toekomst op Zuid. Download rapport (842 KB) ↓
- PERIODIC LESSONS LEARNED – RAPPORT #2**: In dit tweede 'lessons learned'-rapport kijkt Cultuur & Campus Putselaan terug op de eerste twee jaar van het project. We delen inzichten over samenwerking, placemaking, educatie, renovatie, communicatie en meer. Het rapport laat zien wat goed gaat, waar het schuurt, en wat we samen leren. Het doel: blijven verbeteren, delen wat werkt, en bouwen aan een sterk netwerk in Rotterdam Zuid en daarbuiten. Dit document is onderdeel van het NEB Lighthouse-project en wordt publiek gedeeld als inspiratie voor vergelijkbare projecten in Europa. Download rapport (2 MB) ↓
- ZES VERNIEUWDE OPLEIDINGEN VOOR CULTUUR & CAMPUS PUTSELAAN**: In dit rapport lees je hoe zes opleidingen van verschillende onderwijsinstellingen zijn aangepast om beter aan te sluiten bij de waarden van de New European Bauhaus: duurzaamheid, inclusie en schoonheid. Studenten van o.a. EUR, WdKA, Codarts en Hogeschool Rotterdam werken in deze vernieuwde vakken aan projecten die bijdragen aan een mooiere en rechtvaardigere stad. Veel lessen vinden (deels) plaats op of rond de toekomstige locatie aan de Putselaan. Download rapport (1 MB) ↓
- NEEDS ASSESSMENT PLAN**: In dit document staan de eerste bevindingen over de behoeften, kansen en uitdagingen in Rotterdam Zuid. Het rapport is gebaseerd op bestaande data én gesprekken met bewoners, partners en onderzoekers. De inzichten helpen om het programma van Cultuur & Campus Putselaan af te stemmen op wat er écht speelt in de wijk. Thema's zoals cultuurparticipatie, leefbaarheid, onderwijs en samenwerking staan centraal. Dit document is onderdeel van het NEB Lighthouse-project. Download plan (4 MB) ↓
- ACTIEPLAN PARTICIPATIEF ONDERZOEK**: Dit actieplan beschrijft hoe Cultuur & Campus Putselaan de komende jaren onderzoek doet samen met bewoners, studenten, kunstenaars en andere partners in de wijk. We gebruiken participatieve methoden en burgerwetenschap om vragen te onderzoeken over duurzaamheid, inclusie, creativiteit en buurtontwikkeling. Het doel is om kennis te verzamelen die past bij het dagelijks leven op Zuid én bijdraagt aan het verbeteren van de wijk. Dit document is onderdeel van het NEB Lighthouse-project en helpt ons gericht en samen te werken aan een duurzame toekomst. Download plan (1 MB) ↓

Fig.9: Results as shown on website

10 Physical advertising: flyers and abri billboards

To promote the opening of Cultuur&Campus Putselaan, we deployed a comprehensive physical advertising campaign throughout Rotterdam. We distributed flyers at strategic locations across the city, including cultural venues, educational institutions, community centers, and local businesses in the city centre and south district (fig. 10). This grassroots approach allowed us to reach residents who might not actively engage with digital media.

Additionally, we invested in abri billboard advertising at key public transport stops in South Rotterdam. These high-visibility placements ensured that our message reached daily commuters and passersby, generating awareness among diverse demographic groups. The combination of targeted flyer distribution and prominent outdoor advertising created multiple touchpoints for community engagement in the lead-up to our opening weekend.



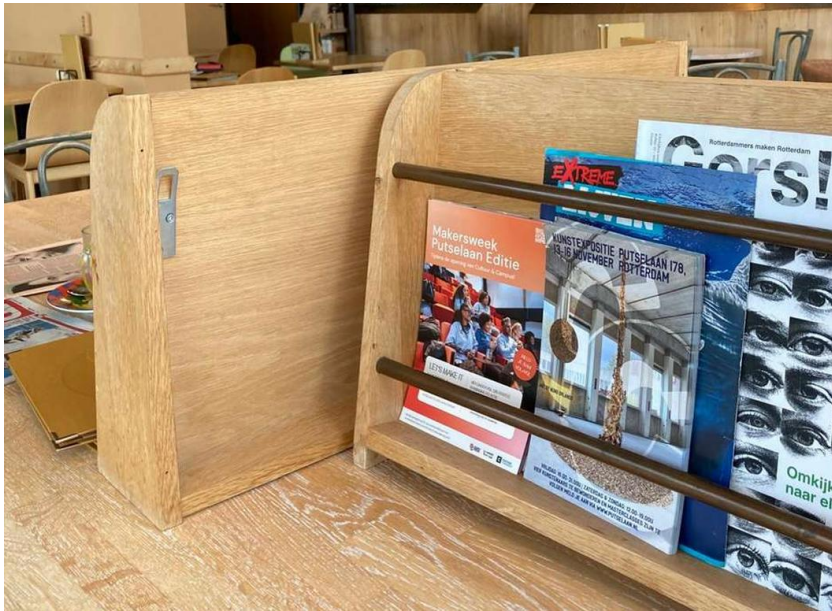
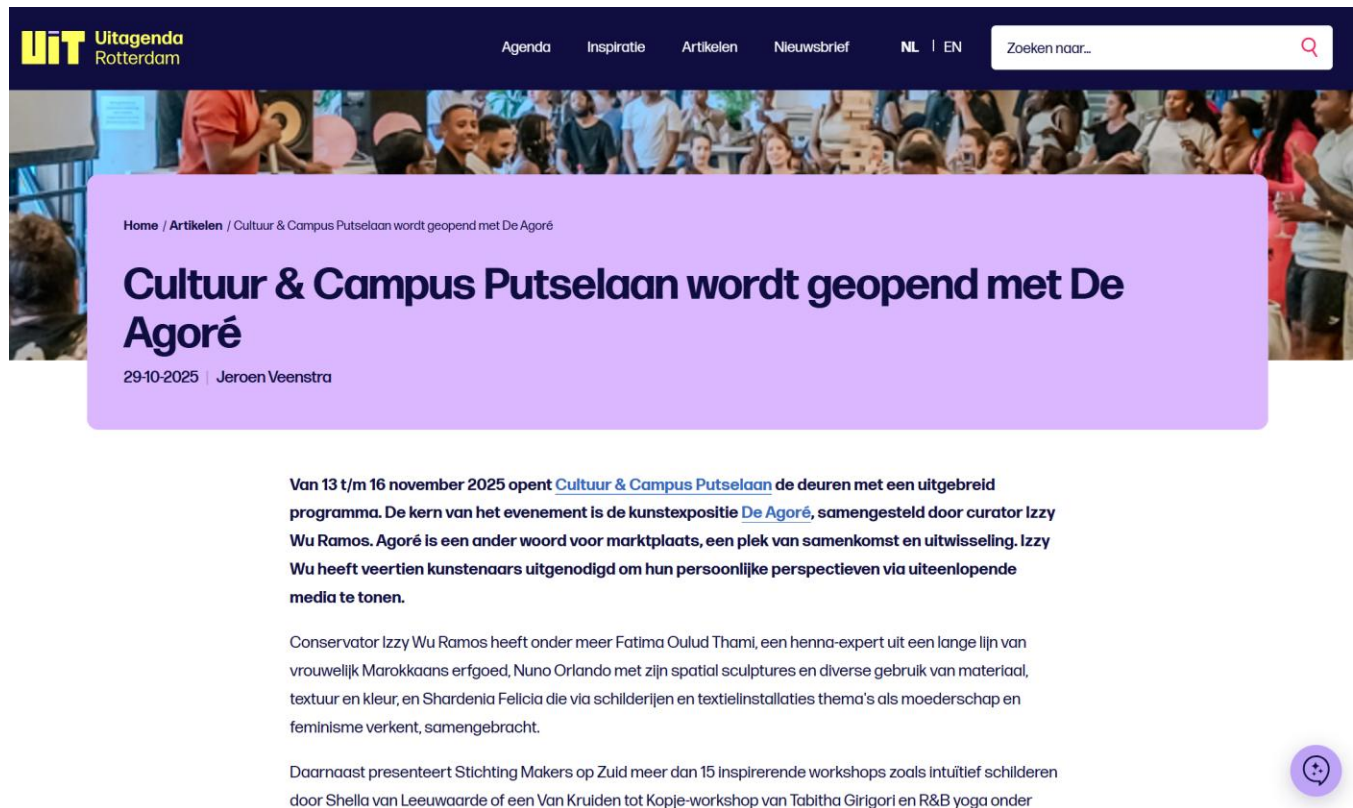


Figure 11 Promotional flyers distributed across hospitality venues and cultural institutions throughout Rotterdam

Beyond physical advertising, we actively pursued visibility on digital platforms that serve as key information sources for Rotterdam's cultural community. We were featured on Uitagenda, Rotterdam's largest online cultural calendar. This platform attracts thousands of visitors seeking information about upcoming events and cultural programming. Being listed on Uitagenda generated significant web traffic to our website and contributed to the diverse audience composition during our opening weekend.

We also secured coverage in local online media outlets known for their strong community reach. LikeJEwijk, a hyperlocal news platform focused on the Feijenoord district, published articles about the opening. Their audience consists primarily of local residents who are deeply connected to neighborhood developments. Similarly, we received attention from social media channels such as Rotterdam In Ontwikkeling and Stichting Open Haard. Both organizations have established followings among Rotterdam residents interested in urban development, community initiatives, and cultural innovation. Their posts about Cultuur&Campus reached audiences who might not have encountered our content through institutional channels alone.



Uitagenda
Rotterdam

Agenda Inspiratie Artikelen Nieuwsbrief NL | EN Zoeken naar...

Home / Artikelen / Cultuur & Campus Putselaan wordt geopend met De Agoré

Cultuur & Campus Putselaan wordt geopend met De Agoré

29-10-2025 | Jeroen Veenstra

Van 13 t/m 16 november 2025 opent [Cultuur & Campus Putselaan](#) de deuren met een uitgebreid programma. De kern van het evenement is de kunstexpositie [De Agoré](#), samengesteld door curator Izzy Wu Ramos. Agoré is een ander woord voor marktplaats, een plek van samenkomst en uitwisseling. Izzy Wu heeft veertien kunstenaars uitgenodigd om hun persoonlijke perspectieven via uiteenlopende media te tonen.

Conservator Izzy Wu Ramos heeft onder meer Fatima Oulud Thami, een henna-expert uit een lange lijn van vrouwelijk Marokkaans erfgoed, Nuno Orlando met zijn spatial sculptures en diverse gebruik van materiaal, textuur en kleur, en Shardenia Felicia die via schilderijen en textielinstallaties thema's als moederschap en feminisme verkent, samengebracht.

Daarnaast presenteert Stichting Makers op Zuid meer dan 15 inspirerende workshops zoals intuïtief schilderen door Shella van Leeuwaarde of een Van Kruiden tot Kopje-workshop van Tabitha Girigori en R&B yoga onder

Our partner organizations played a crucial role in amplifying our reach. WdKA, Rotterdam University of Applied Sciences, Codarts, and the Municipality of Rotterdam shared our opening announcements through their institutional channels, including newsletters, intranet systems and digital displays. This collaborative approach enabled us to connect with students, faculty, staff, and municipal networks who form a significant portion of our target audience.

11 Closing words

The opening of Cultuur&Campus Putselaan marks the beginning of an active and vibrant chapter. Our campus is now fully operational, hosting research, cultural programming, and community engagement daily. The website and social media channels we have built provide real-time documentation of what happens here, from artist residencies to neighborhood gatherings.

Our communication strategy has matured through practical experience. The brandbook guides our visual identity across all platforms. The security infrastructure protects our digital presence. The collaboration between WdKA, Rotterdam University of Applied Sciences, Codarts, and the Municipality of Rotterdam ensures coordinated messaging and shared visibility.

We have learned which channels work. Digital platforms and community-focused online media generate engagement. Physical advertising in South Rotterdam reaches local residents. Traditional print media requires paid placement rather than earned coverage. These insights shape how we communicate moving forward.

The work continues. We document events as they unfold, share research findings as they emerge, and adapt our approach based on what resonates with our audiences. Cultuur&Campus is no longer a concept being built but a living space being actively used, and our communication reflects that reality.

Appendix 1: Handbook



WP8 Handbook

Guidelines for Submitting Weekly Content

Communication is a joint effort

- The success of our communications depends on your contributions
- We need weekly content from all work packages to engage the community

Why a handbook?

- Ensures structured and consistent messaging
- Aligns with project milestones and engagement goals
- Provides clear guidelines for content submission

General Guidelines

- Each work package delivers weekly content (images, videos, social media, articles, events)
- The team can request materials to be made by our graphic designer Laurie
- Frauke will send a weekly reminder to the team
- Bi-weekly project meetings to review submissions

Submission Checklist

- Accurate details (names, organizations, dates, locations)
- Spellcheck before submitting
- High-quality images/videos
- Use correct submission form

Overview of Deadlines and Guidelines

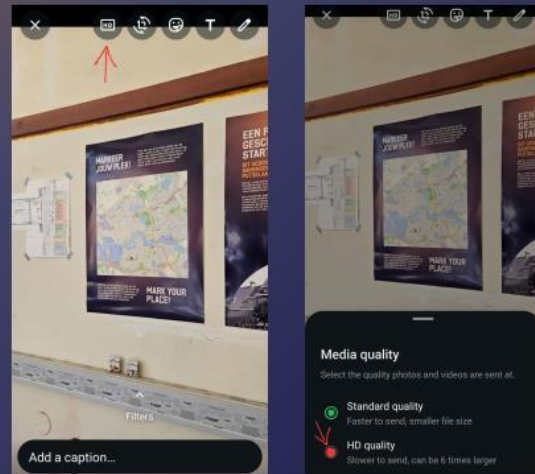
Category	Submission Deadline	Processing Timeframe	Submission Process
Media	Weekly	Dependent on use	WhatsApp Group CCP Content Hub
Social Media	Min. 2 weeks before posting	Content prepared 1 week in advance	Use the Social Media Post Request Form
Graphic Design	Min. 3 weeks in advance	Week 1: Review & content prep Week 2: Design phase Week 3: Feedback & revisions	Use the Graphic Design Request Form
Events	Min. 3 weeks before event	Week 1: Internal review Week 2: Final event details Week 3: Approval & promotion	Use the Event Submission Form
Newsletter	Min. 2 weeks before publication	Week 1: Internal review Week 2: Final edits, approval, and compilation	Use the Newsletter Article Request Form

Media Submission

Where to submit content

- WhatsApp group: [WP8 Content Hub](#)
 - Please send in HD
- Google Drive: Upload all media with event details

Follow the “[Briefing: Taking self-made photos and video's for dissemination and communication activities](#)”



What to include?

- At least 5 media pieces, (2 horizontal images, 2 vertical images, 1 30 second video)
- Event name, location, date
- Brief description (key moments, participants)
- Send download link (WeTransfer, SwissTransfer, TransferNow, Google Drive)

Example message:

"Images/videos from [Event Name] at [Location] on [Date]. Includes shots of participants and speakers.
Link: [Download Link]."



Social Media Requests

Content Types: Events, project updates, news, team features, people of the neighbourhood, etc.

Process:

- Use the Social Media Post Request Form
- Deadline: at least 2 weeks before posting
- Graphics requests for socials follow the same timeline
- Urgent posts → Contact Melissa or Aissa for approval

No unauthorized social media content changes

The screenshot shows a web form titled "Social media post request". At the top, it displays the user's email "mvanderwalt594@gmail.com" and a "Switch account" link. Below this is a red asterisk indicating a required question. The form has three main sections: 1. "Email *": A text input field with the placeholder "Your email". 2. "What is your request/suggestion? *": A larger text input field with the placeholder "Your answer". 3. "What platform(s) should this be posted on? *": A list of four social media platforms with checkboxes: Instagram, Facebook, LinkedIn, and YouTube.

Graphic Design Requests

Use the Graphic Design Request Form
Provide clear details upfront (size, format, purpose)

Timeline once reviewed and approved:

Week 1 - Content collection

Week 2 - Design phase

Week 3 - Feedback & revisions

Major last-minute changes may not be possible

The screenshot shows a web form titled "Graphic Design Request Form". At the top, it displays the user's email "mvanderwalt594@gmail.com" and a "Switch account" link. Below this is a red asterisk indicating a required question. The form has four main sections: 1. "Email *": A text input field with the placeholder "Your email". 2. "What needs to be designed? (e.g. social media post, flyer, poster, presentation) *": A larger text input field with the placeholder "Your answer". 3. "What dimensions and format are needed? (e.g. 4.5/9:16; A4 print, PDF) *": A text input field with the placeholder "Your answer". 4. "What is the purpose of the design? (e.g. promotion, event announcement, education) *": A text input field with the placeholder "Your answer".

Events Submission

Deadline: 3 weeks before event
Submission Form: Event details, promotional materials

Timeline:
Week 1 – Internal review & event inclusion
Week 2 – Content creation & logistics
Week 3 – Final approval & promotions

Late submissions may miss key promotion moments!

The screenshot shows a Google Forms interface titled "Event details submission". At the top, it displays the user's email "mvanderwalt594@gmail.com" and a "Switch account" link. A red asterisk indicates required questions. The form contains the following fields:

- Email ***: A text input field with the placeholder "Your email".
- What is the name of the event? ***: A text input field with the placeholder "Your answer".
- What is the date of the event? ***: A date picker with the format "MM / DD / YYYY".
- What is the time of the event? ***: A text input field.

Newsletter Article

Deadline: 2 weeks before publication

Process:
Week 1 – Content review & alignment
Week 2 – Final edits, approval & newsletter compilation

Please notify WP8 directly for urgent requests.

The screenshot shows a Google Forms interface titled "Newsletter article request". At the top, it displays the user's email "mvanderwalt594@gmail.com" and a "Switch account" link. A red asterisk indicates required questions. The form contains the following fields:

- Email ***: A text input field with the placeholder "Your email".
- Which newsletter issue do you want this content to be included in? Multiple selections are allowed. ***: A multiple-choice question with three options:
 - Local C&CP community (Dutch)
 - Consortium directors/Decision makers (Dutch)
 - Local and international community (English)
- Please provide a short reasoning as to your previous selection. ***: A text input field with the placeholder "Your answer".

Send a Short Update

- A paragraph of 5–6 sentences describing:
- What happened in your work package
- Any milestones, meetings, highlights or stories
- Upcoming plans or ideas



Thank you