

CULTUUR&CAMPUS PUTSELAAN UPDATE WEBSITE & COMMUNICATION CHANNELS

Deliverable D8.12 (Extra Deliverable)



Gemeente
Rotterdam



buzonezzclub
FOUNDATION



General Information

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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)

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Contents

1. Abstract.....	5
2. About the Cultuur&Campus Putselaan Project.....	6
3. Introduction to the Update Website & Communication Channels #1	7
4. Website Development and Digital Strategy	8
5. Social Media Strategy and Platform Realignment.....	9
6. Organizational Structure and Communication Workflow	10
7. Website Security and Crisis Response.....	11
8. Current Status and Future Outlook	12
9. Closing Words.....	13
Appendix 1 - Handbook.....	14

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 #1

The Cultuur&Campus Putselaan initiative operates at the intersection of education, community, and culture, with a strong emphasis on co-creation, inclusivity, and sustainable urban transformation. As part of our mission to enhance visibility and accessibility, digital communication has become a vital pillar in supporting and amplifying our activities. This deliverable provides an overview of recent efforts to improve and professionalize our online presence, including website development, social media strategy, and internal communication workflows.

These updates are not isolated technical improvements, but strategic steps embedded in the broader vision of Cultuur&Campus Putselaan. Our digital platforms serve as key tools in connecting students, educators, local residents, artists, and institutional partners. They facilitate knowledge exchange, event promotion, and storytelling in ways that reflect the dynamic and collaborative nature of the project.

Given the evolving digital landscape and the need for secure, accessible, and meaningful communication, we have taken deliberate actions to adapt our infrastructure. This includes the launch of a new domain, targeted platform selection for social media, and the establishment of structured communication protocols. The following chapters outline the processes, challenges, and outcomes of these developments, with a focus on long-term impact and alignment with the values and objectives of the New European Bauhaus.

4. Website Development and Digital Strategy

Over the past months, we have taken considerable strides in the area of digital infrastructure. A key development has been the implementation of an event management module on our website, allowing for better visibility and accessibility of our programming to various audiences. In addition, the projectteam is currently working on the design and integration of an interactive Erasmus district map, which will visually connect local initiatives, institutions, and cultural hotspots (WP2, D2.4). This tool aims to enhance user engagement by showcasing the interwoven relationships between education, culture, and community within the neighbourhood. Once finalized, this map will be included in our website.

A major digital transition is also underway: we are migrating from the temporary domain putselaan.nl to a permanent, more representative domain name: cultuurencampus.nl. This shift is more than a technical move; it marks a strategic evolution in our identity and communication. It underscores the transition of focus from earlier future plans centred around the Doklaan location to our current presence and development on the Putselaan, keeping the option to maintain this domain name once we start our upscale. By anchoring our digital narrative in the present and in place, we are strengthening the visibility of our real-time impact on the community.



Fig. 1: Agenda as shown on website

5. Social Media Strategy and Platform Realignment

In the realm of social media, we have taken several strategic decisions aimed at optimizing our reach and alignment with our values. After thorough analysis, we decided to discontinue our 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.

Instead, we have shifted our focus to Instagram and LinkedIn, platforms that better suit our target audiences: students, educators, cultural professionals, and local stakeholders. A revised content strategy is being developed to support this shift, 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.

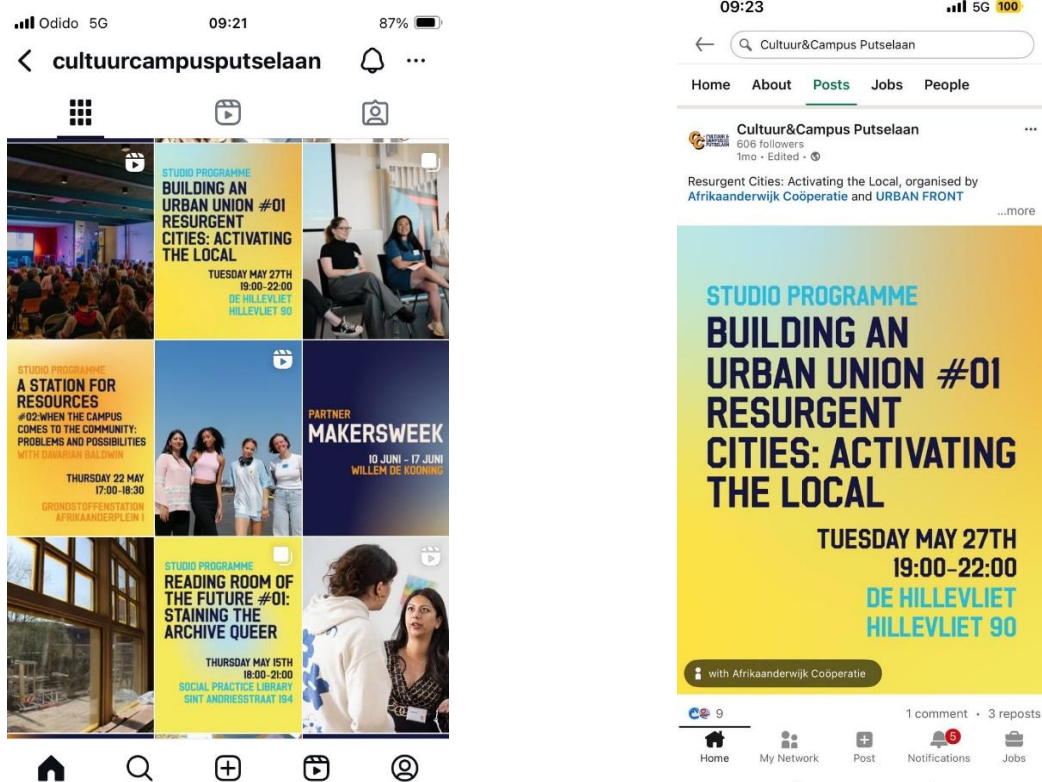


Fig.2&3: Printscreens Instagram & LinkedIn page

6 Organizational Structure and Communication Workflow

To ensure consistency and professionalism across all channels, we have developed a comprehensive communication handbook and implemented a clear internal workflow. Our core communications team consists of a Head of Communications, a Marketeer, and a Graphic Designer. Together, they define strategic priorities, coordinate online campaigns, and manage all visual and textual content.

We have also introduced 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.)

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.4: Cover Handbook

7 Website Security and Crisis Response

The development of our website has not been without challenges. During the initial launch phase, we identified potential security vulnerabilities, prompting a precautionary suspension of the website to protect both data and infrastructure. While this setback temporarily halted online operations, it also triggered an in-depth reassessment of our digital security protocols.

As a first step in recovery, we conducted a comprehensive security audit across all systems and access points. This required a substantial investment, both financially and in terms of collaboration with IT experts from WdKA and Rotterdam University of Applied Sciences. Working closely with Norday, an experienced web development partner affiliated with WdKA, we implemented enhanced security layers, new protocols for content updates, and systematic access management procedures. This has resulted in a robust, secure, and resilient digital platform. We now meet high security standards, ensuring the integrity and reliability of our online presence.

One of the most critical improvements was the restructuring of user permissions and content management rights. We developed and formalized a system of access levels, specifying who can edit or publish content. This has significantly improved the platform's security and accountability. The experience has highlighted the importance of proactive cybersecurity measures and the value of preparedness through crisis management planning. These insights have been incorporated into our long-term digital strategy and will guide future operations.

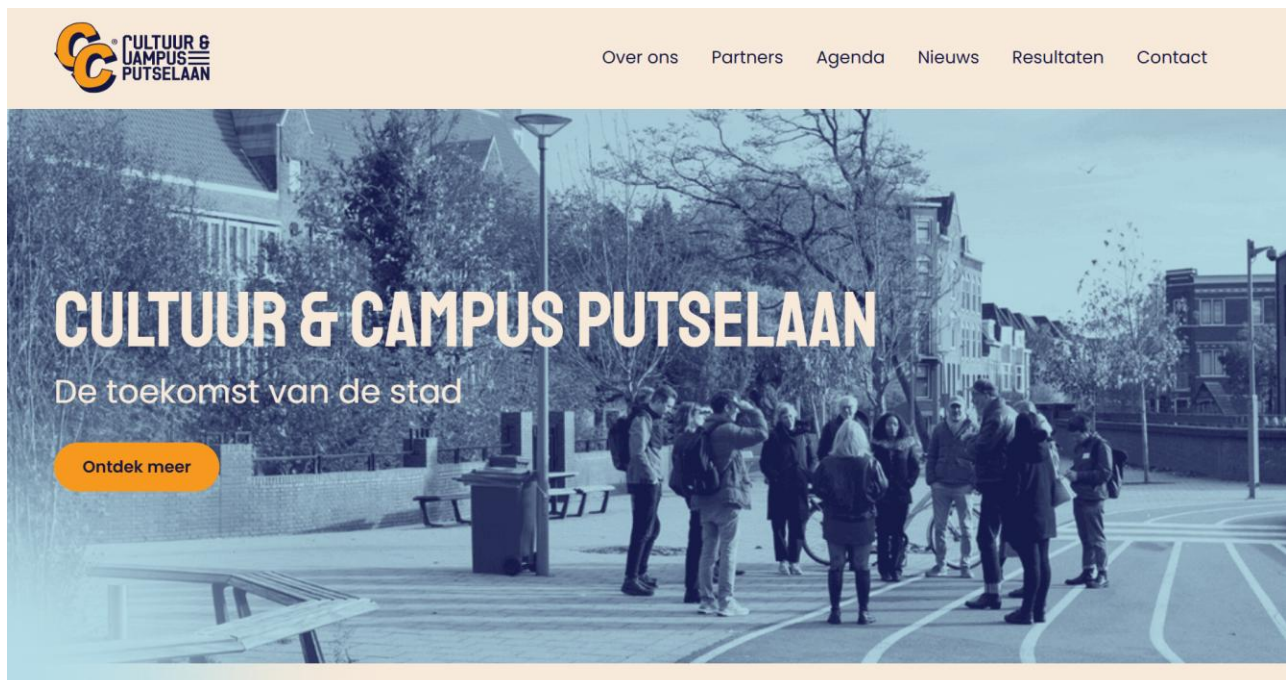


Fig. 5: Startingpage website

8 Current Status and Future Outlook

Our website is now fully operational and performs stably under the new security protocols. We have introduced continuous risk monitoring and implemented a clear, responsive update protocol in collaboration with our development partners. This ensures that all future changes are subject to risk assessment and quality control before going live.

Ultimately, 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. determinant of success.



The screenshot displays a dark-themed website layout with six distinct sections, each featuring a title, a brief description, and a download button. The sections are arranged in a 3x2 grid. The titles are in white uppercase letters, while the descriptions are in a smaller white font. The download buttons are white with dark text and a small 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.6: Results as shown on website

9 Closing Words

The digital transformation outlined in this deliverable marks an important milestone for the Cultuur&Campus project. By enhancing the functionality, security, and strategic alignment of our online presence, we have laid a solid foundation for more effective communication and deeper engagement with our communities and stakeholders.

The process has not been without challenges—particularly in the areas of cybersecurity and content coordination—but these have provided valuable insights and strengthened our capacity to respond to future developments with greater resilience and agility. Our proactive approach to infrastructure, combined with strong collaboration among institutional partners, has ensured that our digital platforms are not only secure and reliable but also reflective of the values and ambitions that drive Cultuur&Campus.

Looking ahead, we remain committed to evolving our communication practices in step with our growth as a project. The lessons learned in this phase—especially the importance of cross-organizational cooperation, clear protocols, and flexible planning—will continue to inform our strategy. As we move further into the implementation of the New European Bauhaus objectives, our digital channels will play an increasingly critical role in telling our story, inspiring participation, and demonstrating impact.

With a future-focused digital strategy now firmly in place, we are ready to expand our reach, deepen our connections, and further contribute to the shared vision of a more inclusive, sustainable, and beautiful Europe.

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

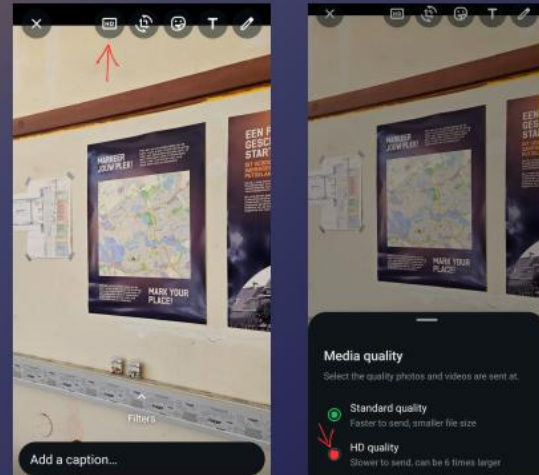
Category	Submission Deadline	Processing Timeframe	Submission Process
Media	Weekly	Dependent on use	WhatsApp Group CCP Content Hub
Social Media	Min. 2 weeks before posting	Content prepared 1 week in advance	Use the Social Media Post Request Form
Graphic Design	Min. 3 weeks in advance	Week 1: Review & 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 Google Form titled "Social media post request". At the top, it displays the user's email "mvanderwalt594@gmail.com" and a "Switch account" link. A red asterisk indicates a required question. The form has three main sections: 1. "Email *" with a text input field labeled "Your email". 2. "What is your request/suggestion? *" with a text input field labeled "Your answer". 3. "What platform(s) should this be posted on? *" with four 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 Google Form titled "Graphic Design Request Form". At the top, it displays the user's email "mvanderwalt594@gmail.com" and a "Switch account" link. A red asterisk indicates a required question. The form has four main sections: 1. "Email *" with a text input field labeled "Your email". 2. "What needs to be designed? (e.g. social media post, flyer, poster, presentation) *" with a text input field labeled "Your answer". 3. "What dimensions and format are needed? (e.g. 4-5/9-16; A4 print, PDF) *" with a text input field labeled "Your answer". 4. "What is the purpose of the design? (e.g. promotion, event announcement, education) *" with a text input field labeled "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 web form titled "Event details submission". At the top, it displays the user's email "mvanderwalt594@gmail.com" and a "Switch account" link. Below this, a red asterisk indicates required questions. The form contains three visible sections: 1. "Email *" with a text input field labeled "Your email". 2. "What is the name of the event? *" with a text input field labeled "Your answer". 3. "What is the date of the event? *" with a date picker showing "MM / DD / YYYY". A fourth section, "What is the time of the event? *", is partially visible at the bottom.

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 web form titled "Newsletter article request". At the top, it displays the user's email "mvanderwalt594@gmail.com" and a "Switch account" link. Below this, a red asterisk indicates required questions. The form contains two visible sections: 1. "Email *" with a text input field labeled "Your email". 2. "Which newsletter issue do you want this content to be included in? Multiple selections are allowed. *" with three checkboxes: "Local C&CP community (Dutch)", "Consortium directors/Decision makers (Dutch)", and "Local and international community (English)". Below these is a text input field labeled "Your answer" with the prompt "Please provide a short reasoning as to your previous selection. *".

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