

# Growing the Movement

Guiding interested citizens through the biodiversity initiative landscape and stimulate the growth of the bottom-up participation movement



## Context

Citizens should have a say in their local surrounding but experience many obstacles when doing so.

The citizens are the daily users and inhabitants of a city. They live their life here and spend the majority of their time surrounded by the urban landscape. While they are the active user of the city they rarely have an actual say about it. Isn't it strange that their environment is mainly determined by professionals, policymakers and planners? Shouldn't the citizens have more democratic power and see their own wishes and ideas reflected in their own environment?

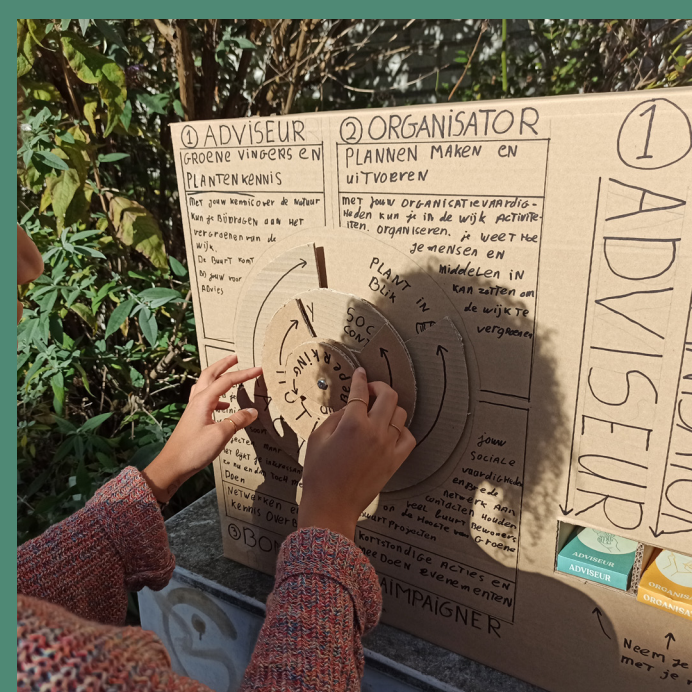
Right now there is a growing movement in the Netherlands where municipalities want to embrace participation and give the citizens the opportunity to contribute to shaping the city themselves. There are some cities, like Rotterdam, Eindhoven or Amsterdam, that are trying to implement participation policies and projects. They try to actively receive the opinions of citizens, to assist citizen initiatives where possible and to allocate a budget to finance citizens' ideas.

Despite these efforts, actors of the participatory city making landscape are still experiencing many obstacles and challenges which make it hard for citizen initiatives to come to fruition.



### Discover

Come across the biodiversity wheel



### Personalize

Interact with biodiversity wheel



### Acquire

Take a set of cards



### Learn

Get information and education



### Act

Turn the information into action



### Join

Join the bottom-up participation movement

## Value for citizens

Become familiar with the possibilities of biodiversity action and get empowered to be part of the bottom-up participation landscape

## Value for initiatives

Ability to educate people about biodiversity action and actively attract people to join the vision.

## Value for municipality

Option to implement local bottom-up initiatives and increase trust between citizens and municipality.

## Goal

Introduce citizens to bottom-up participation and support the growing movement.

Participation offers the opportunity to increase social cohesion, to strengthen trust between residents and the municipality and to give citizens more control over their own environment. Though participation citizens can be informed, supported and engaged to carry out many small-scale action to have a large scale impact.

The citizens themselves have to take action to make bottom-up participation happen. However, many citizens are not familiar with the possibilities. As a result, only a small number of citizens participate. Most of the power of participation falls in their hands. This leads to outcomes that are non-inclusive and are often only beneficial for this select group of citizens.

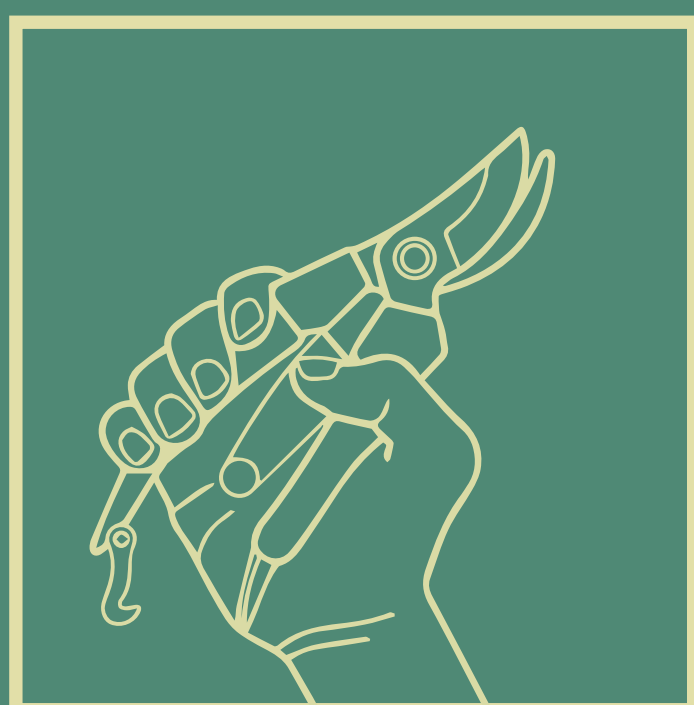
There is a growing group of people who are indeed interested in bottom-up participation but do not act on it as they experience too much resistance and too many obstacles. An opportunity can be found in enabling these interested but inactive citizens to get familiar with initiative information and take action towards durable bottom-up participation. This project carefully navigated the present obstacles and explored how to address them with design to eventually support inactive citizens to overcome obstacles and join bottom-up participation.

## Growing the Movement

Inform and activate citizens to take bottom-up biodiversity initiatives.

Growing the Movement is a new participatory tool that guides interested citizens through the biodiversity initiative landscape and its possibilities.

Growing the Movement consist of two parts: the biodiversity wheel and the action cards. They work together in a successive symbiosis. The first part, the wheel, is meant to grab the citizens attention and invite them to engage in the first interaction. Through this interaction they explore their personal preferences and choose a possible role they want to fulfil within a biodiversity initiative. They will be directed to a set of cards that matches the role they chose. At home, this set of cards will guide them step by step to fulfil the function of their role. One by one the cards will take the user through different phases of difficulty and skill. They will be educated and supported in taking biodiversity action to influence their own local environment. Growing the Movement allows citizens to get acquainted with bottom-up initiative action and shows them the first steps towards durable bottom-up participation.



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