

## A qualitative research exploring the needs of residents to actively and sustainably contribute to the neighbourhood

### 01 PURPOSE

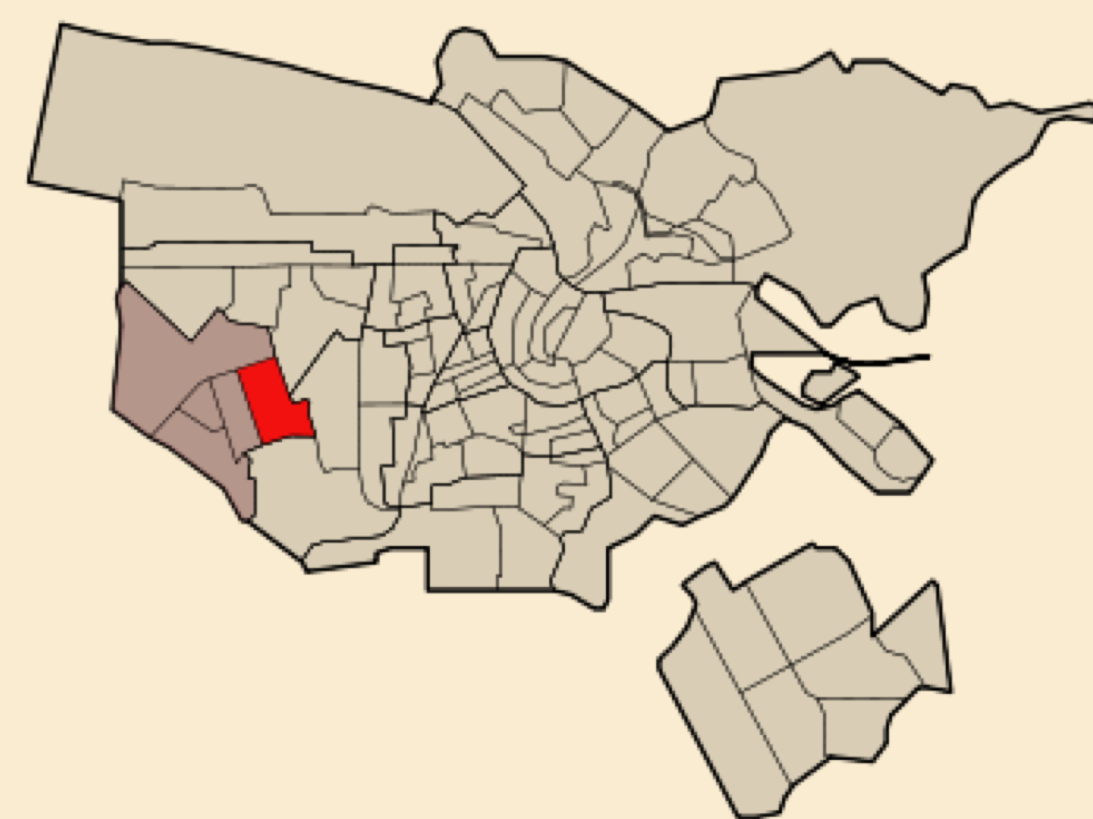
#### BACKGROUND

- Loneliness is a growing problem worldwide
- Severe loneliness has a mortality factor similar to smoking and obesity<sup>1</sup>
- Interventions aimed at community building and personal contact are most successful
- AGP project in 2018 concluded that residents who actively contribute to the community (key-figures) play an essential role<sup>2</sup>
- There is low emergence of key-figures, and many lose motivation

#### CONTEXT

- Loneliness is growing in Amsterdam
- 80,000 of inhabitants is severely lonely<sup>3</sup>
- Osdorp has highest amount of lonely people

**23%** of people is severely lonely<sup>4</sup>



**RESEARCH OBJECTIVE:** to provide recommendations to the city district of Amsterdam Nieuw-West on how to stimulate and facilitate the development of a sustainable community leadership programme designed to combat, by gathering information from key-figure residents about their experiences and/or perceptions on the process of initiating a neighbourhood activity

**RESEARCH QUESTION:** What are the needs of the key-figure residents to initiate sustainable activities aimed towards community building?

### 02 METHODS

#### STUDY DESIGN

**Participants:** 17 residents that have done something, or want to do something for the neighbourhood

**Sampling method:** Purposive sampling → snowball sampling

**Data collection and analysis:** Semi-structured interviews with open-ended questions.



#### CONCEPTS

**Human capital:** personal skills e.g. making a plan, knowing the audience

**Social capital:** social skills e.g. reaching the right people and knowing the right people

**External factors:** external factors such as the municipality or involved organisations

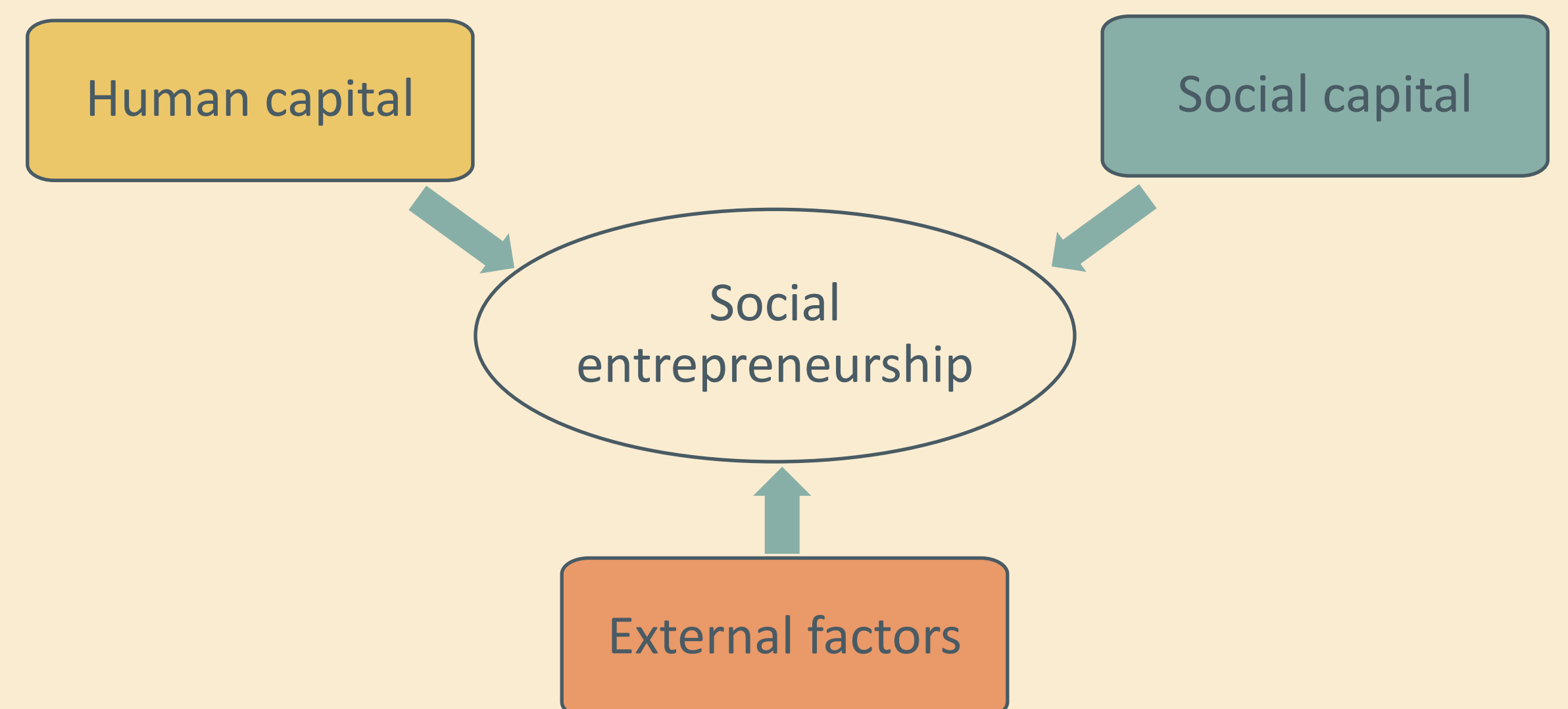


Figure 1. conceptual model for social entrepreneurship by Jiao 2011<sup>5</sup>

### 03 RESULTS

#### HUMAN CAPITAL

- People usually did not lack any skills. If they did, appropriate support was sufficient

#### EXTERNAL FACTORS

- The municipality has people working within the neighbourhood. Most people do not know exactly what these people do. They have proven valuable with the people that know
- The neighbourhood committee is a barrier for many
- Many people do not know where to go with their plan

#### SOCIAL CAPITAL

- Reaching the right person was considered one of the most important factors. Almost all obstacles could be faced if the right person or organisation could be involved

### 04 DISCUSSION & RECOMMENDATIONS

#### DISCUSSING KEY RESULTS



##### Central person

- People rely on a single person in their social network to receive support from for their personal as well as their social endeavours.



##### Personal civil servant

- A position in the neighbourhood that actively tries to engage residents, facilitates key-figures



##### Contextual circumstances

- If the local neighbourhood board functions better, this barrier would be resolved
- A personal approach is important

#### STRENGTHS AND LIMITATIONS

##### STRENGTHS

- Extensive rapport building allowed for rich and personal data
- Wide variety of observational logbook entries due to continuous participation with activities

##### LIMITATIONS

- Consulting feedback about recommendations with residents caused confirmation bias
- Roughly 75% of respondents come from 2 community centres

#### RECOMMENDATIONS

**Permanent intern in the area**

**Create a social map**

**Train the local boards**

#### CONCLUSION

- There is no need of a resident leadership programme.
- People need personalised assistance and awareness of the possibilities. (theory of personalised approach)<sup>6</sup>

Reference list  
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