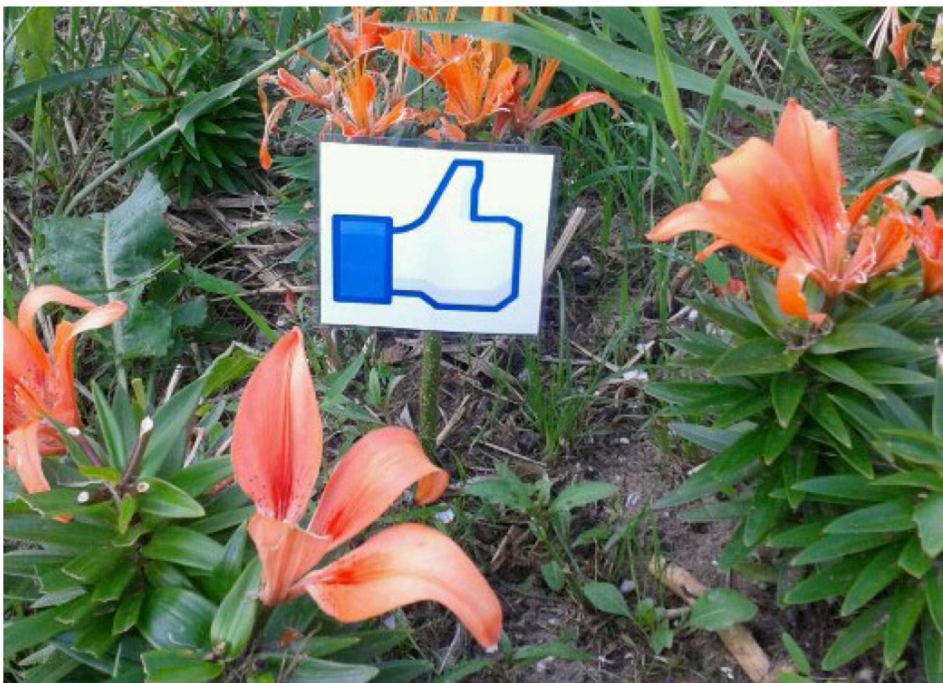


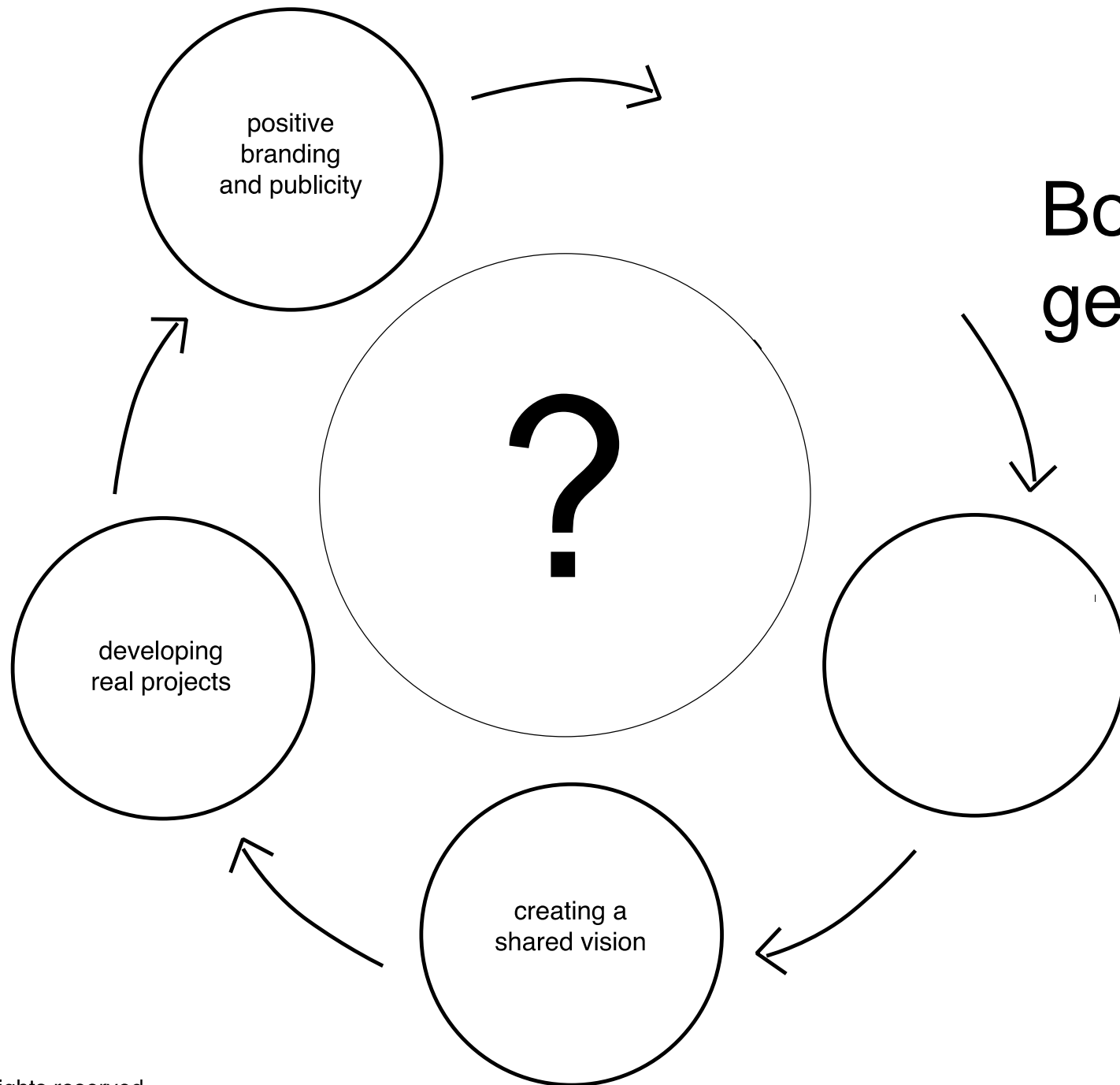
transforming cities together

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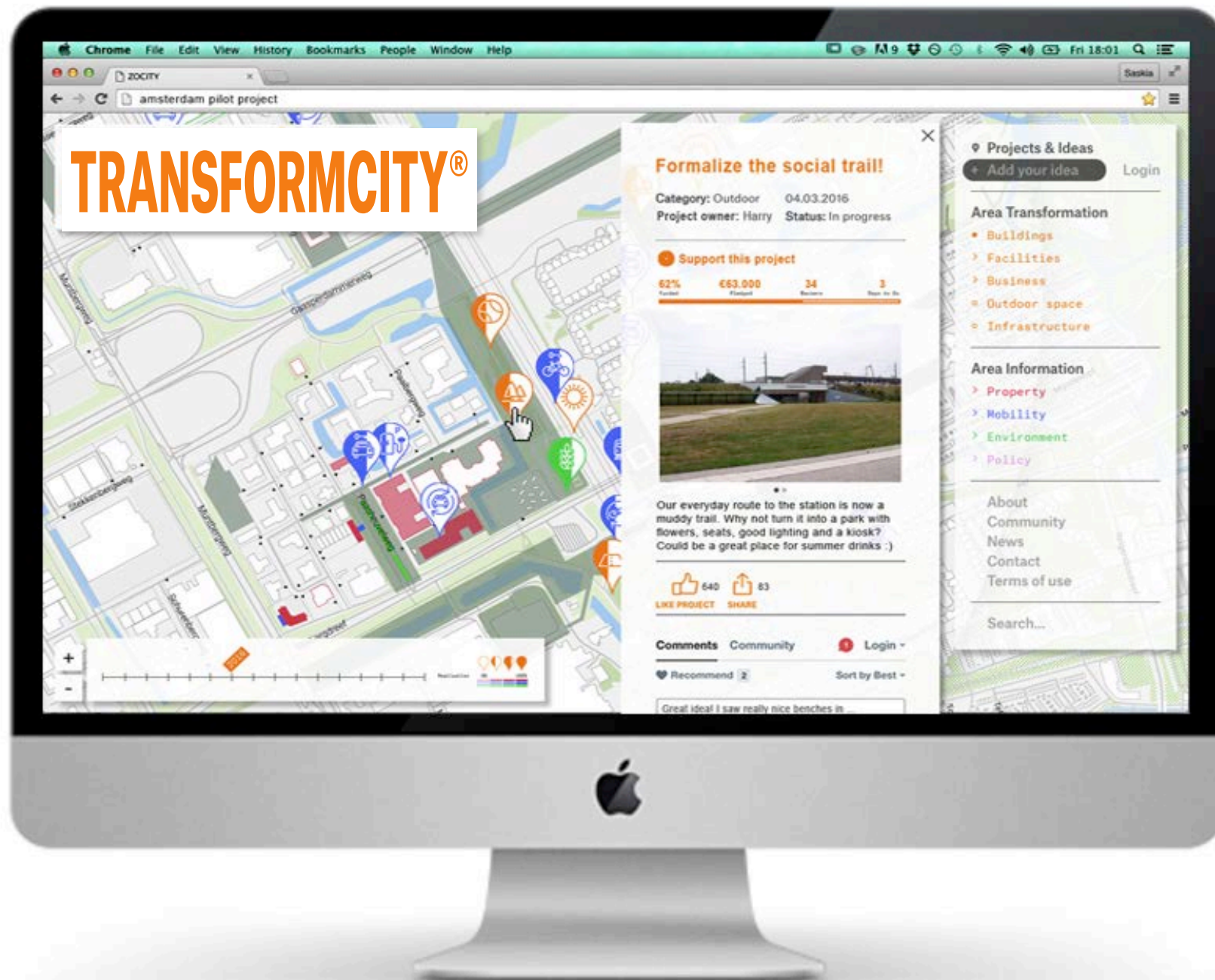


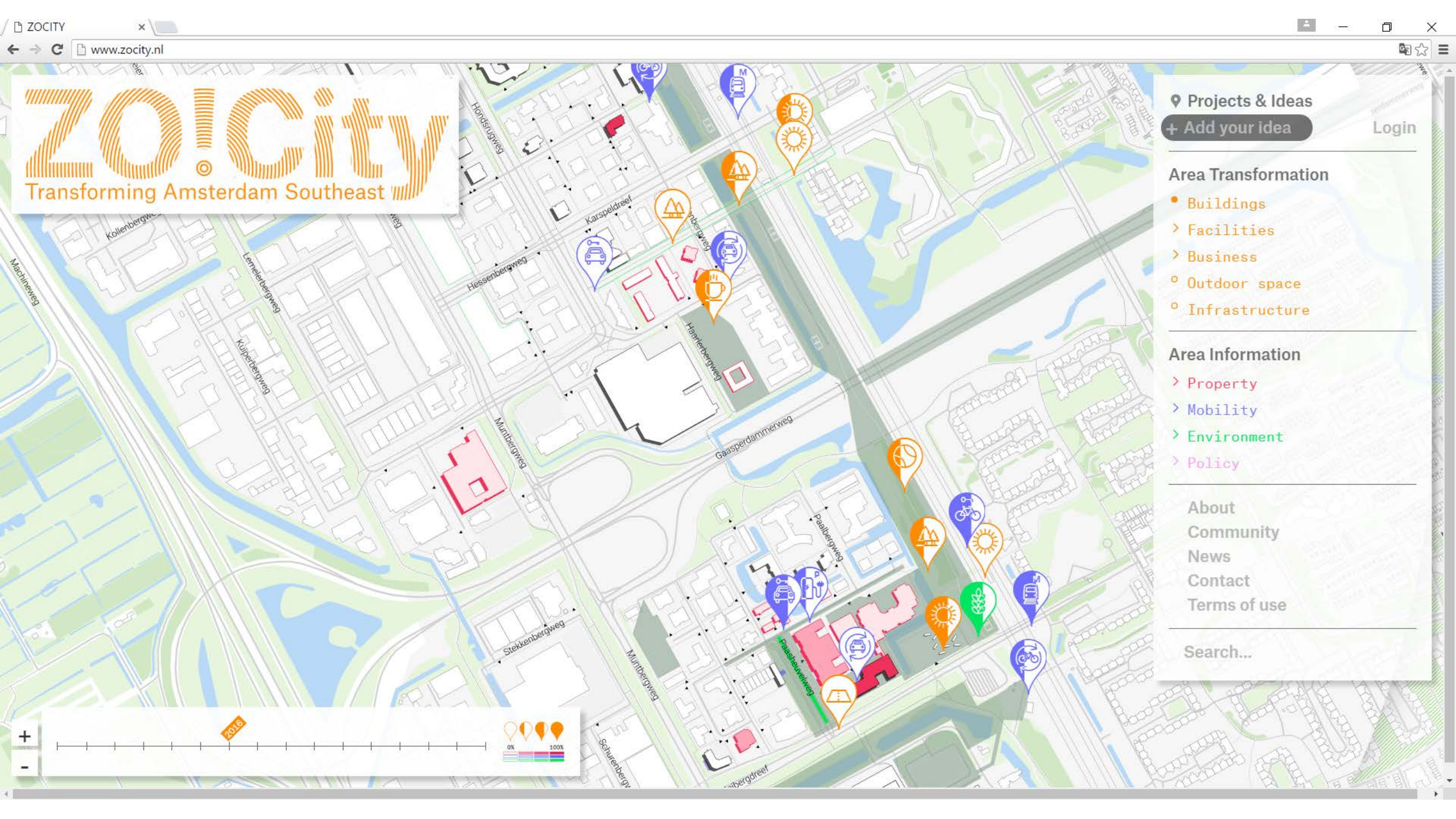






Bottom-up
gebiedsontwikkeling





ZO!city

Transforming Amsterdam Southeast

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“ For years I have walked to my office over a muddy social trail, without realising that maybe it didn’t have to be that way. However now we succeeded the first crowdfunding campaign and the trail is turned into a park. I must say this inspires me to have a second look at my daily environment and think about what more we could do. “

Kiki, employee working in Amstel3 district

ZoZo
Transforming Amsterdam Southeast

Project owner: Placemakers 12.05.2016
ism vereniging
ZuidoostZuid
Category: Outdoor space
Status: In progress

[Visit website](#)

Support this project

4%	€1,315	13	33
Funded	Pledged of €35.000,-	Backers	Days to Go

[Kijk hier de video \(Hij is het waard ;\)\)](#)

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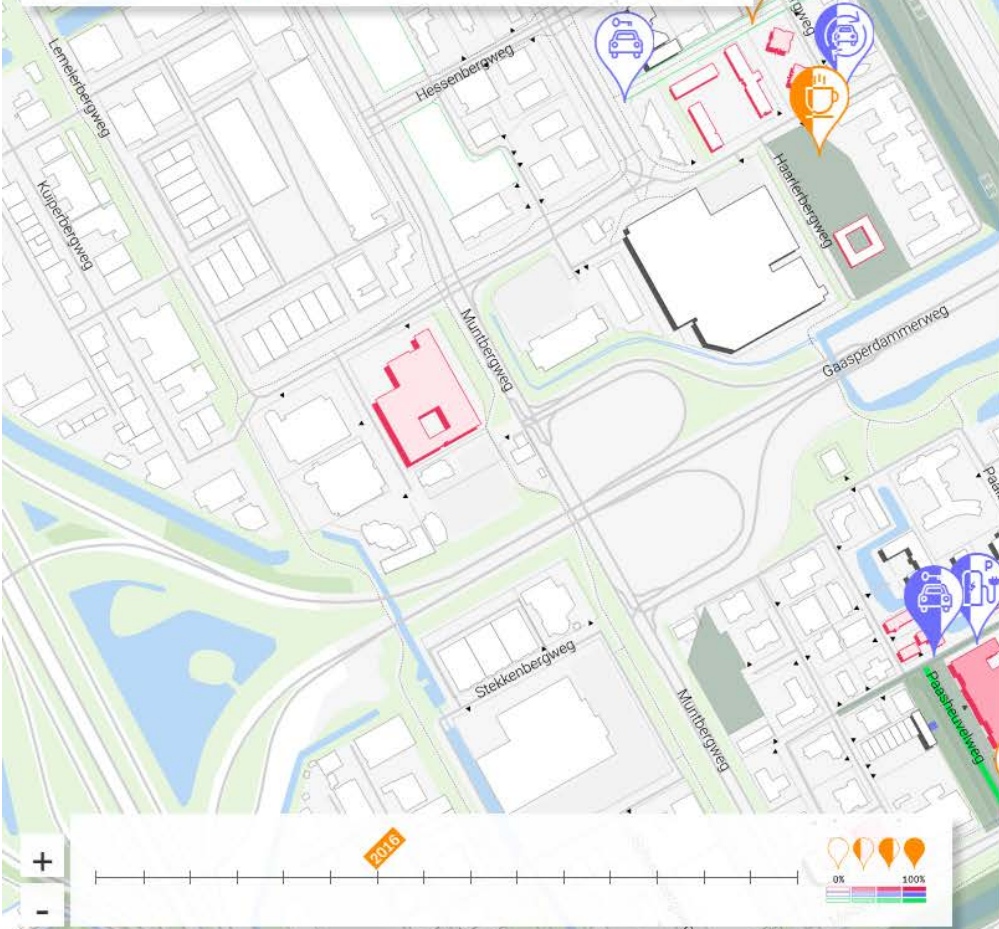

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“With our small team of independent citymakers it is very helpful to have one integral tool that acknowledges the complexity of our work and helps us to organise our activities more efficiently and effectively. We now reach more people and immediately give them the information, network and action tools they need to get involved.”

Emilie Vlieger, independent citymaker and founder MeerMerwede in Utrecht



Een georganiseerde ZoZo Vrijmibo voor je afdeling, je burens of vrienden in het paviljoen!

JOUW NAAM/BEDRIJF OP DE PARK-O-THEEK SPULLEN! €2.500,00
SUPPORTERS: Van 5 nog 5 beschikbaar
Je eigen naam of die van je bedrijf op de speciaal gefabriceerde uitleenspullen van de Park-o- theek. Denk aan rackets, voetballen en schommels

JE EIGEN STUKJE PAVIJOEN! €5.000,00
SUPPORTERS: Van 5 nog 5 beschikbaar
Je eigen naam of die van je bedrijf op een stukje van het paviljoen

8

13

18

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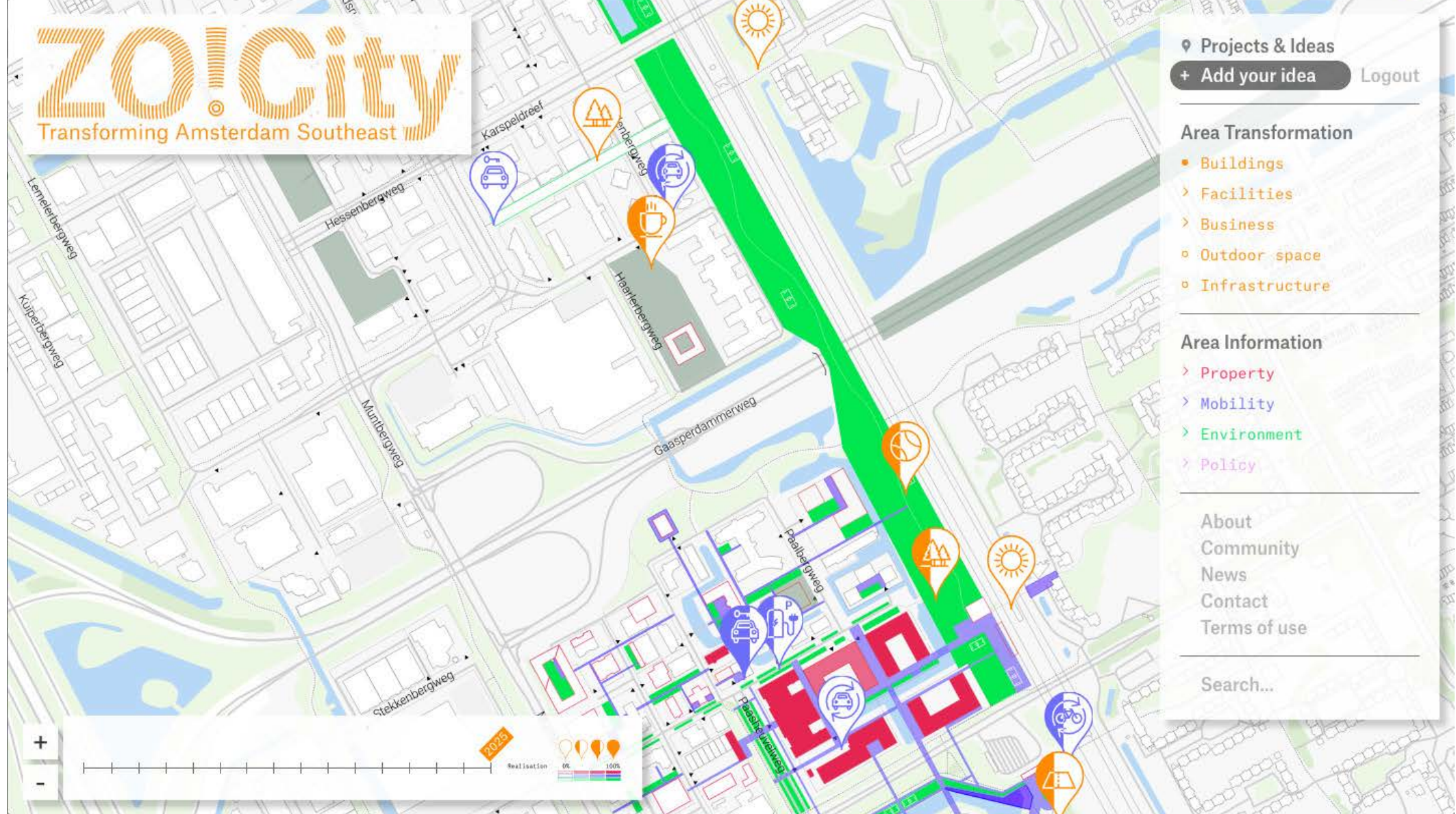
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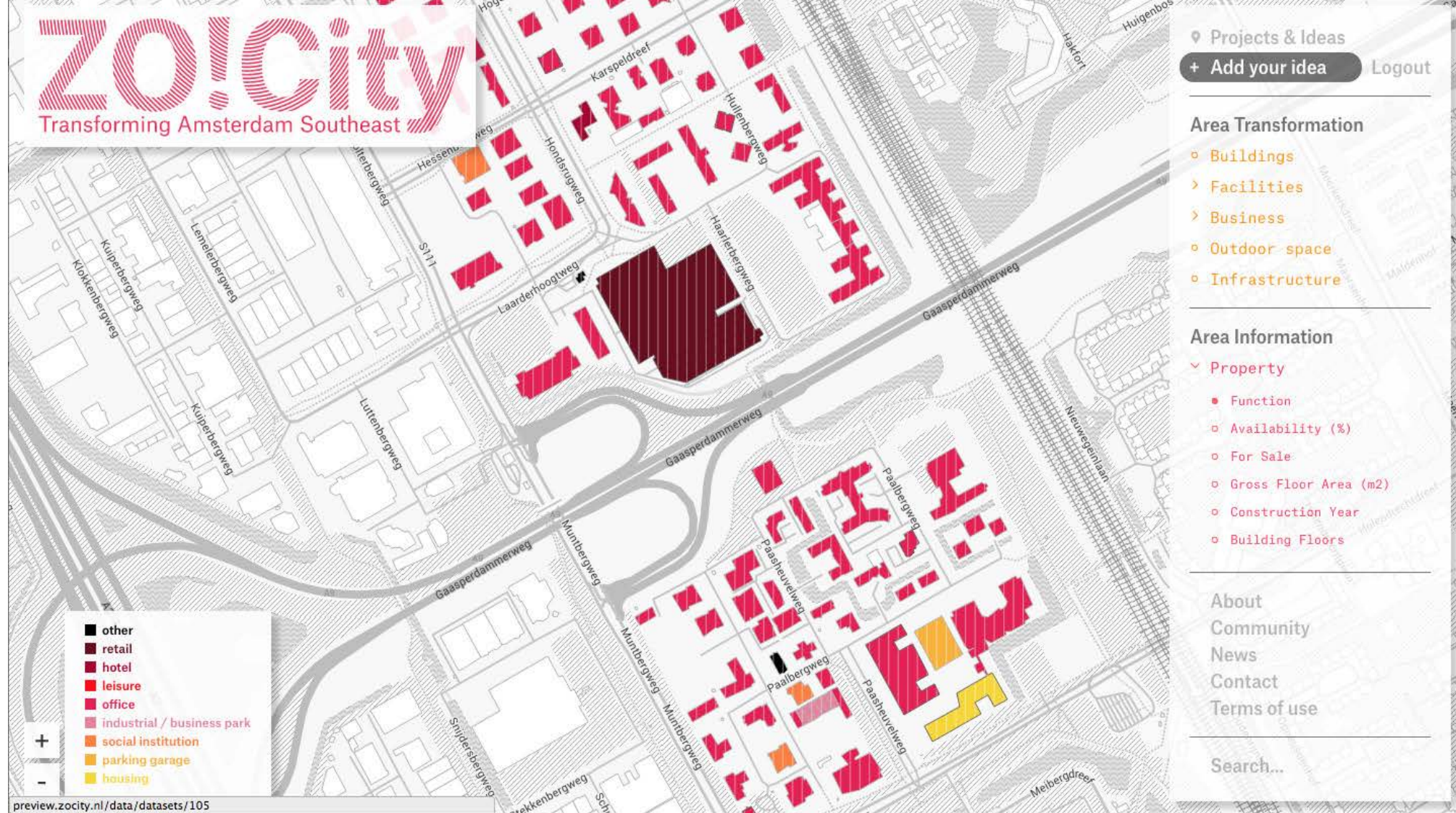
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“ We can now interact with the neighbourhood very directly, both getting feedback on our plans and giving advice on ideas from others. Last but not least now stakeholders are connected directly to each other, sharing and discussing ideas and building alliances to execute real projects together. “

Tamara Smit, Project Manager, Municipality of Amsterdam



“The dashboard gives us a complete and up-to-date overview of relevant datasets and current and future plans and projects. This allows us to anticipate and fine-tune our plans in a way that they add most value to both our own residents and the neighbourhood. Besides it helps us to communicate the amenities and activities in the area to our future residents.”

Eelko Korteweg, Director of Acquisitions and Development at Greystar

ZO!City is the local platform for Amsterdam Southeast office district (Amstel3), where local stakeholders and the municipality collaborate and take collective ownership over the transformation from a monofunctional working district into an attractive multifunctional urban neighbourhood.



railway Amsterdam-Utrecht

ArenA

AMC



+/-
26.000
EMPLOYEES

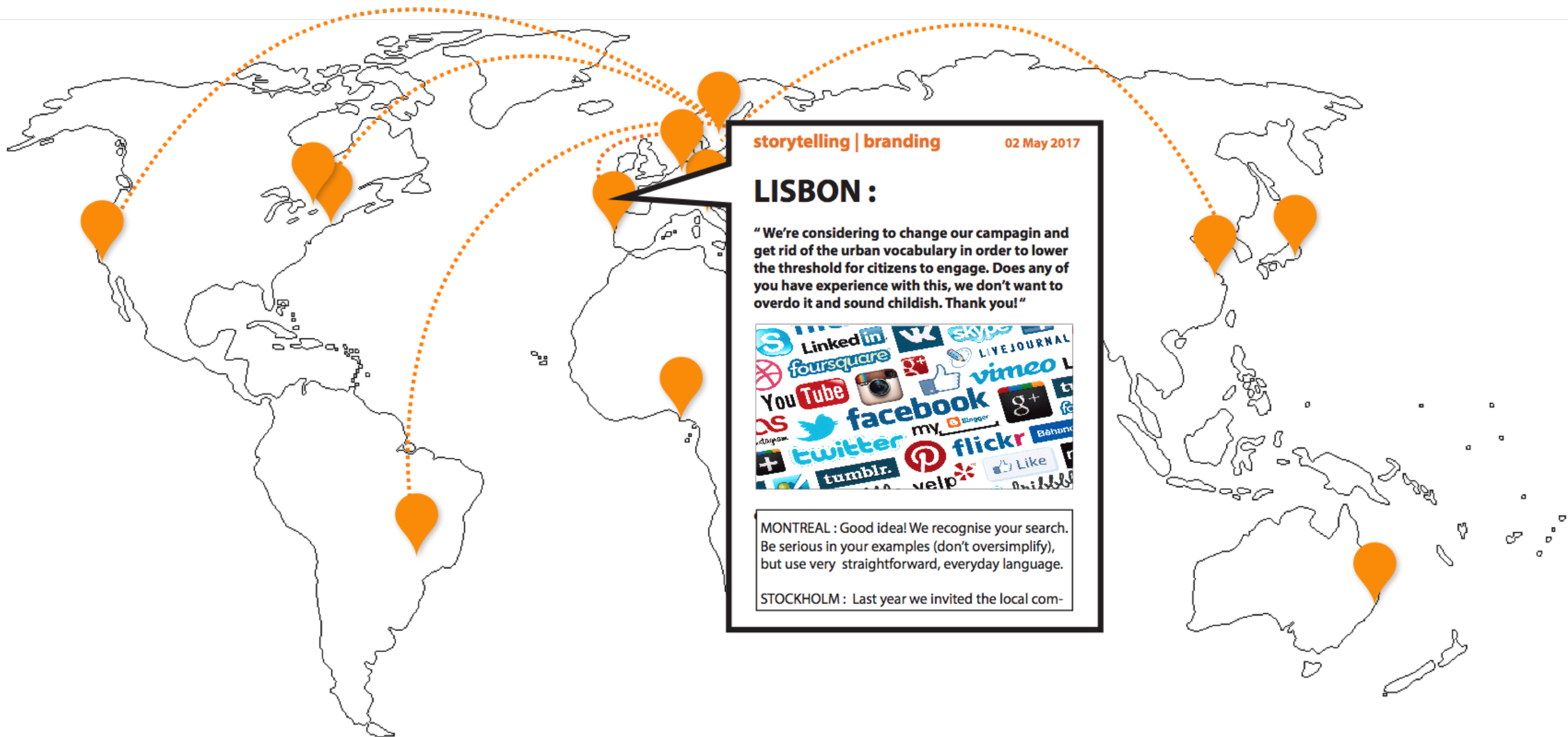
120
OFFICE
BUILDINGS

+/-
30%
VACANCY

+/-
25
FINANCIERS

80
REAL ESTATE
OWNERS

+/-
400
COMPANIES



storytelling | branding

02 May 2017

LISBON :

"We're considering to change our campaign and get rid of the urban vocabulary in order to lower the threshold for citizens to engage. Does any of you have experience with this, we don't want to overdo it and sound childish. Thank you!"



MONTREAL : Good idea! We recognise your search. Be serious in your examples (don't oversimplify), but use very straightforward, everyday language.

STOCKHOLM : Last year we invited the local com-

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