A platform to facilitate the collaboration within CLT Amsterdam and connected CLT associations

Context
The Netherlands is dealing with a housing crisis, which originates from the financial crisis of 2008 (Obbink, 2020). After the financial crisis, the population grew whereas construction declined. The current shortage of houses is around 330.000 (Obbink, 2020), to counter this issue an estimated 1 million new houses need to be built in the coming 10 years (ABF Research, 2019). This graduation project focuses on an initiative to remedy this crisis: a Community Land Trust (CLT) association in the Bijlmer H-neighbourhood. A CLT association is a community-led not-for-profit organisation that creates and manages affordable housing for people with low or modest incomes and develops neighbourhood facilities that benefit the local community. CLT associations are open member organisations that use an alternative development model which includes the interests of residents and the neighbourhood. The ownership and management of the land, homes, and neighbourhood facilities are anchored in the CLT organisation by taking them in joint ownership, as well as establishing conditions that ensure sustainable and social use.
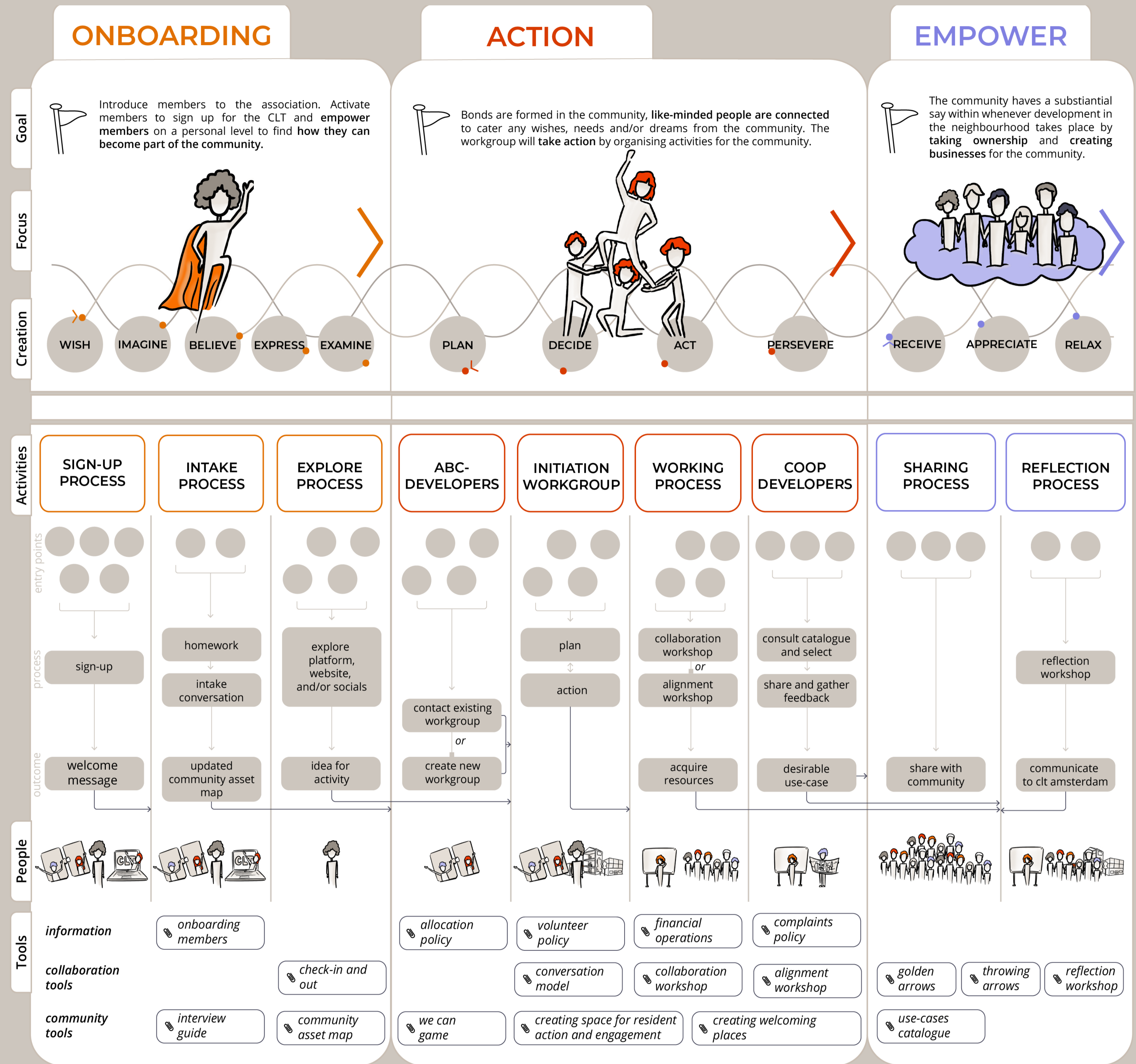
Problem statement
How can the CLT association facilitate successful collaboration within workgroups between its members and external experts?

Design statement
Design a platform for CLT members that stimulates a desirable way of working, and includes an approach towards making democratic decisions, in order to empower members and create a flourishing community.

Outcome
To realise this design statement a CLT members platform was designed. This platform focuses on being a communication channel for the association. The platform helps to clarify the structure and purpose of the association, and provides tools that support the community throughout their operation. To create a clear storyline of how this platform will be used in the association, a CLT blueprint was created, displayed in the figure on the right. This blueprint shows the journey of a member within the community, starting with the onboarding process, followed by being an active member, and ending with being part of an empowered community. For the three stages, activities that could occur are described by explaining the various entry points, the process, the outcome, and how this outcome might influence other processes happening in the community. Several tools are proposed that are useful during the before mentioned activities.

ONBOARDING

Goal: Introduce members to the association. Activate members to sign up for the CLT and **empower members** on a personal level to find **how they can become part of the community.**

Creation: WISH · IMAGINE · BELIEVE · EXPRESS · EXAMINE

ACTION

Goal: Bonds are formed in the community, **like-minded people are connected** to cater any wishes, needs and/or dreams from the community. The workgroup will **take action** by organising activities for the community.

Creation: PLAN · DECIDE · ACT · PERSEVERE

EMPOWER

Goal: The community has a substantial say within whenever development in the neighbourhood takes place by **taking ownership** and **creating businesses** for the community.

Creation: RECEIVE · APPRECIATE · RELAX

Activities

SIGN-UP PROCESS	INTAKE PROCESS	EXPLORE PROCESS	ABC-DEVELOPERS	INITIATION WORKGROUP	WORKING PROCESS	COOP DEVELOPERS	SHARING PROCESS	REFLECTION PROCESS
sign-up	homework → intake conversation	explore platform, website, and/or socials	contact existing workgroup *or* create new workgroup	plan → action	collaboration workshop *or* alignment workshop → acquire resources	consult catalogue and select → share and gather feedback		reflection workshop
welcome message	updated community asset map	idea for activity				desirable use-case	share with community	communicate to clt amsterdam

Tools

information
- onboarding members
- allocation policy
- volunteer policy
- financial operations
- complaints policy

collaboration tools
- check-in and out
- conversation model
- collaboration workshop
- alignment workshop
- golden arrows
- throwing arrows
- reflection workshop

community tools
- interview guide
- community asset map
- we can game
- creating space for resident action and engagement
- creating welcoming places
- use-cases catalogue

Elvira Kok
A platform to facilitate the collaboration within
CLT Amsterdam and connected CLT associations
04-06-2021
Strategic Product Design

Committee
Chair | Dr. Giulia Calabretta
Mentor | Dr. David Keyson
Company mentor | Joris Kramer
Company | And The People

TUDelft

Faculty of Industrial Design Engineering

Delft University of Technology