







# **Social impact strategies for Dutch priority neighborhoods.**

A developer perspective.

**How can developers create social impact in Dutch priority neighborhoods?**

How can developers create social impact in Dutch priority neighborhoods?

Type of research

Desk research



Research method

Literature review

Sub-questions

**SQ1:** What is social impact in the built environment?

Output

Literature framework



## How can developers create social impact in Dutch priority neighborhoods?

Type of research

Desk research



Empirical research



Research method

Literature review

Document analysis

Semi-structured  
Interviews

Sub-questions

**SQ1:** What is social impact in the built environment?

**SQ2:** How do developers implement social ambitions?  
**SQ3:** How do developers create social impact in collaboration with housing associations in urban redevelopment projects?

Output

Literature framework

Results case  
1

Results case  
2

Results case  
3



Cross-case analysis

**How can developers create social impact in Dutch priority neighborhoods?**

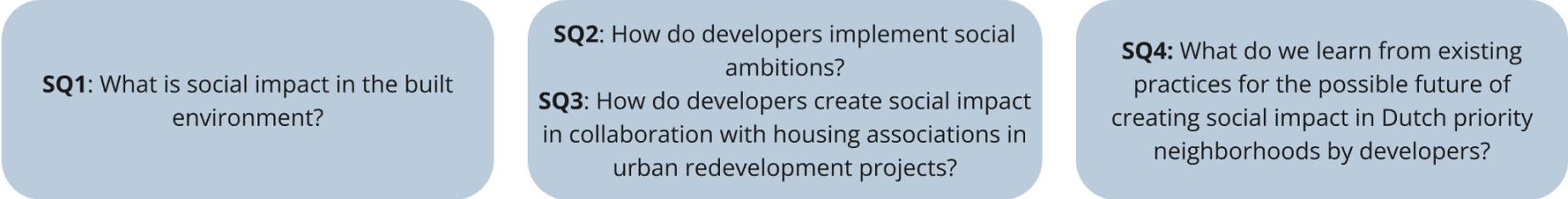
Type of research



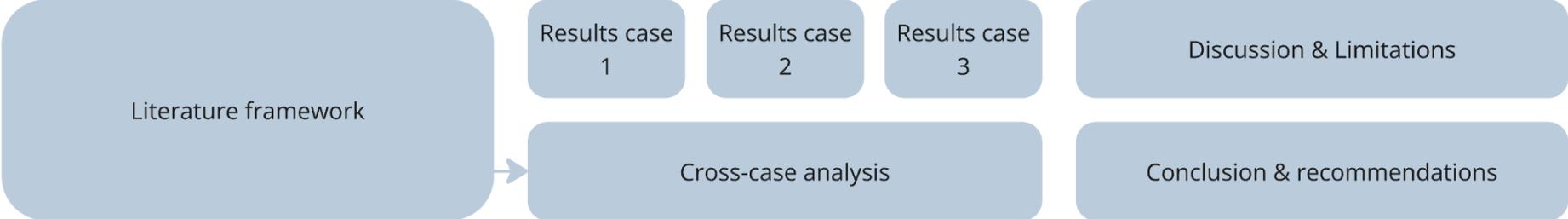
Research method



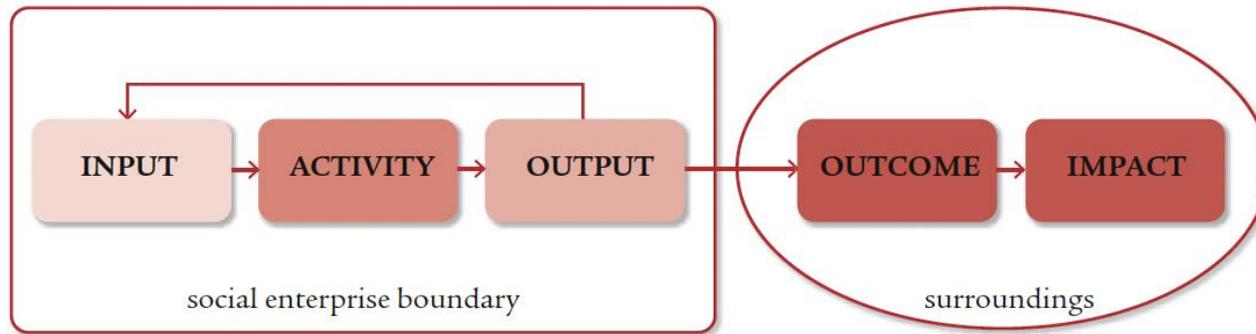
Sub-questions



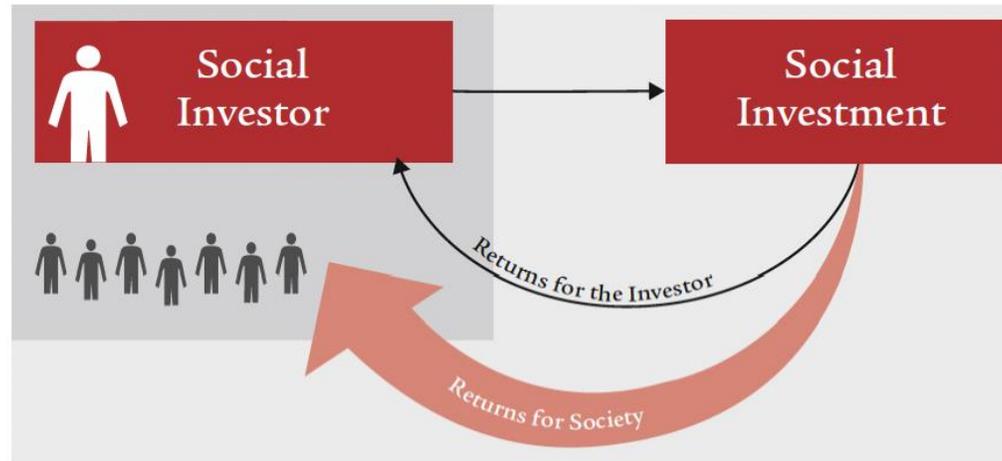
Output



# DESK RESEARCH



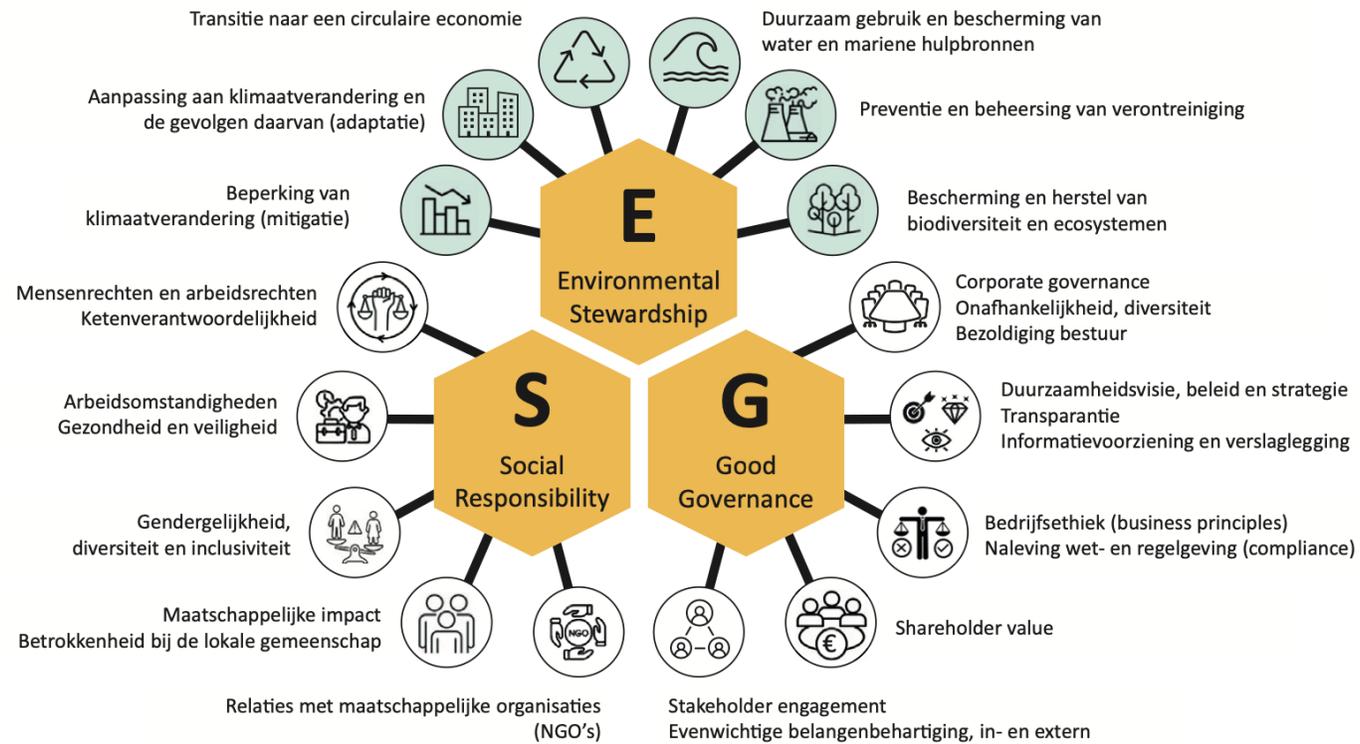
Impact value chain (Maldonado & Corbey, 2016)



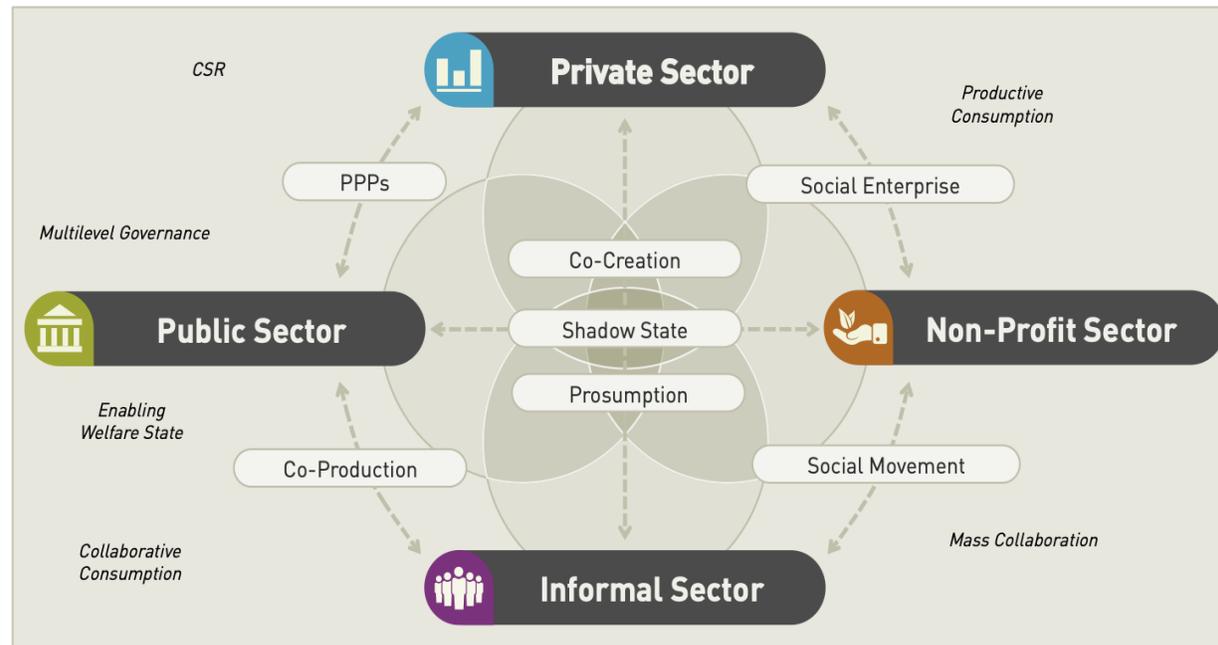
Illustrative representation of the social return on investment ratio (Krlev et al., 2013)

Livability dimensions
Housing stock
Affordability
Environmental
Physical environment
Green space
Accessibility
Walkability
Outdoor facilities
Amenities
Education
Groceries
Health care
Sport facilities
Social cohesion
Community engagement
Inclusivity and equality
Disturbance & insecurity
Safety
Crime rate
Pollution
Noise

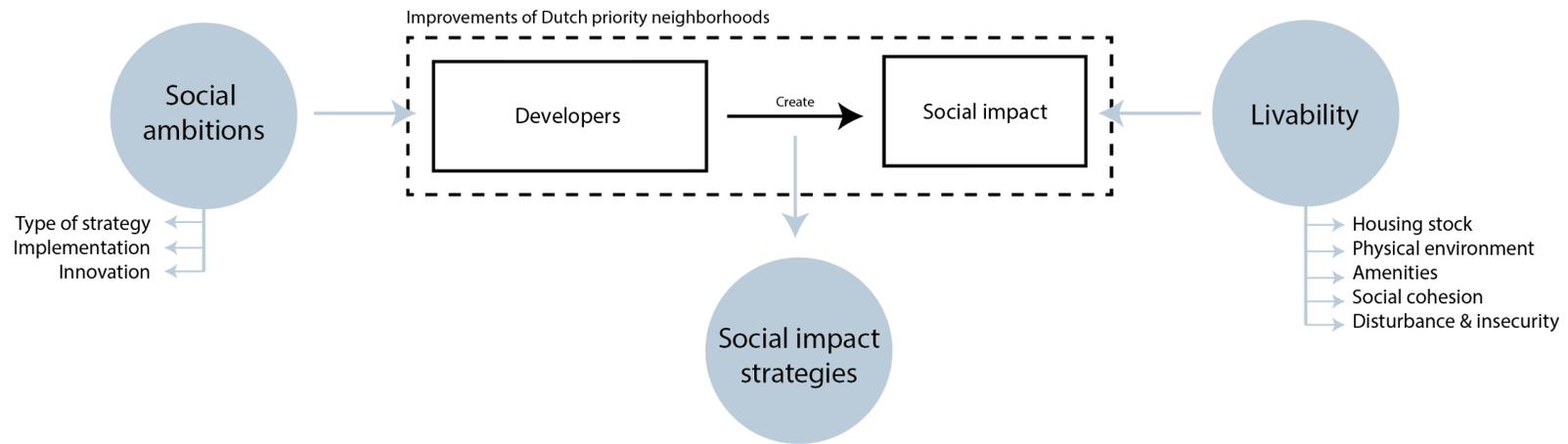
Livability dimensions (Damen 2025, adopted from RIVM, 2003)



The scope of ESG (van de Griendt, 2022)



Social innovation actors (Rehfeld et al., 2015)



Research framework (Damen, 2025)

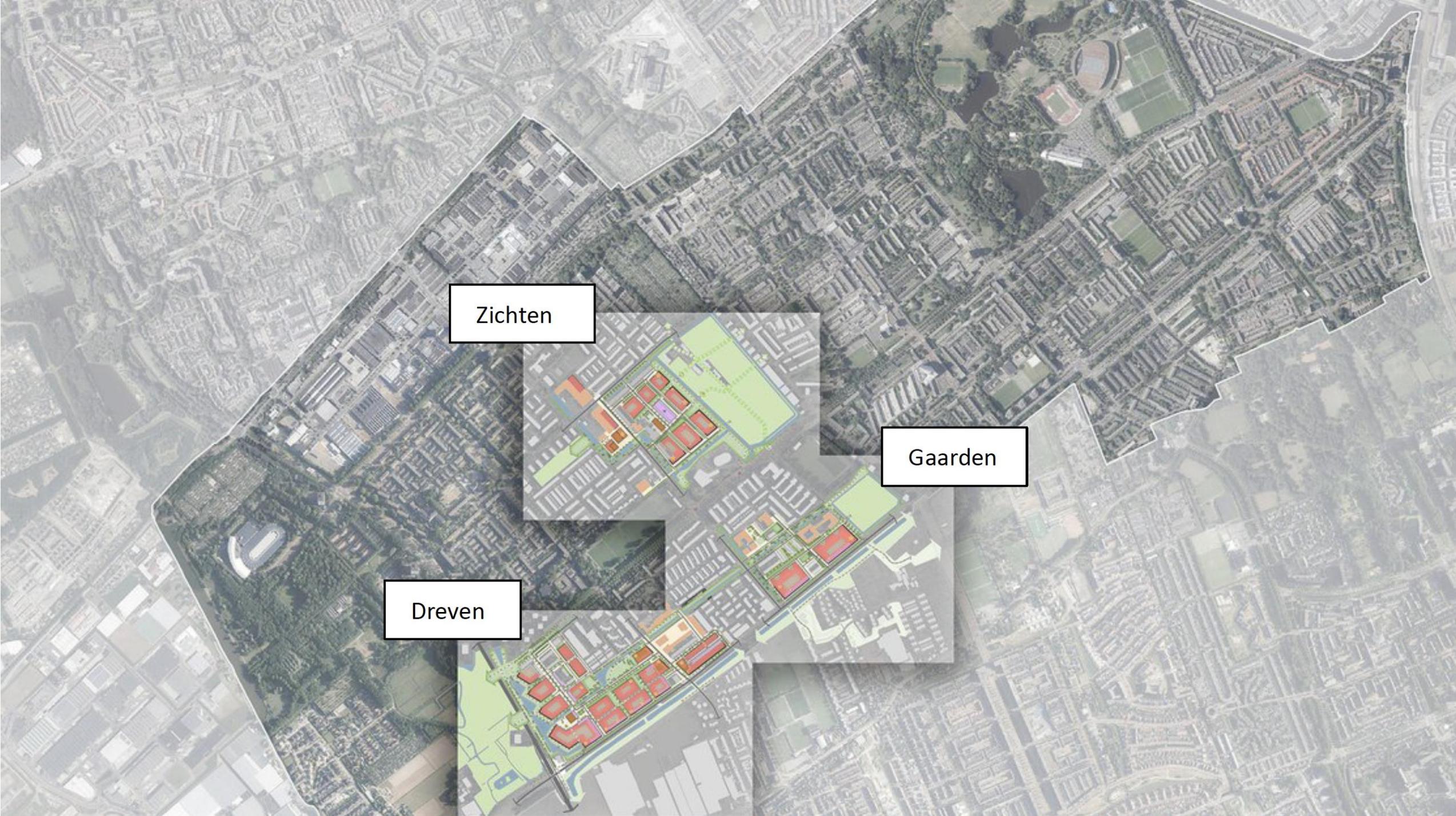
# **EMPIRICAL RESEARCH**



Location of the cases used (Damen, 2025)

	<b>Dreven, Gaarden, Zichten</b>	<b>Van Deyssebuurt</b>	<b>Van Meekeren</b>
<b>Location</b>	The Hague	Amsterdam	Rotterdam
<b>Project size</b>	5000 units	1756 units	150 units
<b>Developer</b>	Heijmans	Rochdale	VORM
<b>Type of developer</b>	Constructing developer	Housing association	Constructing developer
<b>Early involvement of the developer</b>	Yes	Yes	No
<b>Housing association</b>	Staedion	Rochdale	Havensteder
<b>Social housing</b>	85%	90%	80%
<b>Type of project</b>	Demolition + Newly built	Renovation, Demolition + Newly built	Demolition + Newly built
<b>Addition</b>	Social, mid, high	Mid, high	Social, mid, high
<b>Contractor</b>	Heijmans	Dura Vermeer + Heijmans	VORM

General information cross-case analysis (Damen, 2025)

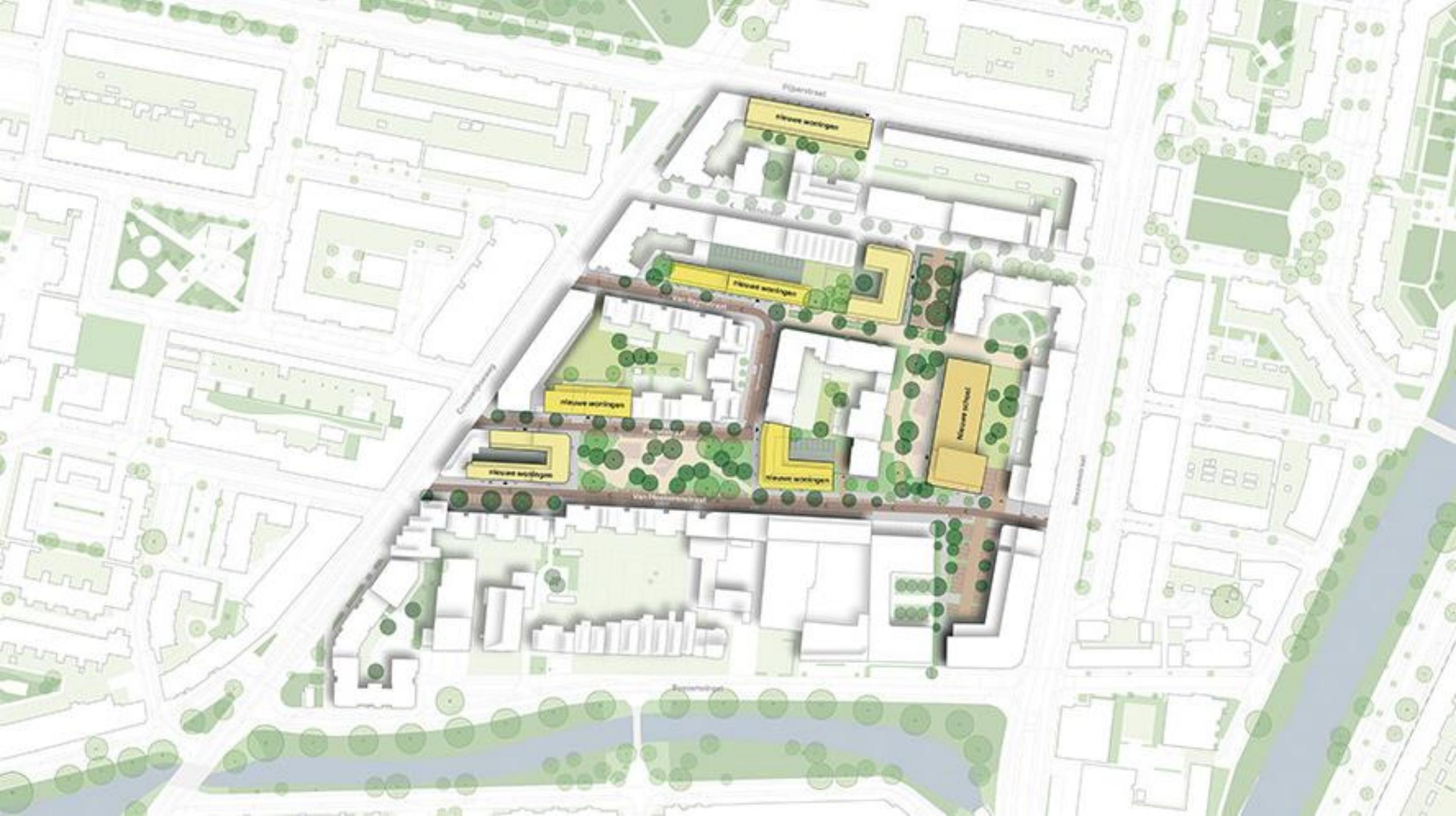


Zichten

Gaarden

Dreven





Housing stock

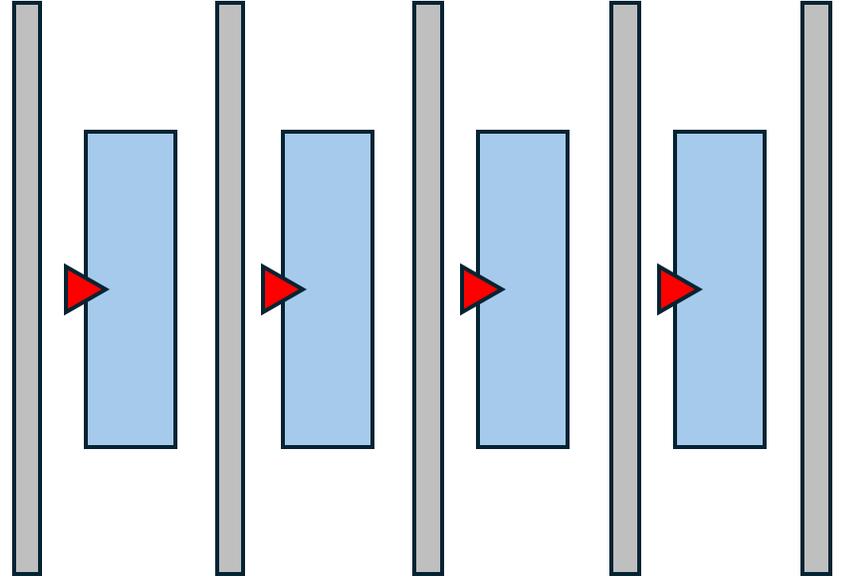
Housing stock  
Physical environment

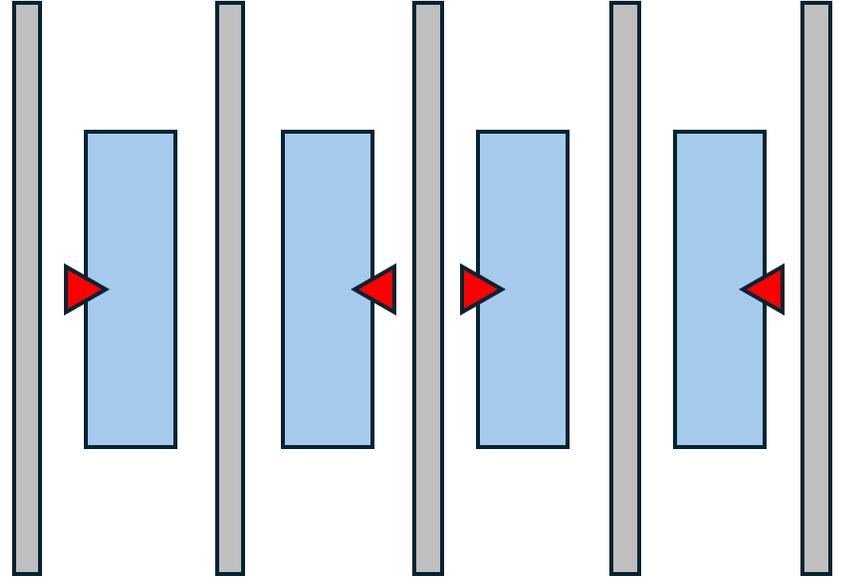
Housing stock  
Physical environment  
Amenities

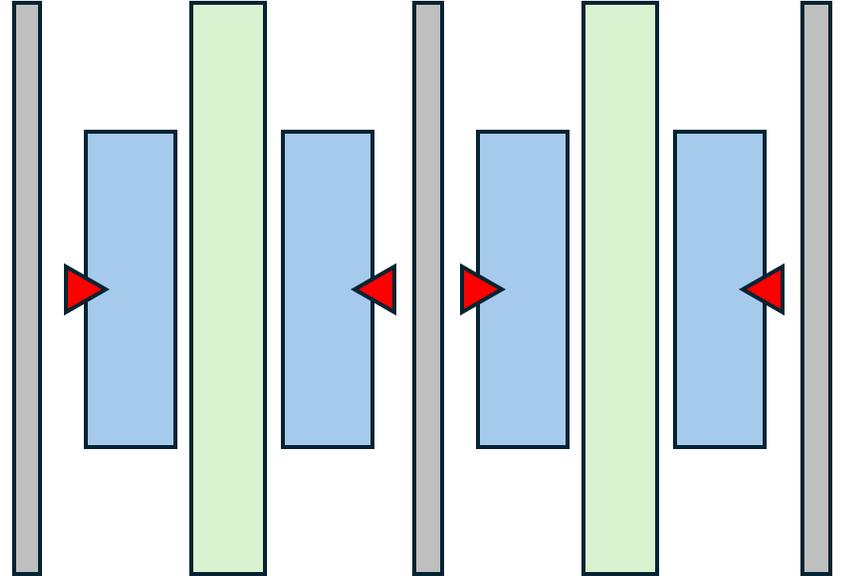
Housing stock  
Physical environment  
Amenities  
Social cohesion

Housing stock  
Physical environment  
Amenities  
Social cohesion  
Disturbance & insecurity

Public space investment







Public space investment  
Social investment

Public space investment

Social investment

Long-term commitment

Public space investment

Social investment

Long-term commitment

Key figures

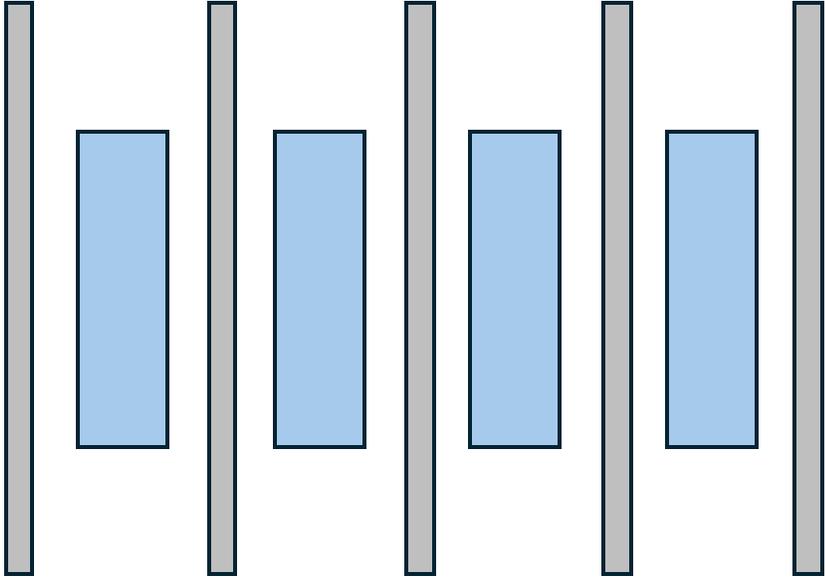
Public space investment

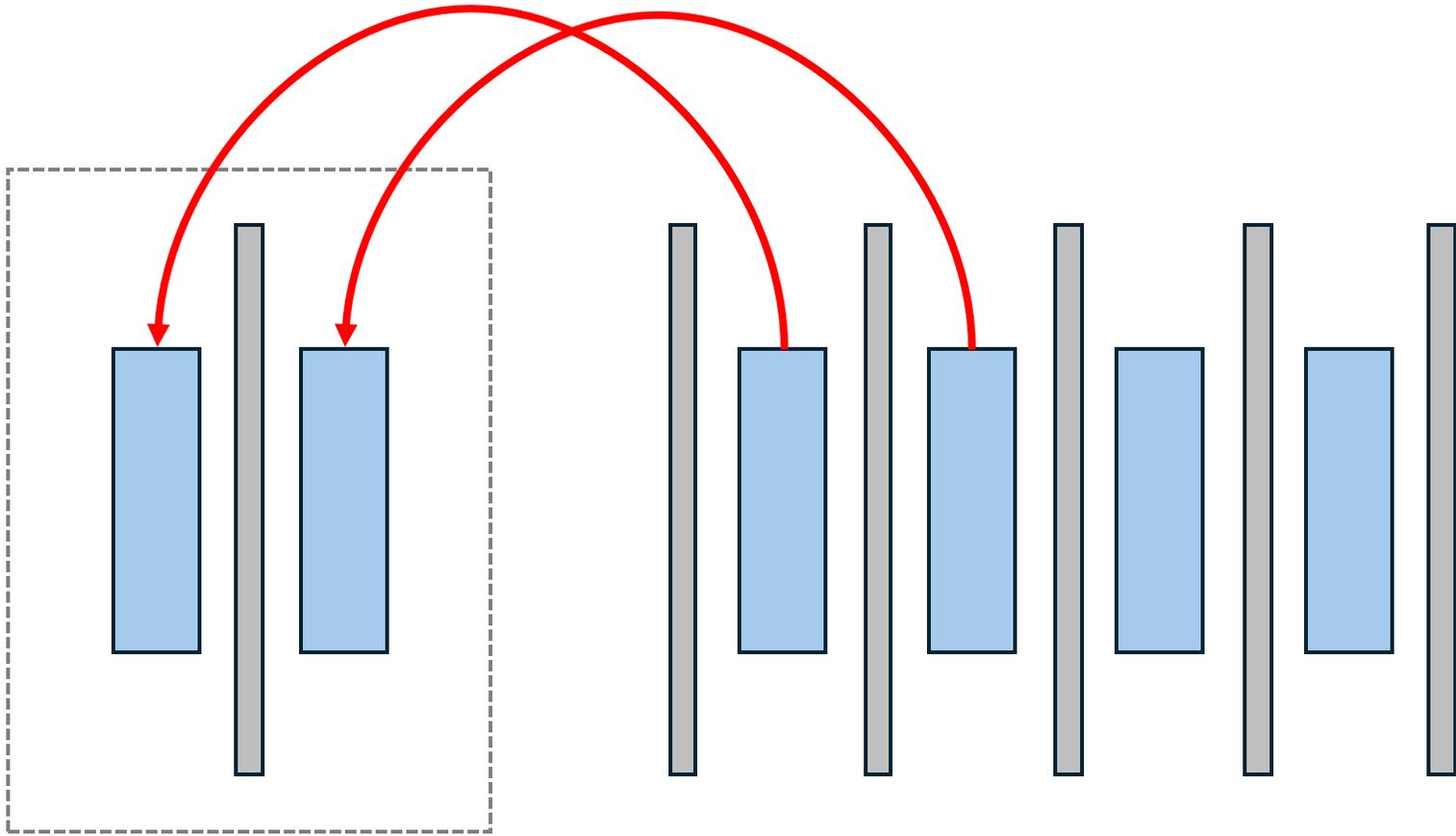
Social investment

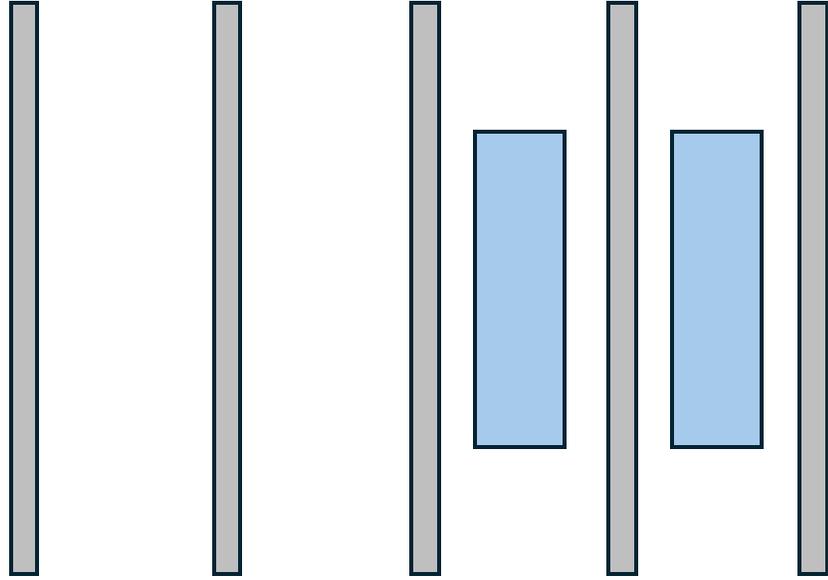
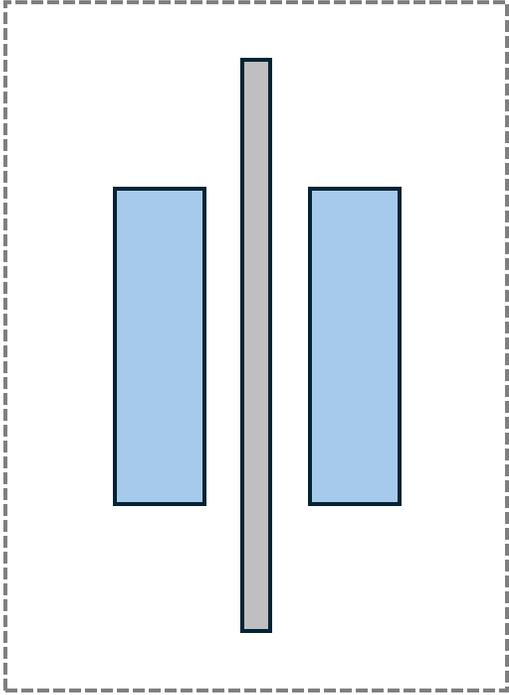
Long-term commitment

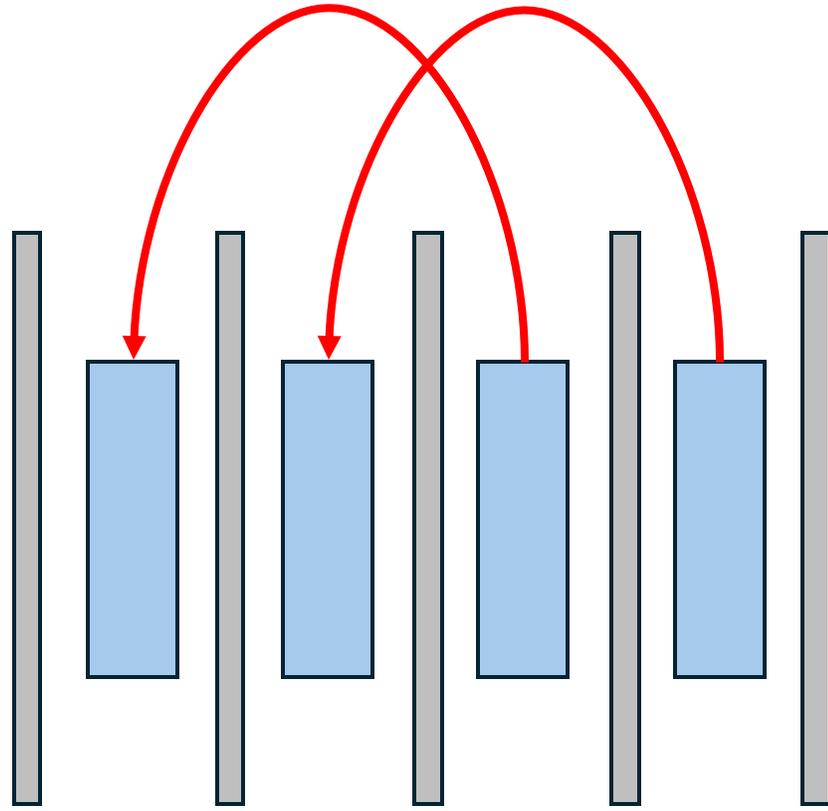
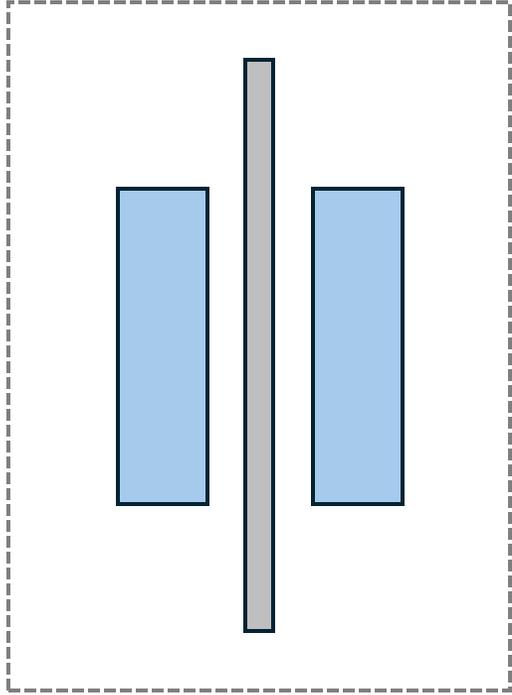
Key figures

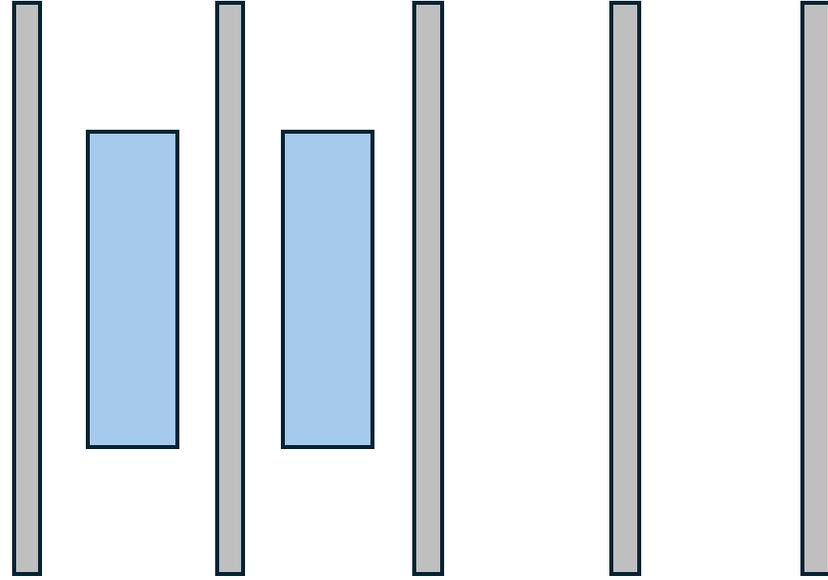
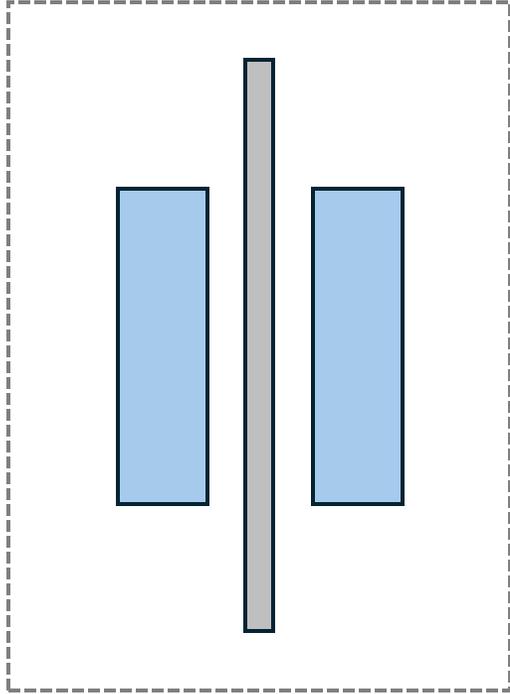
Relocation

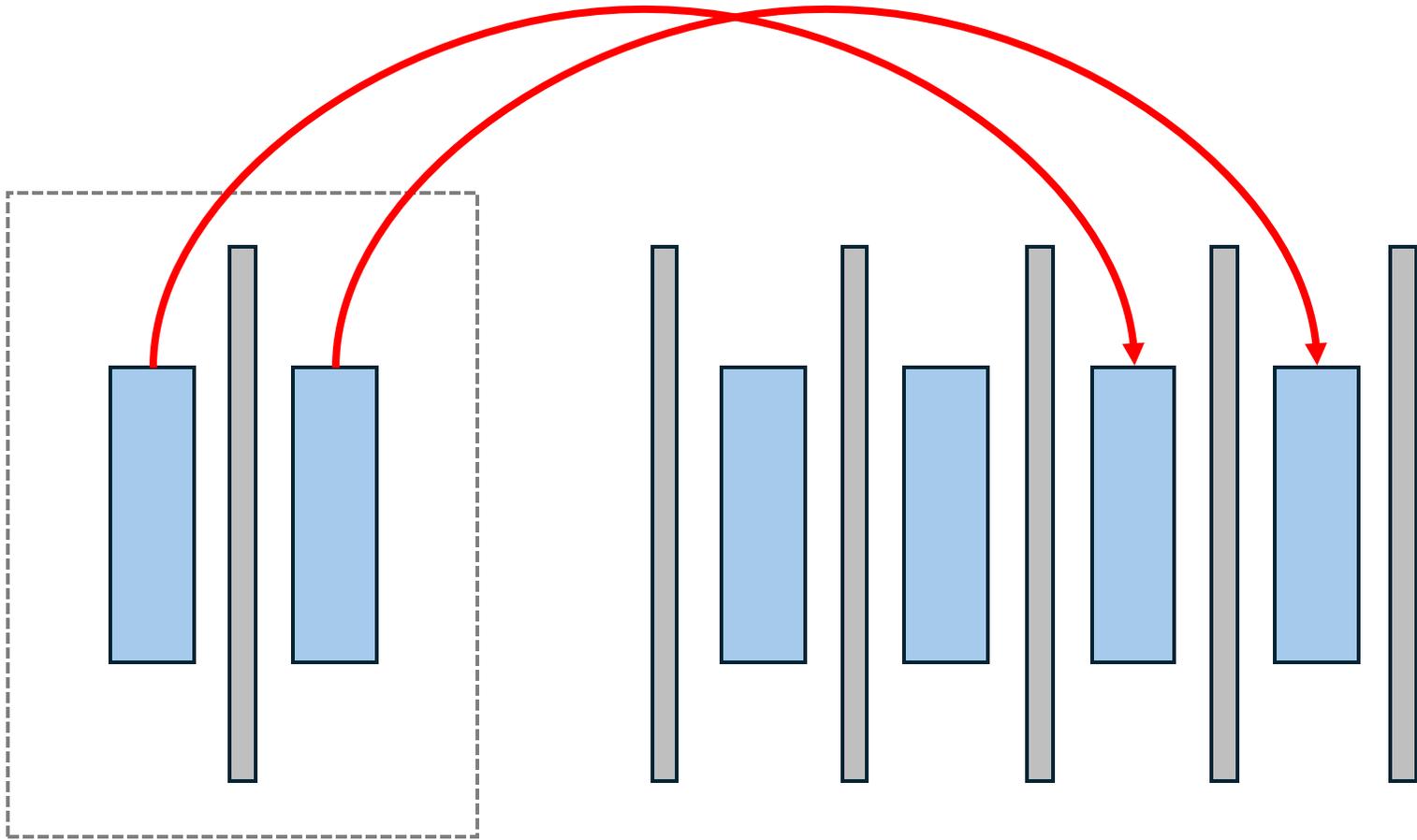












Public space investment

Social investment

Long-term commitment

Key figures

Relocation

Participation

Uitverhuisplanning

Hoe werkt de terugverhuizer  
Terugverhuizer

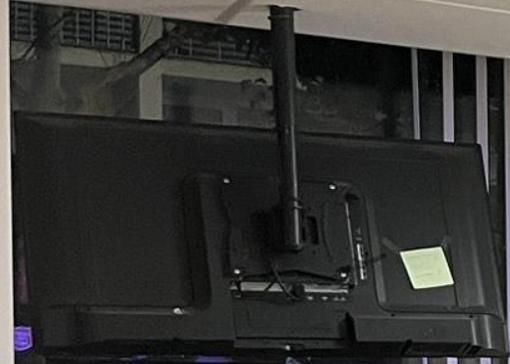
... via de BouwApp en ... werkzaamheden.

DREVEN

Op zoek naar werkgelegenheid

...antie?  
Doorverhuizer

Wat maakt je niet blij?



Public space investment

Social investment

Long-term commitment

Key figures

Relocation

Participation

Collaboration

# SYNTHESIS

Transparency

Transparency  
Location specific approach

Transparency

Location specific approach

Social infrastructure investments

Transparency

Location specific approach

Social infrastructure investments

Place keeping

Transparency

Location specific approach

Social infrastructure investments

Place keeping

Behavioral change



Transparency

Location specific approach

Social infrastructure investments

Place keeping

Behavioral change

Housing funds

Transparency

Location specific approach

Social infrastructure investments

Place keeping

Behavioral change

Housing funds

Ongoing dialogue

Transparency

Location specific approach

Social infrastructure investments

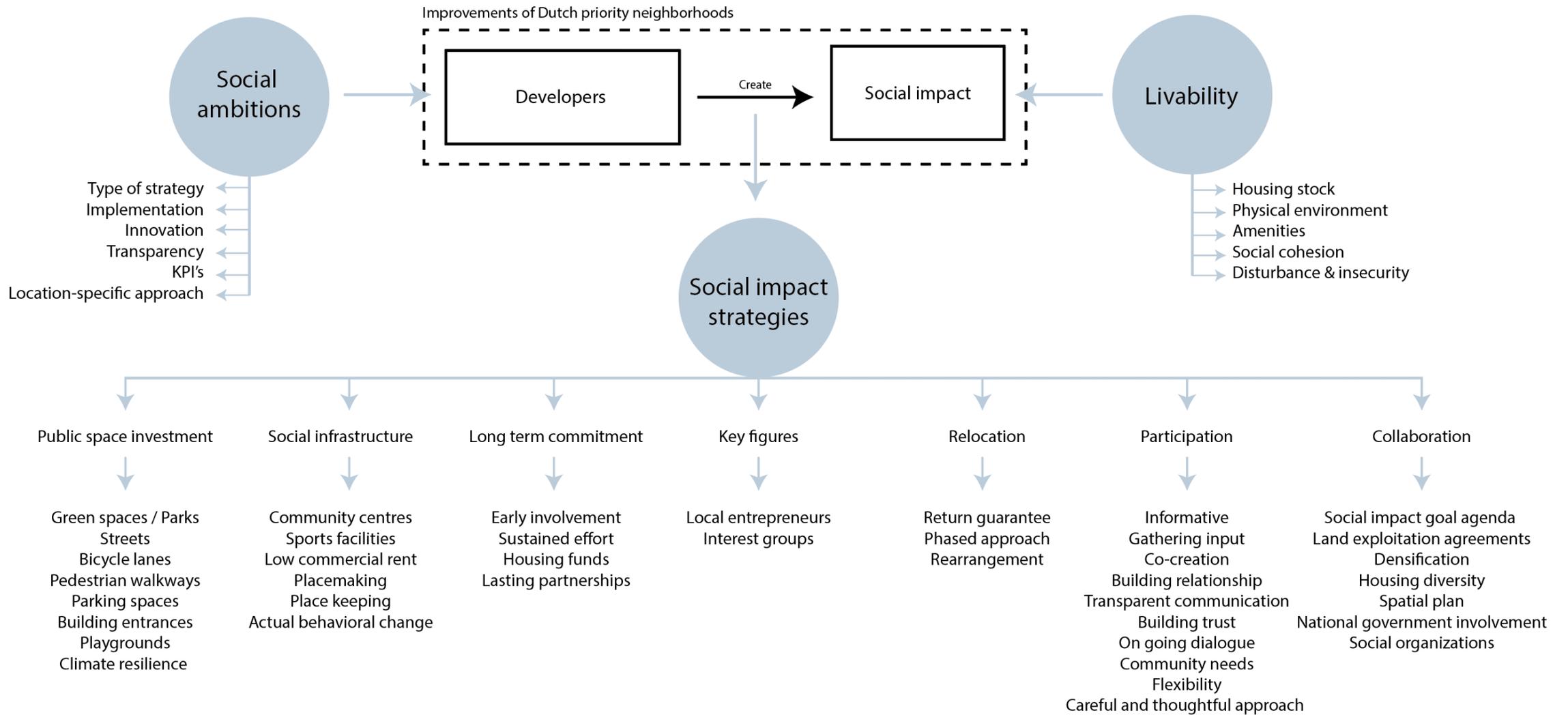
Place keeping

Behavioral change

Housing funds

Ongoing dialogue

Social impact goal agenda



# LIMITATIONS

Absence of an investing-developer

Absence of an investing-developer  
The role of Heijmans in the Van Deyssebuurt

Absence of an investing-developer  
The role of Heijmans in the Van Deyssebuurt  
Heavy rely on interviews

Absence of an investing-developer  
The role of Heijmans in the Van Deysselbuurt  
Heavy rely on interviews  
Consensus during the expert panel

Absence of an investing-developer  
The role of Heijmans in the Van Deysselbuurt  
Heavy rely on interviews  
Consensus during the expert panel  
Specific context of The Netherlands

# **RECOMMENDATIONS**

## **Research**

Further developing the social impact framework

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Further developing the social impact framework

*Social goal agenda*

*Long-term commitment*

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Further developing the social impact framework

*Social goal agenda*

*Long-term commitment*

Social impact strategies in different international contexts

## **Research**

Further developing the social impact framework

*Social goal agenda*

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Social impact strategies in different international contexts

## **Developers**

Co-design processes

## **Research**

Further developing the social impact framework

*Social goal agenda*

*Long-term commitment*

Social impact strategies in different international contexts

## **Developers**

Co-design processes

Refine tools like SROI

## **Research**

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*Social goal agenda*

*Long-term commitment*

Social impact strategies in different international contexts

## **Developers**

Co-design processes

Refine tools like SROI

Engage residents to foster cohesion

## **Research**

Further developing the social impact framework

*Social goal agenda*

*Long-term commitment*

Social impact strategies in different international contexts

## **Developers**

Use co-design processes

Refine tools like SROI

Engage residents to foster cohesion

Stay flexible

# REFLECTION

# Social impact strategies for Dutch priority neighborhoods.

A developer perspective.

W.B.A. Damen

16-01-2025



Management in the Built Environment