

# MAASTRICHT VAN MORGEN

"Maastricht of Tomorrow"

22 September 2021

**What will Maastricht look like in 2040? What elements should the city keep? And what could be done differently or better? Do we dare to dream, and do we dare to take concrete steps? These were questions that were central to the discussions regarding the future of Maastricht; 'Maastricht van Morgen' in MECC Maastricht on Wednesday 22 September.**

A diverse group of 150 people from Maastricht and the surrounding areas came together to think out loud about the future of the city. The main output of the 'Pencil Sketch' and the 'City Sketch' formed the foundation for this gathering. The discussions surrounding the 'why', 'dilemma's', 'opportunities' and 'solutions' resulted in creative and innovative ideas for the future of Maastricht. Ideas that the municipality of Maastricht will continue to work with.



## "How do we live, learn, work and enjoy together in Maastricht 2040?"

"We are gathered here because the city has to think about the future of the city, let's say 2040. As a municipality we have to take the lead in that. We need a broad urban vision, and within that, an economic and social vision; we already have an environmental vision and a cultural vision. We realize very well that we cannot do this without the people of the city. We have already had a participation moment during the summer, and this is the second engagement. We are very happy with the turnout of people. This shows that the people of Maastricht feel that they matter. We make the city together."

- Burgemeester Annemarie Penn-te Strake

### → Why a city dialogue for the vision of Maastricht?

1. Exchanging perspectives and interests about our Maastricht in 2040, a city where we enjoy living, learning, working and enjoying together
2. Thinking out loud together about possible solutions to realize our desired city: how do we make our dreams come true?
3. Experiencing the complexity of the different themes and the interdependence in working on the underlying issues and dilemmas
4. Increasing involvement and shared responsibility for the city
5. Gather input for the new urban, economic and social visions of the city

### → Results

At the end of the evening, diverse groups presented ideas and solutions for the themes they consider important for the Maastricht of tomorrow.

1. Liveable city center
2. Euregional cooperation
3. Focus - Dare to choose & persevere
4. Quality of life & Economic environment
5. Innovation
6. Sustainable employment
7. Using the power of the neighbourhood
8. Cherish your strength
9. Accessibility
10. How does the Government work?
11. Youth involvement
12. Connecting people in the city
13. Responsible together; citizens & the municipality
14. City & diverse neighbourhoods
15. Connection in the neighbourhoods
16. Green city
17. Housing for everyone

### Agenda

- 16:00** Opening mayor of Maastricht  
Check in  
Presentation (Pencil Sketch & City Sketch)  
**Worldcafé** in 3 rounds
- 18:15** Buffet  
Dilemma's & Opportunities  
**Solutions**  
Presentations & Reflections
- 22:00** Closing



**Maastricht  
van morgen**  
→ denk en doe mee.



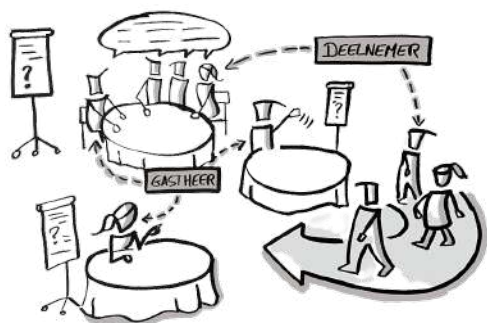
### Participants

In order to properly investigate the central questions of the evening, a diverse mix of people were invited: residents from all neighbourhoods, entrepreneurs and companies, young people and retirees, healthcare and welfare professionals, internationals and volunteers, administrators and policy makers, educators, teachers and culture makers. Together they form a broad reflection of the city. Upon arrival, everyone received a coloured sticker, so that the different groups were able to mix optimally.

- Resident of Maastricht
- Entrepreneur / Business sector
- Education, Culture & Research
- Welfare, healthcare & volunteers
- (semi) Government
- Other

### Guidelines for the dialogue

- Listen openly and without judgment
- Put position and status aside
- Respect differences
- Ask questions to gain a deeper understanding
- Have fun!



## WORLDCAFÉ

In four consecutive rounds people thought about the Maastricht of tomorrow at alternating tables, each round with a new mix of people. This allowed everyone to share what he or she considers important for the future of Maastricht, but also to learn from the perspectives, opinions and interests of others. Through this engaging interaction, new insights and solutions were created.

DRAWINGS  
ROUND  
1

### WHY?

What is important for the social and economic city of tomorrow and why?

ROUND  
2 & 3

### DILEMMAS & OPPORTUNITIES

What dilemmas do you see around this theme?  
What opportunities do you see around this theme?

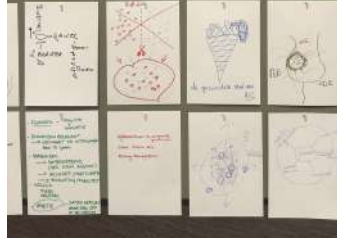
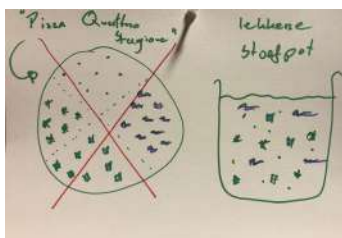
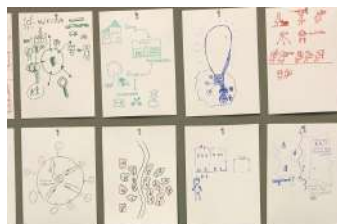
ROUND  
4

### HOW & WHO?

What ideas, solutions, and actions do you see regarding the dilemmas and opportunities? How do we make it a socially and economically thriving city?  
Who does what and what are the possible partnerships?



## Maastricht in 2040 in drawings



**Overview of the important themes & ideas:**

1. Liveable city center (p.4) 
2. Euregional Cooperation (p.4) 
3. Focus - Dare to choose & persevere (p.4) 
4. Quality of life & Economic environment (p.4) 
5. Innovation (p.5) 
6. Sustainable employment (p.5) 
7. Utilise power of the neighborhood (p.5) 
8. Cherish your strength (p.5) 
9. Accessibility (p.6) 
10. How does the Government work (p.6) 
11. Youth involvement (p.6) 
12. Connecting people in the city (p.6) 
13. Responsible together; citizens & the municipality (p.7) 
14. City & diverse neighbourhoods (p.7) 
15. Connection in neighbourhoods (p.7) 
16. Green city (p.7) 
17. Housing for everyone (p.7) 



# 4



## QUALITY OF LIFE & ECONOMIC ENVIRONMENT

# 3



## FOCUS: DARE TO CHOOSE & PERSEVERE



### Stop 'Braindrain'

Offering young people here perspective by; facilities, living environment, companies  
Exploiting potential

- Attractive and sufficient activity
- Function determined by area
- Removing border barriers
- Clear profile



### Qualitative effective communication

(Mutual) good quality communication

- Marketing positioning

### → What is needed?

- Make clear decisions
- First step: include this in the city vision
- Politics has to make a move
- Shared ownership



### Citizens' decision-making power

- Let this be the new tradition

### → What is needed?

- Participate yourself
- Give confidence
- Teach confidence
- Raise awareness

### Partnerships:

- Pilot education

### "HEALTHY" city

- Quality of life
- Quality of work
- "Best" city

### → What is needed?

- Clear definition of 'healthy' city
- Clear agenda
- Embracing ambassadors
- Connections
- Coalitions

\*\*\* Combine these two solutions\*\*\*

# What do we want

# 2



## EUREGIONAL COOPERATION



### Cross-border infrastructure

- Monorail
- Watertaxi (electric)
- Let the trains run
- Subway in the mine

### → What do we need?

- Investments (money)
- To collaborate
- Harmonize rules
- Make a choice & continue
- Public transport pass (free x per year)
- Interdisciplinary/integral thinking
- Increase pressure, do not see each other as competitors

### Partnerships:

- Regional universities & education
- Connect cultural institutes



### 'EUROCITY'

Borderless Euregion  
**'Europe at the Regions'**

- New European capital city
- Structural partnerships
- Euregional platforms (eg. Radio, press, news, festivals, etc.)
- Sustainable cooperation (eg. Mines)
- Education of the neighbour languages

### → What is needed?

- Euregional agenda
- Joint communication & promotion
- Euregional politics (joint lobbying towards national governments)
- Culture pass

### Partnerships:

- Political parties
- Official cooperation
- Media

# 1



## LIVEABLE CITY CENTER



### More (structural) living in the city center

- Less vacant/more permanent neighbours
- More neighbourhood feeling
- Less vandalism
- Less car traffic
- Solve together

### → What do we need?

- Permits (Municipality)
- Monitoring (Council)
- Informing/Connecting (SNS)



### Spread of the crowds

Suburbs become more attractive, city center expands

- Quieter in the city center
- Less peak hours
- Fewer complaints

### → What do we need?

- Partnerships
- Recreation + hospitality
  - Sport
  - Events
  - Culture



# 5



## INNOVATION

### → What is needed?

- Money (labelling/bundling)
- Lobby (Euro funds, NL, province)
- Private funds
- Visibility & raising awareness
- Unity; all have the same story
- Working together in the region
- Connect multiple sectors together
- Connect entrepreneurs
- Organize branding
- Involvement of knowledge institutions
- Engage everyone to be a part of this



### Start with ONE option for innovation

- Display one clear profile and explicitly choose not to do things
- Becoming the most innovative city in 'health' in the EU region
  - The healthiest city (renewable energy is part of this)



## SUSTAINABLE EMPLOYMENT

# 6



### Keep work/life balance affordable

Everyone has the space and resources to combine work & private life

- Increase in gross national happiness
- No more children growing up in poverty
- Interaction between residents and administration
- No distinction male/female
- Democratic division of roles employers & employees



### Lifelong Development

From supply-driven to demand-driven

- Skills are validated in passport
- Greater job satisfaction
- Maastricht distinguishes itself in certain disciplines; areas of knowledge; skills

### → What is needed?

- Focus
- Integrated into educational institutions - integral approach at all levels
- Collective labor agreements
- Connection, translation & application

#### Partnerships:

- Expanding the existing ecosystem (PPS)

### → What is needed?

- Connection & translation
- Mentality change
- Make no distinction from 0 years (gender neutral)
- Basic income for everyone
- Living environment; safe & affordable
- Stimulating living and working environment

#### Partnerships:

- Municipality is facilitating (maintaining good relationships with employers, educational institutions, etc.)
- All employers; 1 day employees work for Maastricht (eg pick up plastic)
- Participative Democracy

# in 2040?

# 8



## CHERISH YOUR STRENGTH

### Designate free spaces spread across the city

- Every neighbourhood is participating & thriving

### → What is needed?

- Room for flexibility of the rules
- Trust in each other
- Citizen participation
- Municipality facilitation
- Connection from community police officer
- Investment from organizers

#### Partnerships:

- Ownership from the neighbourhood
- Using free spaces for other problems in the neighbourhood



### Stimulating interaction in the neighbourhood

- Connecting young and old
- Everyone matters
- Insight into the potential of the neighbourhood

### → What is needed?

- Active participation from all partners involved

#### Partnerships:

- Civil society (active participation; companies, police, municipality, etc.)



## UTILISE POWER OF THE NEIGHBOURHOOD

# 7



### Young & Old are Neighbours

Connection virtual & physical meeting

- Youth actively participate in the neighbourhood
- Neighbours know each other and look after each other

### → What is needed?

- Hybrid approach
- Tailoring to group needs
- Neighbourhood instagram
- Neighbourhood Marketplace
- Demand + supply platform (eg groceries, 'I feel-lonely-coffee')
- Anyone can join (equipment)
- Joining knowledge + forces across the city
- Safety & Codes of Conduct
- Central hosting
- Small communities (make someone responsible)
- Basic financing/Basic income

#### How do you or your organisation play a role in this solution?

- Sign up and participate
- Facilitate
- Ambassador
- Knock on neighbours' doors
- Development costs, innovation costs

#### Partnerships:

- Municipality-wide network of people who lead the way
- Involving young people & schools
- Network organization





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YOUTH  
INVOLVEMENT



Social Skills &  
Resilience

Young people communicate what they want. Starting at primary school, different "subject package"; different design/structure of education

- Create a vision where 35% are young people
- Stable, resilient young people
- Youth 2040 are an inspiration for future young people (2050)
- Young people involved
- Young people accept diversity

→ What is needed?

- Move to the wavelength of young people
- Conversation with schools
- Young people determine the themes and actively contribute ideas
- Founding youth party
- Taking young people seriously
- Take youth to meetings

Partnerships:

- School (provide trainings)
- Government
- Festivals/Church/Music



Thinking together and  
doing together

Empowering young people, showing confidence, making the elderly aware of the experience of young people

- Youth party
- More young people are engaged and participate actively
- Young people have a say

→ What is needed

- Youth in political parties



International with cultural activities

'Street Food'

Wide audience and wide food offer. Accessible and affordable Interesting and multiple locations

- 5 Maastricht free markets spread across the city in the residential areas
- Carried out by the local residents
- Lively, more than just food
- Smell-Color-Sound

→ What is needed?

- Appropriate location, customization for each neighbourhood
- Few rules, control the space
- Enthusiasm of the local residents
- One success to start with & others will follow
- Know the talents / qualities of the neighbourhood
- Start small and give it the opportunity to grow

Partnerships:

- Actively invite people
- Host/hostess
- Connecting existing initiatives
- Connection with the culture/neighbourhood/ neighbourhood economy
- Municipality; room for monitoring

What do  
we want

10



HOW DOES THE  
GOVERNMENT WORK?



Bringing more coherence in  
policy and implementation

With all stakeholders in the network (e.g. youth)

→ What is needed?

- Start with good information provision (ICT, use of language, use of data, etc.)



\*\*\* THE GAP \*\*\*

Gap between government and citizens

- Who is the cause of this gap?

Use all the information the government has in a more targeted way - don't get stuck in the columns.

- Better website
- Better language use

This city dialogue is a great event where the information is (and becomes) more accessible

9



ACCESSIBILITY



Meeting Point/HUB

With services, facilities and a "sharing-caring" platform

- Sense of community "Community feeling"
- Accessible to everyone
- Inclusivity
- Less lonely people

Partnerships:

- Social return
- EU funds
- Township; neighbourhood platforms

→ What is needed?

- A vision - collaboration of information gathering
- Money
- Do your best; be curious
- Online platform
- Education; with a personal touch
- Books to develop expertise
- Social awareness



How can you change  
your travel behaviour?



13



**RESPONSIBLE TOGETHER; CITIZENS & THE MUNICIPALITY**



**Working from neighbourhood vs. office**

Combined/Mixed Disciplines

- Ownership; more autonomy & freedom for the employee
- Mutual trust
- Give the neighbourhood the space to give it its own meaning

→ **What is needed?**

- Sustainable commitment
- Basic fixed jobs
- Neighbourhood office
- Physical workshop in the neighbourhoods
- Pocket money and a piece of land for the neighbourhoods where the neighbourhood decides what to do with it

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**CITY & DIVERSE NEIGHBOURHOODS**



**Interaction**

Finding a format to be seen & heard - coming up with a platform for this

- Goal = organize connection
- Know where you can be heard & seen
- Feeling part of the neighbourhood & the wider city
- Compassion & understanding for others

→ **What is needed?**

- Togetherness - Sharing economy (eg. Lawnmower together, solve together, etc.)
- Physical place
- Getting to know the neighbours
- Break anonymity
- Recognize differences (young, old, culture, etc.) & different needs

*How do you or your organisation play a role in this solution?*

- Gathering information
- Sharing knowledge
- Be open, curious and ask more questions; why?
- Making use of the 'home-feeling'

*Partnerships:*

- Break through the principle of unknown makes unloved
- People live in mixed neighbourhoods (on a good scale)

in 2040?

15



**CONNECTION IN THE NEIGHBOURHOODS**



**"Sharing is Caring"**

A local platform seen as "Digital Wallet"

- Integrated translation
- Voice recognition
- More than 50% of the city population use the platform
- Less materialistic, more non-profit friends

→ **What is needed?**

- Hardware (IT expertise)
- Game changer
- Benefits attached (eg. points system, bonus system)
- Security/Privacy Policy
- Knowledge
- Young generation

*Partnerships:*

- Physical & Hybrid Meetings
- "Living room" concept (with free coffee, tea, biscuits, etc.)

17



**HOUSING FOR EVERYONE**

\*\*\*

16



**GREEN CITY**

\*\*\*

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These themes were not elaborated on during the world-cafe activity



