

SWOT How to realise inclusive village visions

Final report SWOT-analysis by Learning Partnership i-care March 2013 The Netherlands

Strengths

- 'Never work alone if you can do it together' – from the video about Nieuw-Balinge
- It is good to cooperate between different organisations and strong persons
- Local rural schools and young people
- Make sure you have a (local) process manager
- '5 old ladies' to take initiatives
- Use talents: much knowledge and experience is available
- Work as a network: share knowledge and experience

Weaknesses

- Cooperation not always exists – some do not want to work together
- Some people dominate
- Culture: when different groups do their own things cooperation can be difficult
- How to create an attractive plan for everyone?

Opportunities

- Organisation structure of the village can make things possible
- Plan top-down to help to work bottom-up
- If you can, join international projects (also for youngsters). Learn, exchange, be inspired and put your village in the spotlight!
- Local budget to realise 'quick wins' (small steps)
- Structure of the village – houses near to each other can be helpful in social cohesion and running a project
- Organisations with people from different targets as an obligation to create a village development plan

Threats

- No help from local authorities (financial, process and knowledge)
- Long process with no visual results: you can lose people along the way
- Local authorities are focused to become a big city
- Too many voluntary work (how to make the work done sustainable and renewal of the group of volunteers)

Solution: why on your own when you can do it together?

SWOT How to empower older people

Strengths

- Motivate seniors and see their competences. Personal contact. Ask them on their talents, eg: your English is very good, we need you for learning others English
- A strong village community fundamental for empowerment of the older people in the village.
- Communication

Weaknesses

- Prejudices: from youngsters regarding elderly people (older people are not able to be open minded about new developments) and from seniors regarding your people (young and lazy, when I was young I worked all weekend).
- Experience shows that elderly people often retreat in their home.

Opportunities

- A qualified and well educated generation will retire the next couple of years: make use of this existing knowledge and competences.
- Educate young people about how the older were educated and how they grew up. This can form a bridge between different generations
- Use available financing to empower older people

Threats

- Distance between generations – society changes very quickly and there is a revolution in communication.
- Senior tiredness.
- Too much individualism

SWOT How to start the process

Strengths

- Burning platform /a spark (a desire, a question, something we don't find fair) creates a desire and makes people active to stand up to join a project
- Build from what is already there. Use existing network
- Where there is social cohesion and dialogue you are already five steps ahead.
- Start the process with something fun: high-tea in Witteveen, village walk etc.
- A place where you can meet (eg village hall) is the start of active ageing

Weaknesses

- Lack of motivation
- Wrong images and myths about the situation or the other person

Opportunities

- Professional / external input to support for the process. This can also be an impulse to start a process.
- New projects can attract new volunteers
- Find funding
- Educate volunteers in project management / writing funds etc.
- Synergy: 1+1=3 (inspire and dream together)
- Development inspires to do new things (catalyse)
- Dare to take a risk. Allocate many for risky business
- How about just a bar? Being able to meet each other.

Threats

- Dream and be visionary, but also be realistic and take the next step towards realisation.