

Themes International Week

Increasing urbanization is driving us to search for alternatives to keep cities healthy and attractive, for now and for future generations. In 2022 the City of Almere is hosting the world horticultural exhibition, called the Floriade 2022. The Floriade will lead to a new green district in the center of the city: Almere Floriade.



Growing Green Cities is not only the theme of the Floriade, but is also a movement underway in Almere. Thanks to Growing Green Cities, Almere is a local test bed where ideas can be put into practice!

Windesheim University of Applied Sciences invites students & teaching staff to join this movement during the International Week 2016. During the week all students will work on one of the following challenges:

Health

1. Our society is rapidly changing. Citizens are expected to actively participate in society. Vulnerable citizens are in need of support, guidance and care. The way this is organized is subject to changes as a result of various developments like ageing and maturing. According to expectations, our current healthcare system could become prohibitively expensive. E-health is an upcoming phenomenon which is currently being deployed by several organizations. *Challenge: How can e-health contribute to the lives of vulnerable target groups and in what way can e-health play a part in personally tailored care within the new district.*
2. One hundred shelter accommodations for refugees with a residence permit will be situated in the new Floriade district. It is a fact that refugees struggle with health issues and the consequences of trauma. Research shows that refugees benefit from preventive treatment which could positively affect the current healthcare system. *Challenge: What attention is necessary for the (psychological) health of refugees and how can this be organized within the new district?*

Social Cohesion

3. Almere will develop a new green city district (Floriade area), a completely new area with new residents. *Challenge: How can we ensure that inhabitants of this new neighborhood feel connected with their fellow residents and their own living environment from the very start?*
4. There are institutes that can play a role in promoting social cohesion among the residents of neighborhoods of a growing city. *Challenge: In order to strengthen mutual commitment, how can a school contribute to the development of social capital in a neighborhood?*

Green Tech

This GreenTech challenge is about how inhabitants can climate proof their own neighbourhood, using SMART world principles, taking water-energy-food nexus into account.

5. Think about what a climate proof neighbourhood will look like? What types of technological and social change (trends) are needed to accomplish the above goal? What skills are needed? *Challenge: Try to build a vision of what this Floriade neighbourhood will look like 10 years from now.*
6. Imagine in an original yet feasible manner how the Floriade neighbourhood can acquire the technology, the social change & skills that are needed to climate proof the neighbourhood. *Challenge: How can the primary schools contribute to innovative solutions and behaviour of people in relation to climate control and make people (including children) more aware of the need to change behaviour?*

(Social) Entrepreneurship

7. Almere will develop a new green city district (Floriade area), a completely new area with new residents. This area will include several restaurants. *Challenge: Create a sustainable business model for a new restaurant in the Floriade district.*
8. The new Floriade district is also a place for entrepreneurs. *Challenge: Grow your own business; come up with a concept for a new product or service which does not only generate profit but also takes the planet and people into account.*

Preliminary program International Week

February 1	Monday
Monday morning	Arrival & Check in
Monday afternoon	General opening, introduction Growing Green Cities and the program for the International week 2016
Monday evening	Social program
February 2	Tuesday
Tuesday morning	Guest lectures
Tuesday afternoon	Working on challenges
Tuesday evening	Free time
February 3	Wednesday
Wednesday morning	Guest lectures
Wednesday afternoon	Working on challenges
Wednesday evening	Free time
February 4	Thursday
Thursday morning	Working on challenges
Thursday afternoon	Students present challenges Grand presentation Fair & challenge contest
Thursday late afternoon	Wrap up & closing