



Towards attractive environments, step by step

There are lots of things that we ourselves can do to make our living environment a better place. In the Caddies project, we have tested different ways of empowering people to take responsibility for the development for their own neighbourhoods. It has been fascinating to see how much energy people have! So far, voluntary based inhabitant groups in Norrköping, Riga and Helsinki have - for instance - worked with traffic safety, organized local happenings and established a local website for better communication. More examples can be found at the project website www.caddiesproject.eu.





Communication creates communities!

Without functional interaction with our neighbours, it is hard to take care of common issues. With this thought in mind, one focus area in the Caddies project is to make it easier for local actors to communicate with each other. Different groups in the neighbourhood - inhabitants, city officials, decision- makers and other local developers – should have a chance to search for and share information but also interact with each other. The result of this process is a local communication platform that utilizes e.g. possibilities of social media and existing web services. And active neighbourhood participants are of course an essential part of the whole process!

Let's do it together!

It's often much more efficient - and more fun - to do things together instead of competing with each other. We who work with the Caddies project want to encourage people and local actors to co-operate and discover synergies in doing things together on a local level. During the project plenty of creative involvement methods have been tested. One basic principle learned so far is to always combine benefits and pleasure. It's more motivating to be part of something that is both fun and useful. Conventional wisdom applies to involvement issues as well!





Caddie - Key player's assistant

In addition to learning about the tools and mechanisms of involvement, the Caddies team put energy into analyzing the role of a caddie in a local development process. The golf analogy isn't as far-fetched as it might sound: a caddie is someone who supports, gives advice and helps to choose the right tool. The caddie walks behind the player and doesn't take action himself. The caddie leaves both responsibility and freedom to the key player in this case an inhabitant. That's the only way to empower people to become active in the development of their environment.

Be Passionate!

Becoming a good caddie requires a big heart. As a concrete result of the passionate work involved in the Caddies project, the project team will produce a manual and tool box to help every one dealing with similar issues. The goal is to provide concrete and useful tips about different methods. The project has also shown how important it is to have a passionate mind and trust people's skills when trying to get them involved in a common task to develop their environment.



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