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Working Paper 15b

***Analytical Elaboration of the last Annual Report of the European
Foundation on Social Quality (EFSQ):
the EFSQ's 'Demonstration project' of the urban quarter Laak of the
Dutch city of The Hague. Paving the way for its communication
centre as a new public context.***

***From the European Foundation on Social Quality to the
International Association on Social Quality***

Amsterdam, 18th July 2015

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0 Foreword

The aim and ambition of social quality scholars is to elaborate the theoretical and methodological aspects of social quality work in such a way the outcomes may contribute to politics and policies for coping with essential challenges. The research activities in this Annual Report 2011/2012 concern challenges in three main fields and their interrelationships, namely, (1) changes of societal complexities, (2) the consequences of current urban processes and (3) the need for development toward overall sustainability. The **basic aim** is to apply the results to each of these fields and to contribute to a comprehensive understanding of their interrelationships. It is important to add that from the start the social quality work focuses on 'empowering people' to cope with their daily circumstances in a productive and responsible community based way. For different reasons this topic has agenda-priority in the Western and Eastern hemisphere and it is crucial for the development of overall sustainability. It is related with recent transformations of the nature and position of political systems (Politeia), of global, regional, national and local oriented companies (Oikos) and therefore with daily circumstances of citizens (Agora), also due to the consequences of the ICT-revolution: this implies the need to strengthen the cohesion of knowledge institutes (Academia) to address these changes. Supposed is that this recently developed aim of social quality thinking and work differ from other approaches as 'quality of life', 'social capital', 'capability' or 'human development', 'social harmony', thanks to its accent of understanding societal dynamics and the normative implications. This Report functions as a study-document in order to follow the recent steps on the level of theory, methodology and policy application and their reciprocity in order to understand how to realize this basic aim. Given the analytical character of this Annual Report to explain these steps, it is rather extensive.

This Annual Report refers to most important meetings and documents to make the new steps. Therefore it may function as a guide to explore the results of the work carried out in both years. This Report is restricted to the work of the EFSQ: it does not explore other 'social quality work' in Europe, Asia and Australia, done by a manifold of universities and other knowledge institutes. In other words, it explains only a part of what happened about social quality work in 2011 and 2012 and may function as a help to follow all other social quality work. Because the 'globalisation' of this social quality work, at the end of 2012 the discussion is opened to change the EFSQ into the IASQ, namely the International Association on Social Quality (located in the Netherlands). The continental work will be done by open observatories as the European Observatory on Social Quality (located in Italy) and the Asian Observatory on Social Quality (located in China).

A milestone is the presentation of the **third main book** on social quality, published by Palgrave Macmillan in 2012. A lot of activities referred to in this Report are connected with the content of this third book, paving the way for a fourth book in the near future. For the first time the overall sustainability issue was taken on board and connected with the original attention for policy areas in societal complexities (public health, ageing, employment, urban context, well-being, migration). This caused a change of research orientation.

In both years the EFSQ contributed especially to the **Demonstrationproject** of the urban context of the quarter Laak of the Dutch city of The Hague based on the work carried out in previous years. This project was financed by the European Commission, the municipality of The Hague and other stakeholders. Thanks to a broad network of relations this project functions as a cradle for confronting the social quality theory (SQT), methodology (SQM) and policy application (SQA) with concrete daily circumstances of Laak, an urban place where 50 languages are spoken. Seen from a social quality perspective it functions as a point of departure for new thinking about the field of 'sustainable urban development' as a pillar for the overall sustainability. For this reason a lot of attention will be dedicated to the applied principles of this Dutch project and its significance for European, Asian and Australian initiatives.

In 2012 the EFSQ (IASQ) started preparing its participation in the China-EU's project concerning the Jiaxing model for strengthening the role of citizens in environmental protection in the Zhejiang Province. This participation was a result of the collaboration with the Zhejiang University. Also in 2011 and 2012 the EFSQ collaborated especially with the ISS (International Institute for Social Studies in the Hague), the University of Sheffield, Eurispes in Rome (Institute for Economic, Social and Political Research), the Zhejiang University in Hangzhou as well as the The Hague University of Applied Studies.

1 Introduction

1.1 participation in two international financed projects

This Annual Report will dedicate a lot of attention to the renewal of the theoretically and herewith related methodologically aspects of 'social quality thinking'. The reason is to obtain a more adequate perspective for its contribution to policies oriented on different issues and dimensions of daily circumstances (see Figure-1). This renewal resulted in 2011 and 2012 to the invitation to play a central role in the Dutch urban Demonstrationproject of the city of The Hague, co-financed by the European Commission, the municipality of The Hague and different partners. It resulted also in the invitation to play a role in the exploration of outcomes of the work of citizens in environmental experiments of the city of Jiaxing of the Zhejiang Province in comparison to European examples. The second project is financed by the Chinese Government and also the European Commission. Both projects should pave the way for an extensive spin-off in 2013 and 2014.

1.2 A new perspective for the social quality work

This Annual Report will be the last annual report of the EFSQ since in 2013 this European Foundation will be transformed into the **International Association on Social Quality** (IASQ). The decision for this change was made at the end of 2012. The arguments have also been derived from the EFSQ's **third main book**, published by Palgrave Macmillan in January 2012: *Social Quality: From theory to Indicators*.¹ This book may be appreciated as a milestone of the current social quality work. The present Report - which refers to this book in a number of places - is a thorough inventory of the work carried out and shows the multitude of initiatives which have been undertaken in different forms and ways; by individuals, organisations and institutions, connected in – one or the other way – with the EFSQ's work and vice versa. In other words, all were linked in different ways to theoretical work on social quality (SQT), its methodology (SMT) and its application to policy areas (SQA) as is fostered by the EFSQ, although there may be a difference in strength. In order to understand this, capturing the differences between the SQT and the SQA – and its methodological work as their intermediary (SQM) – is essential. And proactively dealing with this difference is also important in terms of the future development of the social quality work.

¹ See the EFSQ's **third main book**: L.J.G. van der Maesen and A.C. Walker (eds) (2012), '*Social Quality: From Theory to Indicators*', (Basingstoke: Palgrave Macmillan) with contributions by Wolfgang Beck, Dave Gordon, David Phillips, Yitzhak Berman, Carol Walker, and Peter Herrmann.

In retrospect the different initiatives and activities presented below go together and merge into a coherent entity. At this stage the 'strategic unitarian notion' may not be so apparent. However, in this light, the social quality work – in Europe, Asia and Australia – reached historical important crossroads. This means concrete, that the decision was taken to move the work into an new organisational framework. As said, the EFSQ will be transformed into the International Association on Social Quality (IASQ) to much better reflect the global connections already established and to be further extended. It will provide a new framework within which the core-business will be continued; the IASQ will have the oversight when it comes to the theoretical foundation (SQT). This will be complemented by establishing the **European Observatory on Social Quality** (EOSQ), located in Rome, which will collaborate with the existing **Asian Consortium for Social Quality**. It is envisaged to establish a third Observatory in Latin America. The IASQ will function as instrument to support these Observatories. Both, the development of theory, the methodology and application based upon this as well as the work in the new framework reflect the iterative dimensions of social quality work. These outcomes may be appreciated as the 'products' of the EFSQ.

1.3 The start of the fourth stage of social quality work

The previous Annual Report anticipated already the start of the fourth stage of social quality thinking.² During the **first stage** since the end of the 1990s, European scholars - connected with the European Foundation on Social Quality (**EFSQ**) - started theorizing the concept of 'the social' for reformulating an alternative point of departure concerning the influential utilitarian economic assumptions resulting in the 'neo-liberal trans-Atlantic consensus'. This dominant Western economism – which is disconnected from discourses on political and ethical standards - creates the handmaiden position of all non-economic politics and policies to the economic ones.³ The original European social quality work – oriented on the rationale and nature of the European Union - paved the way for the **second stage** since 2001. It concerned the preliminary theoretical design of social quality (its conceptual framework) to elaborate a set of adequate social quality indicators (an aspect of its methodological framework) to compare daily circumstances in the Member States of the European Union. motive was also to add something new to the one-sided GDP-indicators as supposed instrument for determining 'social progress'.⁴

² L.J.G. van der Maesen and H. Verkleij (2011), 'Annual Report 2009/2010 of the European Foundation on Social Quality', (Amsterdam/The Hague: EFSQ. www.socialquality.org).

³ See the EFSQ's **first main** book: W.A. Beck, L.J.G. van der Maesen, and A.C. Walker (eds) (1997), 'The Social Quality of Europe', (The Hague, London, Boston: Kluwer Law International) . In paperback, 1998 (Bristol: Policy Press).

⁴ See the EFSQ's **second main** book: W.A. Beck, F. Thomése, L.J.G. van der Maesen and A.C. Walker (eds) (2001), 'Social Quality: a New Vision for Europe', (The Hague, London, Boston: Kluwer Law International).

Since 2006 – the start of the **third stage** - this stimulated an extension of social quality work in the Asia-Pacific Region. The main focus concerned the adjustment of social quality indicators to Asian circumstances and to organise extensive surveys for their application. Constructed is the Asian Consortium for Social Quality (**ACSQ**) by representatives of many Asian and Australian universities. The outcomes stimulated the renewal of social quality thinking as purpose of the **fourth stage** since 2011. The arguments are presented in Chapter-10 of the EFSQ's third main book. It refers to recent conferences and expert meetings in Europe and Asia/Australia, articulating the question 'social quality for whom and for what'? Seen from a restricted perspective, a determined extent of social quality in local or national circumstances can be highly attractive for the people concerned. However, from a regional or global perspective, we should apply standards which concern the whole of human mankind and especially the sustainability of human existence on earth.

1.4 Orientation on three fields and three related issues

The work carried out in 2011 and 2012 – to really start the fourth stage - stimulated to change the focus as expressed in the third stage. Both networks of universities in Europe (EFSQ), Asia and Australia (ACSQ) have continued their attention especially for the elaboration of social quality indicators. This is put forward in the first common newsletter.⁵ They explored changes in one of the three sets of factors, namely the conditional factors of daily circumstances: socio-economic security, social cohesion, social inclusion and social empowerment (see Figure-2).⁶ The purpose is - and see Figure-1 - to examine the effects of general trends and contradictions for these factors in the field of societal complexities on national and local level (ad-a). This will stimulate the attention for exploring the field of the overall sustainability (ad-b) and its immediate connection with the field of sustainable urban

development (ad-c). The recent rationale of social quality thinking is to understand the interrelationships of the issues in these three fields. This also implies theorizing the subject-matter of – what is traditionally called – social innovation or more adequate 'societal innovation' (ad-1), oriented on the four dimensions which are relevant for **all** the three fields (section-2.1.1). The recent rationale stimulates a reversal of the original separated accent of the social quality project during its first and second stage on policy areas (employment,

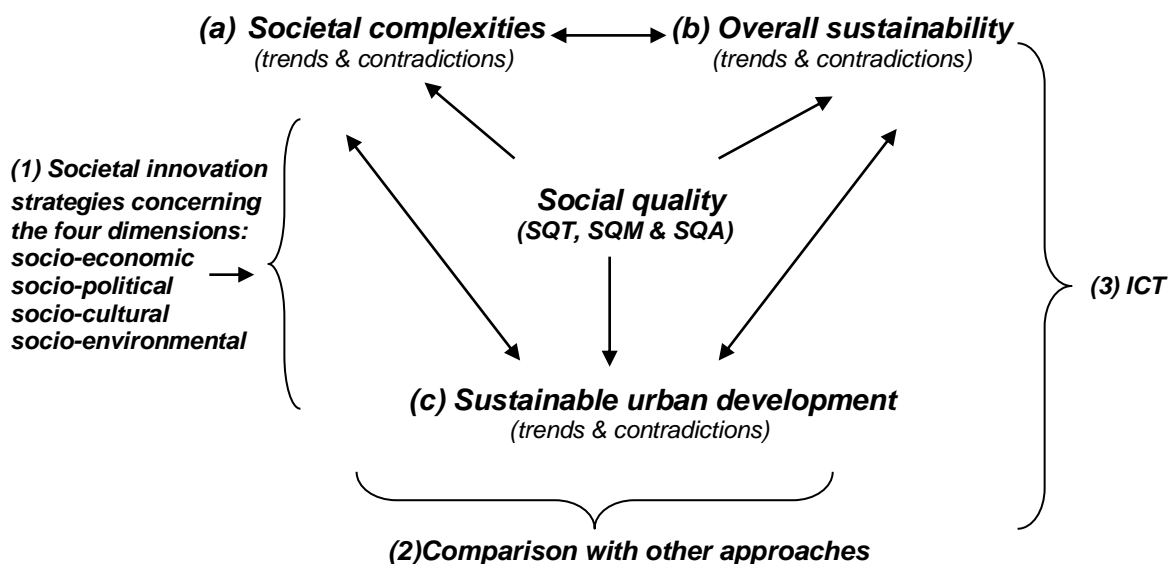
⁵ L.J.G. van der Maesen, K. Lin, H. Verkleij, W. Lee (2011), '*First EFSQ/ACSQ Newsletter*', (Amsterdam/The Hague/Seoul: EFSQ/Seoul National University, www.socialquality.org).

⁶ The SQT also distinguishes two other sets of factors, namely the constitutional and the normative factors. These three sets of factors construct the '**social quality architecture**', see Figure-2. All their twelve sub-factors are in theoretical sense based on the definition of 'the social' (see third book, note-1). Thus they are intrinsically interrelated. This is totally new in the European scientific discourse about these twelve concepts.

public health, housing, income, migration, ageing etc) to a focus on the interrelationships of the three fields, which will finally determine the context of all these policy areas. These areas should be appreciated as aspects of a condensed totality, as result of these interrelationships, 'realised in the urban context'.

All this implies the necessity to articulate the similarities and especially the differences of social quality thinking with other approaches (ad-2): quality of life, social capital, social development, human development, human security, capability theory and social harmony. Finally, European social quality scholars have recently started (ad-3) to add the issue of information and communication technologies (ICT) and its relevance for the theory, methodology and application.

Figure-1: Deepening the understanding of the interrelationships between three fields by addressing three major issues



In fact this attention differs from mainstream thinking. What do the 'social quality theory' (**SQT**), its methodology (**SQM**) and the 'social quality application' (**SQA**) have to offer to understand the interrelationships of these fields in a comprehensive way?

1.5 Content of the Report and its restriction

The Report will follow the same composition as previous annual reports. This will enable a comparison to recognize the differences between the third and the fourth stage of social quality thinking. It will present information about:

- European endeavours to enhance the social quality theory (SQT),
- The EFSQ's methodological oriented explorations (SQM),
- An excursion: the Platform Hacu of knowledge institutes in The Hague,
- Research activities as stepping stones to contribute to policy-making processes (SQA),
- The Communicationcentre as a 'public context' for 'social empowerment' on local basis,
- Communication and dissemination of the SQT, SQM and SQA and the International Journal of Social Quality as its most important vehicle,
- The EFSQ's infrastructure and financial state of affairs.

The fourth point concerns an intriguing challenge. That means how theoretical and methodological work obtain a concrete meaning for playing a role in policy areas. Added is therefore a section about the Communicationcentre as an operationalization of this challenge (see subsection below). These activities concern the work of the board-members, the staff-members and advisors of the EFSQ. As already noticed, the Report does not present the social quality work by other European universities and institutes and the enormous work carried out by Australian and Asian universities. For this reason this recent Report explains only a part of social quality work in Europe, Asia and Australia.

1.6 The Dutch 'Urban Living Lab' and its Communicationcentre: an addition

The EFSQ invested a lot of energy in the urban 'Demonstrationproject of the quarter Laak' of the Dutch city of The Hague in 2011 and 2012. This project addresses (1) theoretical work, (2) methodological work, (3) policy oriented explorations, (4) communication strategies, and (5) its infrastructure, leading to an extension of the EFSQ-staff. Especially its **Communicationcentre** as a new 'public context' operating in an accessible building in the quarter of Laak - a proposal by the EFSQ - will come into the footlights in section-6. It aims

to present an experimental endeavour which significance may go beyond the city of The Hague. As proposed, the Communicationcentre connects theoretical, methodological and policy aspects on micro level. In the light of the recent European discourse on 'Urban Europe', the EFSQ and all other partners in the Hague constitute in European terms an **'Urban Living Lab'** These investments implicitly anticipated the arguments of the European Commission, that *'urban design, planning and governance are increasingly affected by the heterogeneous and sometimes conflicting demands of cities and urban areas. (....) Today more than 90% of European research is carried out in a strictly national setting, which reduces the ability or likelihood of researchers from different countries to work together to address questions and problems that are best dealt with at the European level. (....) Urban Europe is convinced that a lot of research and innovation with the potential of shaping urban policies and practices, will take place on the intersection of different disciplines and in collaboration with practitioners and other stakeholders (....) An Urban Living Lab brings in expertise from several academic disciplines, and integrates them deeply together.'*⁷

2. The EFSQ's theoretical work (SQT)

The previous Annual Report dedicated many sections to the theoretical work. In the end it concerned the change of the third stage of social quality thinking into the fourth stage. As a result of the theoretical work in 2011 and 2012 a better understanding could be reached of the real character of this change, with Figure-1 as illustrative outcome. These investments are welcome (see third main book) because discourses on, for example, the European Social Model, the Lisbon Agenda, the European welfare states, the recent financial and economic crisis, and the issue of sustainability demonstrate the need to deepen our theoretical understanding of the applied propositions and assumptions before embarking on comparative research.

2.1 Theorizing social quality; the third main book as a milestone

2.1.1 The social quality architecture

In the previous Annual Report the EFSQ's preparatory work, resulting in its third main book, is discussed. In 2011 the eight authors were able to complete their work thanks to a final

⁷ Urban Europe (2013), *'Joint Call for Proposals: Creating attractive, sustainable and economically viable Urban Areas'*, (Brussels: European Commission, www.jpi-urbaneurope.eu)

intensive collaboration. The outcomes were published by Palgrave Macmillan in the UK, January 2012. In this book:

- the theoretical principles are articulated further on the basis of the design as presented in the second main book. This delivers new points of departure for the methodological framework,
- therefore the nature and application of social quality indicators in fourteen European countries in 2004 and 2005 could be analysed anew in order to enhance the methodological aspects derived from their application, and as a result of this
- both could play a role in the articulation of the main challenges (see Figure-1) as seen from the social quality' perspective. Other theoretical work (see below) stimulated this articulation.

This book provides the most up-to-date account of the concept of social quality. It also provides a clear account of the methods for understanding social quality, which include the initial indicators developed by a major European research project. This includes an in-depth analysis of the four **conditional factors** of social quality (see above) as part of the 'social quality architecture', see following figure:

Figure-2: The Social Quality Architecture

constitutional factors (processes)	conditional factors (opportunities + contingencies)	normative factors (orientation)
<i>personal (human) security</i> <i>social recognition</i> <i>social responsiveness</i> <i>personal (human) capacity</i> profiles for the qualification of their nature and changes	<i>socio-economic security</i> <i>social cohesion</i> <i>social inclusion</i> <i>social empowerment</i> indicators for analysing trends and changes	<i>social justice (equity)</i> <i>solidarity</i> <i>equal value</i> <i>human dignity</i> criteria to judge the outcomes of the linking of constitutional and conditional factors

It also discusses the four **constitutional factors** of social quality extensively. In order to determine the nature of social quality at a specific place and time the outcomes of the linking of the conditional and constitutional factors can be judged by the four **normative factors** of social quality. This book applies the concept of social quality and related theoretical and methodological constructions to some of the most pressing policy challenges, not only about the future of the European Union but also the overall sustainability and the role of regions in

the world to have the way for this sustainability.⁸ With these outcomes in mind the idea of the 'European social model' is seriously commented and 'social innovation' or 'social dimension' are supposed to be at the end of the day empty concepts. The social quality work is oriented on 'societal innovation strategies'.

2.1.2 Theorizing the threefold functionality of social quality indicators

An aspect of the work for completing the third book (see above) concerns the nature of social quality indicators as constructed by participants of the European research project (2001-2006).⁹ As a consequence of their underlying theory, social quality indicators are focused on societal dynamics. This seems to have an important benefit compared to the traditional orientation of indicators on individualistic aspects of life and which are mostly 'monitoring devices'. In the final stage of the third book, namely 2011, also two new questions were taken on board. The enhancement of the theory stimulated, first, the question whether the European social quality indicators are really appropriate, coherent, adequate and whether the necessary data are available? In other words, the enhanced theory paves the way for an 'auto critical reflection'. Secondly, it stimulated the question whether these indicators are only functional for analysing societal complexities (and trends & contradictions) worldwide?

As an outcome of the theoretical work on sustainability and sustainable urban development recently carried out (see below) the thesis is articulated that social quality indicators should address all three major societal fields (see Figure-1). These indicators dispose of a three-fold functionality.¹⁰ Thanks to the work of Asian researchers, the debate about the nature of the indicators as well as about the four questions (appropriateness, coherency etc) could be reviewed by the new 'Asian Research Group on Indicators of Social Quality'.¹¹ For a global application of these indicators there are at least two questions to deal with. The first concerns the question of the ethical and normative layer and the second concerns the issue of the possibility of a coherent and universal conceptual framework. A start is made with discussing both issues by European and Asian scholars.¹²

⁸ See the EFSQ's third main book, note-1. Especially in 2011 all contributors worked closely together to complete the third book.

⁹ See the EFSQ's third main book, note-1. It explained the history of social quality indicators' research. Referred is to all relevant documents since 2001. The European project was called 'European Network on Indicators Social Quality' (ENIQ). The other instruments are the profiles (concerning the constitutional factors) and the criteria (concerning the normative factors).

¹⁰ In 2011 a start is made to theorize the threefold functionality of social quality indicators, see Chapter-10 of the third main book, note-1 and see the following investments in 2012, note-37 and 38.

¹¹ During 2011 and 2012 Asian and Australian researchers developed the 'Social Quality Standard Questionnaire', based on the reflections of the European constructed social quality indicators. On the basis of the outcomes, with financial support from national funds extensive surveys have been prepared and applied in South Korea, Japan, mainland China, Hong Kong, Taiwan, Thailand. and South Australia in 2011 and 2012.

¹² These studies are presented in the first issue of the new International Journal of Social Quality (see section-7 about Communication): by Alan Walker (2011) 'Social Quality and Welfare System Sustainability'; David Phillips (2011), 'The Individual and the Social: a Comparative Study of Quality of Life, Social Quality and Human Development Approaches'; Des

2.2 Theorizing overall sustainability

This part refers to the theoretical work on sustainability. The orientation on this most important issue is also inspired by the Asian and Australian work on social quality. This strongly stimulated to go beyond strict European oriented questions. Recognised is these questions should be situated in the context of global processes. They should contribute to the 'development toward sustainability'. A second source of inspiration was the orientation on urban questions and especially the European debate on 'sustainable urban development'.

2.2.1 A Dutch think-tank and the Rio+20 Conference

The previous Annual Report discusses the start of the Dutch think-tank 'development toward sustainability'. In 2011, the EFSQ was enabled to get support from three funds in order to appoint a scientific director for this project for one year (see infrastructure and finances). Thanks to this and with support by the members of the think-tank – as well as the Institute of Social Studies (ISS) and scholars from other European countries, Asia and Australia – a Report (or **Working Paper**) on development toward sustainability could be presented to many participants of the Rio+20 conference in June 2012. It is supported by European, Asian and Australian scholars. It may be appreciated as a major investment by the EFSQ. Based on social quality thinking it presented a definition of 'overall sustainability' (see below).¹³ The Working Paper concludes, that over the last 20 years, it has become clear that anthropogenic climate change is under way (as evidenced by rising average global temperatures and increased frequency and severity of droughts and floods, melting of polar ice sheets and retreat of glaciers). The loss of biodiversity is progressing, an increasing scarcity of clean water is threatening the lives of hundreds of millions of people and other living beings, on average global deforestation continues and marine ecosystems are on the decline (see for instance the work by the Plastic Soup Foundation). The science and policy worlds are confronted with difficulties to go beyond eclectic and separated strategies to stop the continued worsening of environmental degradation. To go beyond this is a condition for a contribution toward an overall sustainability.

Gasper (2011), 'The Human and the Social: A comparison of the Discourses of Human Development, Human Security and Social Quality'; Ananta Giri (2011), 'Rethinking the Human and the Social: Towards a Multiverse of Transformation'.

¹³ J. van Renswoude, L.J.G. van der Maesen, P. Herrmann (2012), '*Development toward Sustainability ; The Need for a Comprehensive Conceptual and Methodological Framework for new Politics and Policies. A Social Quality Perspective*' (The Hague: EFSQ/Think-tank Sustainability/ISS, Working Paper Series nr.11, www.socialquality.org).

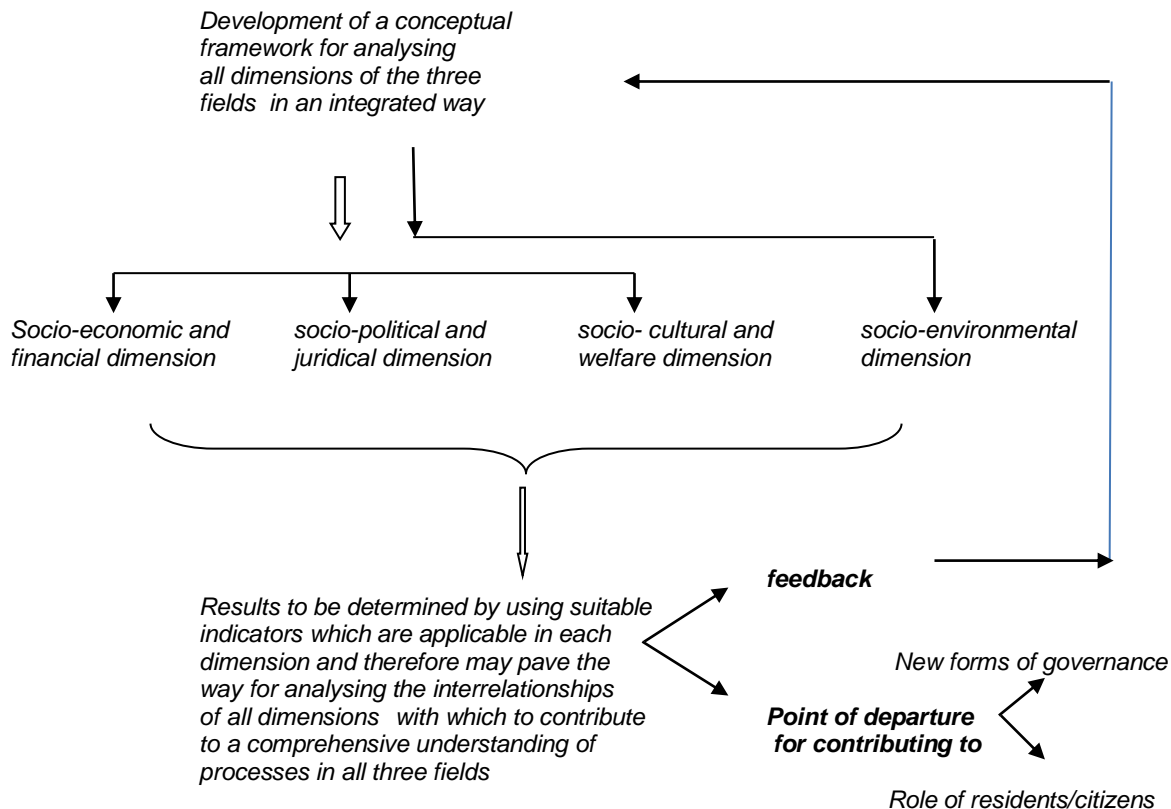
2.2.2 From three to four dimensions of sustainability: the 'social dimension' as an empty concept

As the above mentioned Working Paper on sustainability explains, one of the reasons for this problematic state of affairs is the absence of consensus about how to understand the outcomes of the 'complex of human activities' for the ecosystem. This plays a major role in the lack of adequate strategies to address unsustainable activities and behaviour. With this in mind this Working Paper criticises the traditional distinction between the economic, the social and the environmental dimensions of sustainability as was done in the famous UN-Brundtland Report and since then in all following related documents. In all documents on sustainability, the '**social dimension**' remains a black box, a ragbag of unknown aspects. This explains why no serious progress is made to explore the 'problematique' of the interrelationship between the socio-economic and the socio-environmental dimension. The reason is that this black box in a fundamental way confuses the understanding of this interrelationship. This is further strengthened by the failure of the dominant economic approach to recognise the significance of the freely available ecosystem for human existence. There is a need for effective environmental legislation and new forms of global governance that protects the entire ecosystem.

The framework of social quality is oriented on the analysis and understanding of the complex of human activities and the interrelatedness of not three but four dimensions, namely: (1) the socio-economical and financial, (2) the socio-political and juridical, (3) and the socio-cultural and welfare dimensions which influence (4) the socio-environmental dimension. The second and the third dimension present an alternative for the traditional used 'social dimension'. These four dimensions are relevant in analytical sense even to explore changes of societal circumstances and processes of sustainable urban development. The relevance of the social quality theory for theorizing the field of sustainability – as well as the field of societal complexities and urban processes, see Figure-1 - is that it: (a) may analyse the ontological and epistemological aspects of the three first dimensions with the help of the same conceptual framework, (b) therefore it can apply its related methodology to all these dimensions as condition for understanding their interrelationships, and (c) thanks to this it paves the way for understanding the outcomes of the complexities of human actions in the urban context (as future place of 80% of mankind) for the ecosystem (the socio-environmental dimension). This is illustrated in the following figure. This implies, that the meaning of the noun 'sustainability' is based on the interpretation of the reciprocity of human actions and the ecosystem in especially the urban context (see note-13). The adjective 'sustainable' is derived from this. It differs essentially from the common sense interpretation

referring to continuity or lasting as in 'sustainable economics' or 'sustainable urban conditions'. The adjective should be applied in a specific theoretical way.

Figure-3: The four dimensions of sustainability (and societal complexities and urban processes) and the role of social quality indicators

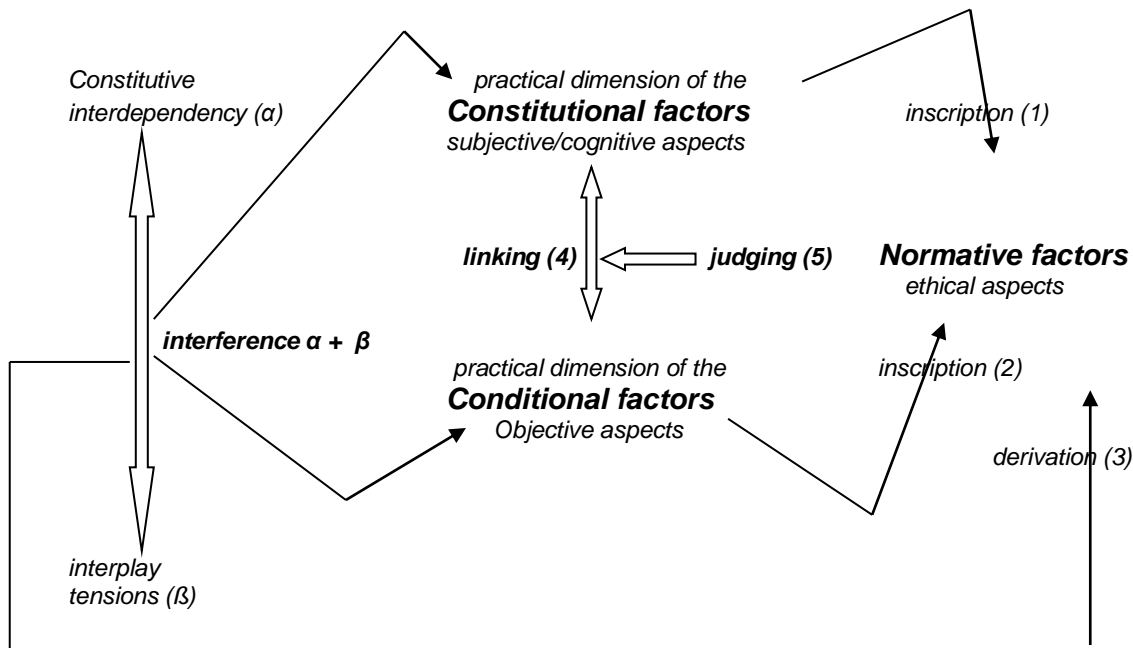


2..2.3. The need to address the normative factors: a challenge for social quality work in the future

In one of the preparatory documents for the final Working Paper on the 'development toward sustainability' a first endeavour is made to go beyond the attention for the conditional factors and their indicators for analysing the changes of the four dimensions of sustainability (see Figure-3). Also the normative factors (see Figure-2) are important for exploring the nature of sustainable urban development and overall sustainability at a specific time and place. As argued they are intrinsically related with both other sets of factors (the conditional and constitutional); in one or the other way they are 'inscribed' by both sets (see below: Figure-4, ad-1 and ad-2), which are mainly based on the outcomes of the interference concerning (α) the dialectic between the self-realisation of human beings and the formation of collective identities and (β) the interplay between two main tensions, namely between societal and

biographical developments and the world of systems and the life-world (see below for its explanation, Figure-9). This highly complicated theme is **not elaborated further** thus far. Its elaboration is a condition for comparing social quality thinking with mainstream theories about social justice, human dignity and solidarity in the context of the overall sustainability.

Figure-4. The relationships between the three sets of factors



The normative factors are also derived from the ethical level as 'products' of the interference (ad-3). In other words, these normative factors are not from outside societal processes as supposed by contractarians as presented by Marta Nussbaum. They are an aspect of these processes which final goal should be the sustainability of human existence on earth. It is from this perception that 'socio-economic activities' as one of the aspects of sustainability – influencing the nature of the constitutional factors and the conditional factors, as well as the outcomes of their linking (ad-4) – should be judged by these normative factors in relation with the final goal (ad-5). These socio-economic activities do not have a meaning 'sui generis' as is supposed under current socio-political and socio-cultural context. It is just the other way around. In the Western and Eastern hemisphere they are - for quite different reasons – legitimated thanks to this context.¹⁴

¹⁴ L.J.G. van der Maesen and J. van Renswoude (2011), *Draft background study 'Development toward Sustainability'*, (Amsterdam/The Hague: EFSQ). This theme (and Figure -4) has not been elaborated yet. In order to determine what really 'sustainable urban development' is, the elaboration of this theme is a condition sine qua non.

The social quality approach is also suitable to connect analyses of the development toward sustainability with sustainable urban development. As a consequence of the lack of an adequate conceptual framework this link currently hardly ever is made in the global debate. Nevertheless, this connection is urgent since, in the near future, nearly 80% of the world's population will live in urban areas. Sustainability is impossible without effective politics and policies which foster sustainable urban development. It is here where the majority of the 'complexities of human activities' are realised.

2.3 Theorizing sustainable urban development and its rationale

This subsection concerns the origin of thinking about the 'Urban Living Lab' in the Hague, namely its Demonstrationproject. The theoretical work on 'overall sustainability' stimulated to further theorize urban processes. As a logical result of the orientation on societal complexities in connection with the overall sustainability issue, as well as studies and new practices based upon this with regard to 'sustainable urban development' it is a condition sine qua non to understand the changes in all involved challenges (see Figure-1). This is also concluded by the UN Habitat Forum. It says, that the main target is to address "*the challenge to cope with the unprecedented growth of towns and cities, setting the social, political, cultural and environmental trends of the world. [With this in mind] sustainable urbanisation is one of the most pressing challenges facing the global community in the 21st century*".¹⁵ A similar conclusion is made at the DG Research conference on sustainable development. Concluded is that "*City governance linking all levels of urban society has to be established if sustainable development is to be achieved. Improved governance should not address only climate change adaptation measures, but also have a critical role to play in ensuring social equity and resource sustainability*".¹⁶ In this sub-section the accent is laid on the EFSQ's first endeavours to contribute to (1) analytical work concerning 'sustainable urban development' of the urban quarter Laak of the Dutch city of The Hague and to (2) contributing to policies with which to apply the first outcomes.

This twofold endeavours since 2009 resulted into two initiatives, namely:

- the start of the development of a **Platform or coalition of knowledge institutes** with support by the ISS as one of the proposed forthcoming six innovative projects of the planned Demonstrationproject. This will be discussed in following sub-sections.

¹⁵ See website: www.unhabitat.org/content.asp, 25-1-2012. In the SQT a distinction is made between the socio-economic, socio-political, socio-cultural and socio-environmental dimensions, see figure-1 and figure-7.

¹⁶ N. Lucas et al (2009), '*People, the economy and our planet: Sustainable Development insights from socio-economic Sciences and Humanities*', (Brussels: DG Research of the EC), p. 20.

- the start of a project-group with which to prepare the **Communicationcentre** as a second innovative project of the Demonstrationproject. This will be discussed in section-5.

In other words, before the start of the Demonstrationproject in September 2011, the EFSQ contributed to the preparation of two of its forthcoming innovative projects. The outcomes of discussions and preparatory work concerning both initiatives stimulated strongly - in terms of 'Urban Europe' - an 'Urban living Lab'. The final Demonstrationproject was financed by the European Commission, the municipality of The Hague and main key-players of the project, including the EFSQ.¹⁷ As said, the Platform Hacu and the Communicationcentre were adopted as innovative projects and financed from September 2011 until September 2014. In the following subsections we will dedicate attention to the theoretical aspects of the Platform Hacu. In section-6 we will dedicate separated attention to the theoretical, methodological and policy aspects of the Communicationcentre.

2.3.1 Theoretical oriented work for preparing the 'Demonstrationproject'

Since 2006 the EFSQ – its board and staff members - is oriented on policies to create new perspectives for approaching rather deprived urban quarters in The Netherlands. Because its connections in The Hague it has chosen for also empirical oriented research in its urban quarter Laak. Contributed is, first, to ideas for a new urban approach, referring to the SQT, SQM and SQA. Second, to invest – in collaboration with the Institute of Social Studies (ISS), the The Hague University of Applied Studies (HHS), and representatives of the municipality - in the development of a collaboration of different knowledge institutes in and around The Hague. The purpose is to syntonize their work for contributing more effectively to processes of sustainable urban development (and to understand what this means; theoretically, methodologically and for policy making). This resulted into the start of the '**Platform Hacu**' (The Hague Academic Coalition for Sustainable Urban Development). Based on the first meetings of the Platform Hacu in statu nascendi the EFSQ published a discussion-paper for articulating its **seven objectives** at the end of 2010 which can be used as frame of reference to determine the outcomes of the work of this Platform:

¹⁷ An overview of the herewith related work is presented in: L.J.G. van der Maesen (2010), '*Justice, Migration and Sustainable Urban Development: the case of Laak (North), neighborhood of the City of The Hague*', (Amsterdam/The Hague: EFSQ, Working Paper Series nr. 6, www.socialquality.org). See furthermore: L.J.G. van der Maesen et al, see note-2 (Annual Report 2009/2010), pp. 20-26

- (1) to connect knowledge institutes in and around The Hague to develop consensus about the different sub-methodologies of the urban methodological framework as elaborated in Working-Paper Series nr.6 and discussed further below (section-3),
- (2) to prepare points of departure for a Communicationcentre to connect scientists, policy-makers, residents, professionals, business-people as a condition for understanding new societal dynamics on local level for strengthening 'social empowerment' (see Figure-2) of citizens and other residents¹⁸,
- (3) to enable innovations in the policy areas oriented on migration and ageing, well-being provisions, health care, housing, micro-economics, sport, education, cultural provisions and renewing public spaces, as well as presenting examples from other cities for deepening this form of scientific oriented assistance on behalf of also the Communicationcentre,
- (4) to elaborate a system of monitoring of the effects of the innovative work with support of the proposed Communicationcentre,
- (5) to start with the application of social quality indicators for analysing these effects in order to understand the change of the conditional factors in this urban quarter as outcomes of the innovative work,
- (6) to pave the way for a comprehensive understanding of the change of the physical and immaterial characteristics of the quarter Laak and to determine whether these changes contribute to its 'sustainable urban development',
- (7) and at the same time to understand processes with regard to sustainable urban development issues with the help of the SQT and SQA. What can be learned from comparative research in other cities, how to apply interesting outcomes to The Hague in order to pave the way for sustainable urban research in its quarter Laak and vice versa,¹⁹

2.3.2 The Working-group of civil-servants and two series of interviews to pave the way for the Platform Hacu

Since the beginning of 2011 the EFSQ also contributed to at least three strategies to approach the quarter of Laak. **First** to assist the endeavours of the municipality of The Hague and other organizations to pave the way for the 'Demonstrationproject' of the quarter Laak as a context for innovative projects. **Second**, to take the responsibility for the Platform Hacu as one of the innovative projects to enhance the understanding of what sustainable urban development is, and which knowledge is needed to realise it with all engaged partners: residents, policy-makers, civil-servants, representatives of companies and societal organisations etc. **Third**, to stimulate theorizing the nature of the Communicationcentre as an

¹⁸ See Working Paper Series nr.6, note-17.

¹⁹ See Working Paper Series nr. 6, note-17 and see Working Paper Series nr.8, note-36.

innovative project of this 'Demonstrationproject' as well.²⁰ This issue was not discussed at the municipality's mini-conference on the role of the Platform Hacu (section-2.3.3). This preparatory work in Laak also contributed to the by the European Commission and the municipality of The Hague and different stakeholders. In 2011 the EFSQ was invited (and financially supported) by the municipality of The Hague to assist a 'Working--group of civil-servants', to discuss the potential meaning of the Platform for contributing to new forms of governance in e.g. the quarter of Laak. The recent activities in Laak (see note-2) delivered a point of departure. The EFSQ presented papers on behalf of the meetings and published extensive minutes of the meetings²¹ as well as a number of letters about the proceedings.²² Furthermore, in request of this group of civil servants, the EFSQ conducted **two series of interviews**. The first one with nine civil-servants from different departments of the municipality about the idea of this Platform Hacu; which types of research should have priority and in which way could this be made functional for the 'social empowerment' of its residents and for 'new forms of governance' with which to underpin this empowerment.²³ The second one with twelve representatives of different knowledge institutes about their experience with the Platform thus far and its potential for delivering contributions to the sustainable urban development of the quarter of Laak.²⁴

2.3.3 A mini-conference resulting in the proposal of the three layers of the Platform Hacu

In November 2011, after the start of the Demonstrationproject, the municipality of The Hague organized a mini-conference for reaching a consensus of the rationale of the Platform Hacu, based on the results of the preparatory papers and interviews, realized with support by a Working-group of civil-servants (see above). On behalf of this conference the EFSQ presented, first the outcomes of the two series of interviews and, second, four figures as

²⁰ L.J.G. van der Maesen (2011), 'Plan for the role of the Innovative Project 'Hacu' to orchestrate knowledge Institutes on behalf of the Demonstrationproject Laak [in Dutch]' (Amsterdam/The Hague; EFSQ)

²¹ L.J.G. van der Maesen: First paper on behalf of the Working-group of civil servants (10 October 2010); Minutes of the first meeting (19 November 2010); second paper on behalf of the Working-group (10 January 2011); Minutes of the second meeting (19 January 2011); third paper on behalf of the Working-group (8 April 2011); Minutes of the third meeting (27 April 2011); fourth paper on behalf of the Working-group (1 June 2011); Minutes of the fourth meeting (11 June 2011); fifth paper on behalf of the Working-group (19 June 2011); Minutes of the fifth meeting (24 June 2011); sixth paper on behalf of the Working-group (4 July 2011); Minutes of the sixth meeting (15 July 2011).

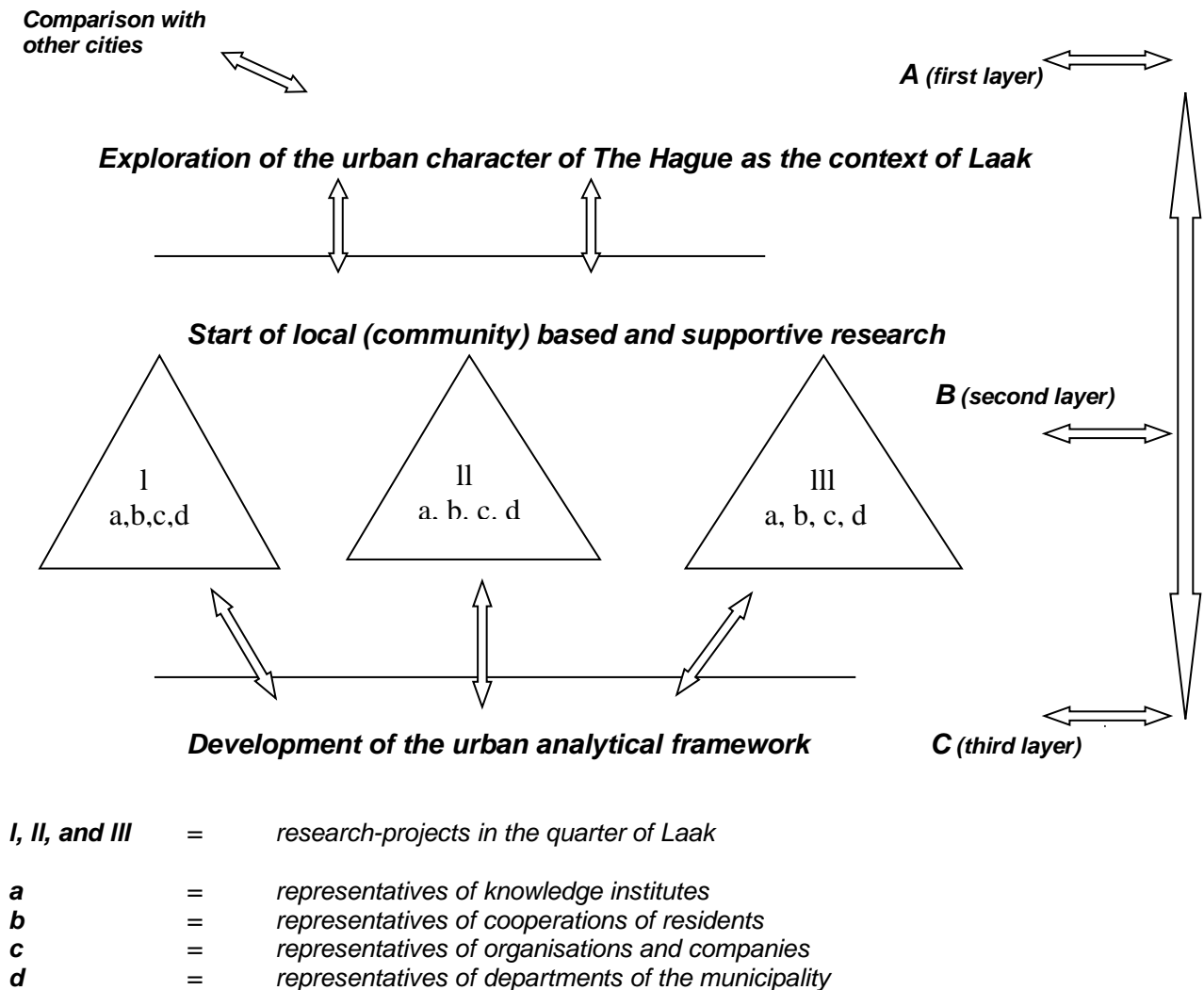
²² L.J.G. van der Maesen, Information-letter 4th March 2011 and 30th June 2011.

²³ R. Duiveman (2011), 'Interviews with civil-servants of the municipality of The Hague about the rationale of the Platform-Hacu' [in Dutch] (Amsterdam/The Hague: EFSQ). Furthermore: R. Duiveman (2011), 'Report on the outcomes of the interviews with civil-servants of the municipality of The Hague concerning the rationale of the Platform Hacu', (Amsterdam/The Hague).

²⁴ L.J.G. van der Maesen (2011), 'Interviews with representatives of knowledge institutes in and around The Hague about the rationale of the Platform-Hacu [in Dutch]', (Amsterdam/The Hague: EFSQ). Furthermore: L.J.G. van der Maesen, (2011), 'Report on the outcomes of the interviews with representatives of knowledge institutes about the rationale of the Platform Hacu [in Dutch]', (Amsterdam/The Hague: EFSQ)

outcomes of the consensus of this Working-group.²⁵ The main figure illustrates the proposed three layers as point of departure for analysing processes in the quarter of Laak, Figure-5:

Figure-5. Three layers as point of departure of the Platform Hacu



This mini-conference resulted in the decision by the municipality to accept the proposed point of departure of this Platform as an innovative project of the 'Demonstrationproject Laak'.²⁶ Furthermore it was decided to condense the seven objectives (see section-2.4.1) into three main targets:

²⁵ L.J.G. van der Maesen (November 2011), 'Four supposed relevant Figures concerning the Platform Hacu of the Demonstrationproject Laak of the City of The Hague [in Dutch]', (Amsterdam/The Hague: EFSQ). In the recent Annual Report Figure-5 and Figure-6 are derived from this paper.

²⁶ L.J.G. van der Maesen (2011), 'Points of departure for the continuity of the Platform Hacu [in Dutch]', (Amsterdam/The Hague: EFSQ). It was based on the outcomes of the mini-conference, see: S. Vroonhof (2011), 'A letter about the outcomes of the mini-conference Platform-Hacu' (The Hague: Municipality of The Hague; Department OCW)

- A: to contribute to a further understanding of the urban methodological framework in order to explore urban questions in The Hague and beyond and especially how to give the Demonstrationproject a meaning for Europe (objectives 1 and 7),
- B: to start community based research to develop new knowledge for empowering people in quarters of cities to responsibly deal with daily circumstances (objectives 2, 3 and 4),
- C: to prepare methodological adequate evaluation for the work carried out in the context of the first and second layer as well as the results of the other five innovative projects (objectives 4, 5 and 6).

In other words, the Platform Hacu should function as part of the 'Urban Living Lab of Laak' - and see the interpretation by 'Urban Europe' - in order to "*contain activities representing all the steps from basic research to (support of) innovation. The major part of its effort is however at the later stages of the innovation process, in innovation and to some extent applied research*" (see note-7).

2.3.4 Strategies and targets of the Platform Hacu as one of the innovative projects of 'the Demonstrationproject Laak' of The Hague

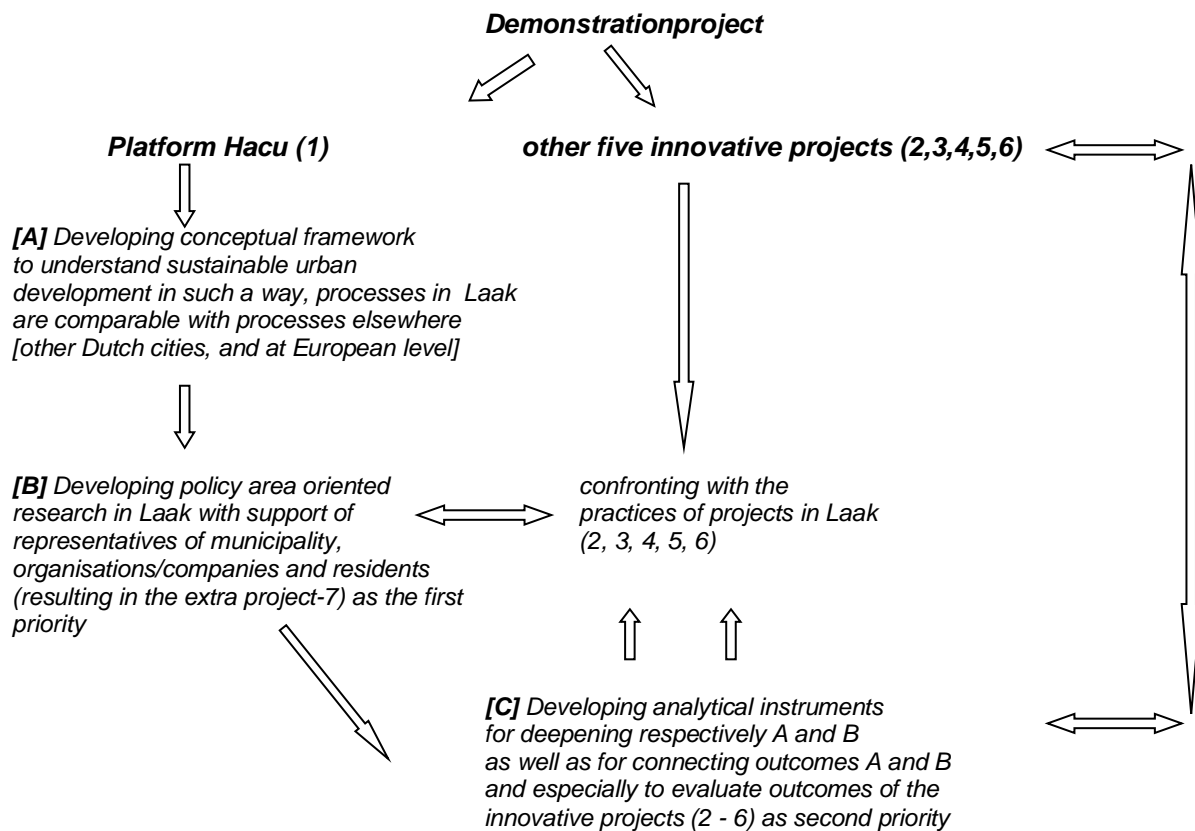
After the municipality's mini-conference referred to above, a Steering-group of the Hacu is constituted (see note-84) responsible for a division of labour of participating knowledge institutes as partners of this 'Urban Living Lab'. The Steering-group operationalised – and modified some aspects- of the consensus on the three layers, illustrated in Figure-6 (see below):

- to develop and apply a conceptual framework for sustainable urban development of Laak in such a way the outcomes could be understood on the national and European level and beyond (**see the first layer, ad-A**).^{27 28} This already resulted in a 'Memorandum of Understanding' between the EFSQ (concerning The Hague), University of Sheffield (concerning the city of Sheffield), the Zhejiang University (concerning the metropolis Hangzhou); it concerns the main responsibility of L.J.G. van der Maesen. In the following years the work on this target should result in the plan for a global oriented urban comparison of different metropolises.

²⁷ See the Working Paper Series nr.8, note-36.

²⁸ L.J.G. van der Maesen (2011), '*Paper for participants of the Hacu about the Hacu's three challenges*' (Amsterdam/The Hague: EFSQ).

Figure-6: Seven innovative projects & the priorities of the Platform Hacu: a change and extension of Figure-5



- to stimulate 'practice oriented research' to address the reproduction of fragmented public service delivery in Laak by creating new knowledge. It aims to empower citizens in their capacity to define their own public good, complementing and correcting top-down professional service delivery (**see the second layer, ad-B**).^{29 30}

In other words, especially this aspect of the Platform Hacu's work aims to create an open access forum where expert knowledge on political issues can be supplemented (and exchanged) by local knowledge and vice versa; it concerns the main responsibility of R. Duiveman. Because of the wider relevance of ideas about the Communicationcentre this aspect implied an increasing involvement with its development, resulting into a seventh innovative project, namely the 'knowledge laboratory of the The Hague University of Applied Studies,

²⁹ R. Duiveman (2011), 'Plan for development of knowledge in collaboration with researchers, experts and representatives of the population between 2012-2013' (Amsterdam/The Hague, Hacu/EFSQ).

³⁰ R. Duiveman (2012), 'Renewed Plan for development of knowledge in collaboration with researchers, experts and representatives of the population [in Dutch]', (Amsterdam/The Hague; Hacu/EFSQ).

- The original target concerned to develop an adequate methodological framework on behalf of ad-A, an adequate methodological framework on behalf of ad-B and to interrelate both frameworks (**see the third layer, ad-C**). On behalf of this target, the plan is made to formalize and to extend the interdisciplinary 'social quality team The Hague' to develop the first framework.³¹ However, quite soon the Steering-group underlined the necessity to evaluate the other five innovative projects. This became the main responsibility of Chris Müller. This resulted in a theoretical study based on the **distinction** between four regimes of evaluation (see below).³² Concluded can be that the Steering-group spent most of the time to layers B and C (Figure-6). The first layer (A) took place behind the scenes of this group. One of the reasons of this restriction were the methodological difficulties to evaluate the innovative projects.

2.3.5. Theoretical explorations for comparative research of urban strategies: Hangzhou, The Hague and Sheffield

This sub-section is dedicated to work carried out in the context of the first layer (ad-A) of Figure-5 and 6. With the first outcomes of the preparatory work for starting the 'Demonstrationproject' for the quarter Laak of the city of The Hague and its 'Platform Hacu' in mind, decided is to prepare an application for DG Research of the European Commission in 2011. The proposal was to start a collaboration with academics, policy-makers and NGO-representatives of ten cities in Europe.³³ The University of Genoa functioned as first applicant for this European oriented research program. Preparatory studies on behalf of this application were made by the EFSQ, referring to the work carried out on behalf of the Demonstrationproject of Laak. Meetings took place with a manifold of these representatives in twelve countries. The application reflects on the essential role of 'sustainable urban development processes' in order to contribute to the 'development of overall sustainability'. With this in mind the supposition is discussed that the conditional factors of social cohesion, social inclusion and social empowerment play an important role in this relationship. The EFSQ's third book also delivers some main arguments based on empirical research in Europe and the Asia-Pacific. This was also the case for the Italian Della Rocca Foundation, collaborating for years with UN-Habitat, which participated in the application (see also note-146).

³¹ Original members are: Harry Nijhuis (public health), Jaap Westbroek (biologist and education expert) and Laurent van der Maesen (socio-economist). Recently added are: Ton Korver (economist), Christoph Müller (methodologist) and Robert Duiveman (sociologist oriented on new forms of governance). The Working Paper Series nr.8 (see note-36) and the EFSQ's third main study (see note-1) already present the contours of this methodology.

³² C. Müller (August 2012), 'An exploration of methods of evaluation on behalf of the Demonstrationproject Laak [in Dutch]' (Amsterdam/The Hague: Hacu/EFSQ).

³³ It regards the following cities: The Hague (with its example of the 'Demonstrationproject Laak', Sheffield, Aberdeen, Gottingen, Thessalonica, Genoa, Nantes, Lisbon, Warsaw and the Chinese metropolis of Hangzhou).

As a source of this application functioned not only the work done in The Hague (and its quarter Laak) but also the debates about the urban strategies of the metropole Hangzhou in 2010.³⁴ The connection resulted in the start of comparative work of strategies in The Hague and Sheffield (Europe) and Hangzhou (China). In December 2011 the Centre for European Studies of the Zhejiang University, the University of Sheffield and the EFSQ signed a plan for a 'Collaborative Research Programme'.³⁵ This Memorandum of Understanding should function as point of orientation in the coming years. It delivered the argument for the application mentioned above.

In February 2012 the final project application was presented to Brussels. Unfortunately, due to some technical failures by the lead applicant the application was not successful. However, afterwards this application could be transformed into a working paper to support the comparison of urban strategies between the cities of The Hague (see – in terms of Urban Europe – its '**Urban Living Lab**' character), Sheffield, and Hangzhou.³⁶ The main challenge of this theoretical work is to connect an adequate concept of 'sustainability' (as noun) with the adjective 'sustainable' of 'sustainable urban development'. Until now worldwide a theoretical connection is lacking. This also refers to the conclusion of participants of the DG Research conference on sustainable development (see note-16).

2.4 Next stage theorizing social quality indicators and sustainability

This topic is strongly related with Figure-1 which refers to the question how to analyse the interrelationships of the three fields. As a result of research explorations concerning overall sustainability and sustainable urban development the question is raised how to understand and explore the three-fold functionality of social quality indicators (in order to understand both fields as well as the changes in societal complexities. This stimulated the start of two studies. The **first study** was dedicated to the articulation of the theoretical comments on the Report by Stiglitz, Sen and Fitoussi about 'Economic performance and social progress' and their pragmatic indicators to supplement the GDP-indicators.³⁷ Instead of maximizing

³⁴ See Annual Report 2009/2010, note-2.

³⁵ K. Lin, A.C. Walker, L.J.G. van der Maesen (2011), '*Collaborative Research programme between Hangzhou, Sheffield and The Hague: a Memorandum of Understanding*', (Hangzhou; Zhejiang University).

³⁶ L.J.G. van der Maesen, P. Herrmann, H. Verkleij (2012) '*Welfare Arrangements, Sustainable urban Development and new forms of Governance: the current 'demonstration-project Laak' of the city of The Hague as example. The start of comparative urban studies between The Hague, Hangzhou, Sheffield (and Aberdeen)*', (Amsterdam/The Hague: EFSQ, Working Paper Series nr. 8, www.socialquality.org). See Urban Europe, note-7

³⁷ P. Herrmann (2012), '*Economic performance, social progress and social quality: comments on the Report by Joseph Stiglitz, Amartya Sen and Jean-Paul Fitoussi*' (Amsterdam/The Hague: EFSQ, Working Paper Series nr. 10, www.socialquality.org). This resulted in an article by Peter Herrmann (2012), 'Economic Performance, Social Progress and Social Quality', *International Journal of Social Quality*, .2 (1), pp. 41-56. This study argues that Stiglitz cs do not go beyond the dominant economic paradigm and fail to conceptualise 'social progress'; they pave the way for a separation between the socio-economic,

economic growth in the expectation that it will enhance 'quality of life' of individual people (see Stiglitz cs), the challenge is to maximize social quality of daily circumstances and to determine which (and to what extent) socio-economic activities, permissible within the physical boundaries (or within the 'safe operation space') are needed to help achieve this. This points to a radically different approach to achieve sustainability, in that a sizeable, immaterial (quality) dimension of human well-being is already incorporated from the very start and that socio-economic activities should be at the service of enhancing social quality within the safe operating space. Methodologically this means to centrally incorporate the notion of relationality instead of aiming on 'bringing different aspects together' as: economic and financial development, quality of life and environmental sustainability, as done by Stiglitz cs.

The Stiglitz cs Report demonstrates the need of the search for another approach. This is addressed in a **second study** about the differences between social quality indicators and traditional proposed indicators for 'social development' (World Bank), 'sustainability' (European Commission) and 'urban strategies' (PricewaterhouseCoopers) which do not go beyond the relationship between 'resources and people'. They remain 'dimension-specific indicators' or 'monitoring devices', as is the case in the Stiglitz cs Report. Social quality indicators refer to the interrelationships between acting people and they are oriented 'not on' but 'for the' individual; on his/her capacity to act in the context of societal relations and to cope with societal dynamics.³⁸ The second study made a plea for the extension of the 'social quality architecture'.³⁹ Proposed is therefore to extend the constitutional factors with 'eco-conscience'; the conditional factors with 'eco-reality'; and the normative factors with 'eco-equilibrium'.⁴⁰ Important is that this is inherently linked to the emphasis of relationality which means that the 'eco-label' is not a sticker on an external entity. Instead it is aimed at understanding the unity of 'behaviour as part of and within nature'. It also means including from the outset 'man-made environment' and its development.

socio-political/socio-cultural and the socio-environmental dimensions, instead of their interrelationships.. Their indicators remain 'monitoring devices', incapable to address societal dynamics.

³⁸ At the end of 2012 this resulted in: L.J.G. van der Maesen (2012), 'Draft: *Analyzing societal Circumstances, Sustainability and sustainable urban Development. New theoretical and methodological Challenges for Social Quality Indicators*' (Amsterdam/The Hague: EFSQ, Working Paper Series nr. 12, www.socialquality.org). This study is elaborated further in 2013 (and should be published in the International Journal of Social Quality).

³⁹ See EFSQ's third main book, note-1.

⁴⁰ This topic is also discussed in the Report on 'Development toward Sustainability', note-13. Afterwards the question is made, if this addition is adequate. It invites to theorize this point more adequately.

2.5 Theorizing four policy issues: societal innovation, ICT , Welfare State and human security

With Figure-1 in mind this section can be completed with referring to four EFSQ's oriented studies to broaden the horizon. It concerns first steps which will be further elaborated in the following years:

- With regard to the European Unions' flagship initiative about 'social innovation' which is not clearly demarcated as it covers a wide field of topics. The study discusses definitions of social innovation formulated at societal level and the organizational or workplace level. What can the social quality theory (SQT) offer.⁴¹
- With regard to the information and communications technologies (ICT) which open possibilities of new forms or societal relationships and engagement. It will form part of the sociality of modern society, leading some to characterize this as a transition to an 'information society' or 'third industrial revolution'. This will have a lot of implications for the conditional as well as the constitutional factors of social quality, influencing its theory (SQT), methodology (SQM) and application (SQA). ICT will add new dimensions to societal circumstances, processes stimulating development toward sustainability and urban relationships. In other words the ICT will transform the 'productive and reproductive relationships of people.'⁴²
- An actual issue is about the urgently needed discussion of the 'worlds of welfare capitalism'. Important are results that clearly spell out that mainstream analysis on the welfare state actually neglects this aspect by not looking at underlying different modes of production. Instead, they are limited to institutional analysis, not considering the underlying changes of their foundation: the capitalist mode of production.⁴³
- In this period the study on the question what the human security and the social quality approach have to offer each other was renewed in 2012 and published as a chapter in a new book. It also refers to differences with other approaches, i.e. quality of life, social development and social capital.⁴⁴

⁴¹ P. R.A. Oeij, S. Dhondt and T. Korver (2011), 'Workplace Innovation, Social Innovation, and Social Quality', *International Journal of Social Quality*, 1 (2), pp. 31-50.

⁴² C. Wallace (2012), 'Can Information and Communication Technology Enhance Social Quality', *International Journal of Social Quality*, 2 (2), pp.98-117.

⁴³ P. Herrmann (2011), 'The Lifespan Perspective in Comparative Social Policy Research: a Critique of Gosta Esping-Andersen's Model of Three Welfare States and its Implications for European Comparisons in Social Pedagogy', in: J. Kornbeck and N. Rosendal Jensen, '*Social Pedagogy for the Entire Lifespan*', (Bremen: Europäische Hochschulschriften, pp. 29-49). Furthermore: P. Herrmann (2012), 'Social State, Welfare State and Then? Where to Move from the Welfare State? A Cooperative State of Sustainable Sociability as Perspective for Innovation', in: J.H. Heiskanen, H. Hagen and P. Tapani (eds), '*New Opportunities for Co-operatives: New Opportunities for People*', (Helsinki: University of Helsinki, Ruralia Institute), pp. 295-313.

⁴⁴ D. Gasper, L.J.G. van der Maesen, Th-D Truong, and A. Walker (2013), 'Connecting 'Human' and 'Social' discourses: The Human Development, Human Security, and Social Quality Approaches', in: H-U Otto and H. Ziegler, '*Enhancing Capabilities: The role of social Institutions*', (Opladen/Berlin/ Toronto: Barbara Budrich Publishers),, 13-39.

3. The EFSQ's methodological oriented explorations

A distinction can be made between the methodological work with regard to the different issues as illustrated in Figure-1:

- The enhancement of the social quality theory in comparison to other approaches,
- The elaboration of its instruments (indicators, profiles and criteria). In both years the attention was restricted to social quality indicators with a focus on the changes of societal complexities,
- Idem with a focus on the development toward overall sustainability,
- Idem with a focus on sustainable urban development and the Demonstrationproject of The Hague as a case.

3.1 Methodological explorations for enhancing the social quality theory (SQT)

The applied methodology for enhancing and deepening the theory of social quality (SQT) may be distinguished, first, in activities to reflect current outcomes of theoretical work and to confront aspects with main issues, as discussed in conferences. Second, in developing new structures for building a more adequate context for the work of and the collaboration between interdisciplinary 'social quality teams' worldwide. This second aspect of the applied methodology will be mentioned in the final section, namely about the infrastructure.

With regard to the first aspect the need is recognised to dedicate – in the context of the SQT - more attention to the nature and consequences of dominant processes in the socio-economic dimension of societal complexities. This is a condition sine qua non for adequate global investments in e.g. the 'development toward sustainability'. In fact this goes beyond the original rationale of the SQT as discussed in its first stage (and the EFSQ's first main book ⁴⁵).

3.1.1. A general theoretical reflection on the social quality theory (SQT)

The social quality theory (SQT) – as well as its methodologies (SQM) and related applications (SQA) – are in their initial phase. Important is to deepen its assumption, that 'the social' is an outcome of the dialectic between expressions of self-realisation of people and

⁴⁵ See the EFSQ's first main book, note-3.

the formation of collective identities. In a new study especially the issue of 'collective identities' is addressed. The analysis of their **collective representations** and especially the nature of their collective identities will unveil their relations with the constitutional, conditional and normative factors. The elaboration of this aspect will provide important information that can be used in international comparative studies. These studies are a condition sine qua non when teams of social quality scholars want to know to which degree these factors are universal or socio-culturally different. It will no doubt be a good antidote against fundamentalist approaches and politicians who believe that 'cultures' are closed systems.⁴⁶

3.1.2 *A contribution to the Australian conference on racism*

In August 2012 the Cairns Institute in Australia organised a conference under the title 'Racisms in the New World Order: Realities of Culture, Colour and Identity'. From the side of the EFSQ a contribution was presented how to use the social quality perspective as matter for securing rights of migrants and indigenous groups, by way of maintaining their identity not least by guaranteeing the right to true economic self-determination. Part of the conclusion was that social quality thinking offers 'analytical tools', but at the very same time – and even more so – we are dealing with arrays for dispute. Especially the concern is with 'spaces for action' for societal practice. Introduced in this way is a perspective that fosters including a qualitative dimension of products but also concerns the quality of production. The latter means especially control over the why and how what is produced. One important tension is getting oblivious – and it is actually an issue that is a permanent challenge for both the SQT and the SQA: the question of local and global and how to strategically integrate them.⁴⁷

3.1.3 *A contribution to a Russian conference on economics*

Early November 2012 a conference was organised in Moscow in order to deepen the discussion on 'Cyclical Patterns in Global Processes; Kondratieff Cycles and the Concepts of Long-Term Development of Russia and the world'. From the side of the EFSQ a contribution was presented as well.⁴⁸ For the elaboration of social quality thinking issues should be taken on board that are traditionally dealt with under the heading of 'political economy'. Technological changes as well as changes of the mode of production are a major threat of reaching a new level of further division of labour and society, thus contributing to unsustainable development. However, they can also provide a major opportunity for

⁴⁶ J. Berting (2012), 'The Social Quality Approach in a Pluralist World', *International Journal of Social Quality*, 2 (1), pp. 89-107. The assumption about 'the social' is elaborated in the EFSQ's third main book, note-1.

⁴⁷ P. Herrmann (2012), 'Racism - Racing to the Top. Pushing to the Bottom?', in: H. Babacan and N. Gopalkrishnan (eds), *'Racisms in the New World Order'*, (Cairns Institute: publication forthcoming).

⁴⁸ P. Herrmann (2012), *'Kondratieff and a new goal for achieving social quality'* (forthcoming).

reintegrating the economy in 'the social', orienting the ultimate aim of production on establishing social quality rather than securing growth as abstract development, guided by the fetish of exchange values.

3.1.4 A contribution to the Asian conference in Ireland on 'the self'

The Irish School of Asian Studies organised the fourth Annual conference on Asian studies, November 2012. From the side of the EFSQ a lecture was presented.⁴⁹ Highlighted is that teaching about 'the other' in particular in business oriented studies requires going beyond a limited understanding of 'societal issues' in other countries and regions. More important is the fact of understanding the relationality of business relations, that this is not only a matter of learning about 'culture of others'. It is also about the readiness to engage in overcoming a limited understanding of the economy; in the own country and other countries. The Western model has been successful in globalising capitalism; but seen in the light of 'social capitalism' (according the interpretation of social quality thinking) it was also successful in destroying identities of communities and other forms of identities. One may go on by saying that the so-called European Social Model has been coined by the mark of Cain which would inevitably undermine its own foundation⁵⁰.

3.2 Methodological explorations for elaborating social quality instruments

This part refers to the EFSQ's participation in European and Asian conferences. The Asian conferences are especially dedicated to the elaboration and application of social quality indicators for understanding changes in societal circumstances. In Europe especially the University of Aberdeen started recently with this aspect of the methodology (SQM). As concluded above, the methodology for elaborating profiles and criteria of respectively the constitutional and normative factors (Figure-2) is delayed (see also Figure-4).

3.2.1 Contribution to the ISS conference (in The Hague) on social development indicators

In December 2011 the ISS (in the Hague) organized a conference - supported by the World Bank and the OECD - on the innovative database of multidimensional social development indicators. It will bring a new dimension to development economics by integrating empirical studies on civil society through information institutions and social capital variables. According

⁴⁹ P. Herrmann (2012), *Teaching on Asian Studies: Teaching of the Self* (forthcoming).

⁵⁰ P. Herrmann, 'The European Social Model', in: T. Sauer and P. Wahl (eds), *Which future for the EU? Controversies with Reason* (Hamburg: VSA) (forthcoming).

to the ISS's Report, the concept of 'social development' is crucial for this database. However, missing is a theoretical conceptual framework to understand their suppositions, and therefore the methodological relationship between social development and the database of social development indices remains unclear. In a contribution by the EFSQ it was argued that for these reasons the theoretical relationship between this issue and the chosen problematic – which refers to the relationships of informal organisations, social capital, social cohesion and civil society – is not discussed either: these concepts – used in their analysis – are not explained. The focus is on the methodological work concerning the application of the chosen indicators, disconnected from the understanding of the problematic. Again the question is raised in which sense the social quality theory (SQT) and methodology (SQM) differs from the ISS's approach, why and with which result? ⁵¹

3.2.2 *Participation in the Seoul conference on social quality and its indicators*

In June 2011, the social quality team of the University of Seoul (Institute for Social Development and Policy Research) organized the **fifth** International Asian/Australian conference on social quality and its indicators. Especially this team inspired many other teams in Asia-Pacific to take on board and to enhance the social quality indicators for analysing changes of societal circumstances. The 'enhancement' regards the increase of their applicability to Asia-Pacific circumstances. Argued is that not all European based indicators are sufficient and adequate to understand and explain what takes places in the sub-domains of the conditional factors in their countries.⁵² The EFSQ presented a paper about the start of a comparison of the original social quality indicators with those of other approaches (quality of life and social capital). The conclusion can be drawn that sometimes even also social quality scholars appreciate the social quality and quality of life as synonymous. Aimed was to deliver points of departure for a reflective understanding of this Asia-Pacific enhancement of social quality indicators and to sharpen our insight about the differences with quality of life indicators.⁵³

⁵¹ L.J.G. van der Maesen (2011), 'A paper on behalf of the ISS-conference on social development indicators: some arguments for a debate' (Amsterdam/The Hague: EFSQ). This preliminary paper is elaborated in a study on the three-fold functionality of social quality indicators, see note-38. The question raised here is the classical disconnection of advanced methodological technics and the problematic to be understood with the application of this technic.

⁵² To the outcomes of the Asia-Pacific work is referred to in note-11.

⁵³ L.J.G. van der Maesen (2011), 'The start of a global debate on social quality indicators and both other social quality instruments; a contribution to the fifth international conference on social quality in Seoul, June 2011', (Amsterdam/The Hague: EFSQ). This rather preliminary paper also prepared for studying the threefold functionality of social quality indicators, see note-38. See also Figure-1.

3.2 3. Participation in the Hong Kong conference on social quality and its indicators

The **sixth** International Asian/Australian Conference on social quality and its indicators was hosted by the Department of Applied Social Studies, City University of Hong Kong, June 2012. It was attended by scholars and experts from Europe, China, Taiwan, Thailand, South Korea and Hong Kong. From the side of the EFSQ an opening keynote speech was presented on the significance of social cohesion and social inclusion in the social quality theory (SQT).⁵⁴ Furthermore discussed were the results of the applied 'Standard Questionnaire for Social Quality' in the surveys recently carried out in the Asia-Pacific. The keynote speech functioned as frame of reference for a reflection on the chosen indicators of social cohesion and social inclusion. The conference was followed by a business session to discuss the direction and strategies for promoting the concept, research and practice of social quality in Asia-Pacific. In preparation of this meeting a paper was presented by the EFSQ.⁵⁵ An extensive report on the results was published by the EFSQ and ACSQ for the preparation of a more adequate organization stimulating the SQT, SQM and SQA on global level (see Introduction).⁵⁶

3.2.4 The Aberdeen University and its social quality indicators' research

In 2011 and 2012 the question of social quality indicators was mostly restricted to the theoretical level in Europe (see section-2.2). However from the side of the University of Aberdeen investments are made to discuss and to apply the social quality indicators in especially Eastern European countries. This university was allowed to use the data of the European Foundation on Living and Working Conditions in Dublin for extending the data availability.⁵⁷ This resulted in different publications.⁵⁸ It is of interest to analyse the outcomes thus far in order to retake the European methodological work on social quality indicators. Furthermore, thanks to the EFSQ's third main study two questions can be added. First, the nature of the differences between the outcomes of empirical work by the Dublin Foundation and this social quality work. Second, the need to dedicate attention to the methodological aspects of the profiles (related with the constitutional factors) and the criteria (related with the

⁵⁴ A.C. Walker (2012), *'Social Cohesion and Social Inclusion in the Context of Social Quality Theory'* (Sheffield: University of Sheffield).

⁵⁵ L.J.G. van der Maesen (2012), *'A paper on behalf of the Sixth international Asian/Australian conference for discussing the future of social quality work on global level'* (Amsterdam/The Hague: EFSQ).

⁵⁶ L.J.G. van der Maesen, K. Lin, A.C. Walker, R. Chan (2012), *'Outcomes of the business meeting of the sixth international Asian/Australian conference on social quality'* (Amsterdam/The Hague/Zhejiang: EFSQ/ACSQ).

⁵⁷ This European Foundation in Dublin is oriented on European-wide 'quality of life' research. For the University of Aberdeen the challenge was to use these data for the 'social quality' research; what are the questions to be raised with this procedure?.

⁵⁸ P. Abbott and C Wallace (2012), 'Social Quality: A Way to Measure the Quality of Society', *Social Indicators Research*, 108 (1), pp. 153-167. Furthermore: P. Abbott and C. Wallace (2012), 'Satisfaction and Societal Quality in Kazakhstan', in: H. Selin and G. Davey (eds), *'Happiness across Cultures: Views of Happiness and Quality of Life in Non-Western Cultures'* (London: Springer).

normative factors). Without their understanding judgements about the nature of social quality in daily circumstances (at a specific place and time) are not possible; needed is to apply the whole of the 'social quality architecture'. This regards a main challenge of social quality work in the near future.

3.3 Methodological explorations for contributing to the development toward the overall sustainability

Already referred is to the theoretical work to contribute to global debates on the development toward sustainability (section-2.2). At this place information is presented which strategic methodological work is applied for delivering a context for new contributions with support by a proposed international academic network.

3.3.1 The work carried out until the Rio+20 Conference in June 2012

In this period the EFSQ took the initiative to create a Dutch think-tank of experts and to carry out fund seeking activities to finance part of the financial expenses for the appointment of a 'scientific project manager'. The budget was delivered by three different parties.⁵⁹ The EFSQ organised different expert-meetings and distributed information letters to first inform a Dutch network of experts and subsequently an international oriented network of experts.⁶⁰ Furthermore, the EFSQ established contact with experts in Europe and beyond for assisting the work with the help of information-letters. The results were also discussed during the sixth international Asian/Australian Conference on social quality in Hong Kong (section-3.2.3).⁶¹ This resulted in a Working Paper on behalf of the Rio+ 20 conference.⁶² In the beginning of this conference it contacted policy-makers, scientific institutes from different continents and international operating NGOs.⁶³

⁵⁹ Dr Jos van Renswoude was appointed as scientific director in 2011 and 2012, financed by three funds. He was responsible (in collaboration with Laurent van der Maesen) for the development of ideas, resulting into the final Working Paper Series nr. 11 (note-13) sent to a manifold of participants of the Rio+20 Conference.

⁶⁰ On behalf of this work discussion-papers and extensive minutes are made: L.J.G. van der Maesen and H. Verkleij: Minutes first meeting (7 September 2010), Minutes second meeting (12 February 2011), Discussion-paper on behalf of the third meeting (24 March 2011), Minutes third meeting (29 April 2011), Discussion-paper for formulating logical steps concerning the development of the concept of overall sustainability (22 May 2011), Discussion-paper development toward sustainability (20 August 2011), Discussion-paper about the complementarity of the social quality and the human security approach to contribute to overall sustainability (25 August 2011), Minutes fourth meeting (12 September 2011), Discussion-paper rationale and purpose of an 'international academic network development toward overall sustainability (28 October 2011), Discussion-paper about the need for a conceptual and methodological framework (1 April 2012).

⁶¹ L.J.G. van der Maesen en H. Verkleij: First information letter (27 January 2011), Second information letter (11 November 2011), Third information letter (23 December 2012), Fourth Information letter (8 March 2012).

⁶² See the EFSQ's Working Paper Series nr. 11, note-13.

⁶³ 'Letter by the board of the EFSQ to participants of the Rio+20 Conference', 19th June 2012, including a list of names of scholars from different continents connected to the EFSQ.

3.3.2 Comments on the outcomes of the Rio+20 conference

After the Rio+20 conference the EFSQ contacted the municipality of The Hague, representing the International city of peace and justice. The argument is that without real possibilities for sustainability, justice and peace will be impossible in the future.⁶⁴ Furthermore, with support of members of the think-tank it planned to organize an expert-meeting. In preparation of the meeting the EFSQ published its comments on the outcomes of the Rio+20 conference.⁶⁵ These were based on the essence of the Report, sent to participants of this global conference. Some conclusions are that again (1) a globally accepted definition of 'overall sustainability' remains absent. One of the reasons is the (2) rucious referral to the 'social dimension' as a pillar of overall sustainability which does not go beyond a ragbag of all aspects which are not economic and environmentally. It prevents an (3) acceptable understanding of outcomes of societal trends. The conference's outcomes refer to 283 important themes which (4) interrelationships are not treated. An adequate orientation (5) on changing the definition of (economic) growth towards a more environmentally friendly handling is missing. The outcomes (6) do not refer to the structural underlying pattern which is a consequence of existing global socio-economic systems. Remarkable is, (viii) that proposals to connect strategies for the development toward sustainability with strategies stimulating sustainable urban development are not articulated in a comprehensive way.

3.3.3 An expert-meeting to design new strategies

With support of the University of Leiden, the Hague University of Applied Studies (HHS) and the Institute of Social Studies (ISS), the EFSQ organised an expert-meeting in November 2012 about the question which new steps can be made to contribute to the renewal of the global sustainability debate. The comments on the Rio+20 outcomes delivered the arguments. On behalf of the participants an overview was presented of initiatives of knowledge institutes in and around this 'international city for peace and justice' which may function as arguments for a new academic strategy with support by international operating NGOs.⁶⁶ Discussed is the idea of an '**international academic network** development toward sustainability', which will contribute to a change of the current sustainability debate. It may be

⁶⁴ L.J.G. van der Maesen, Jaap Westbroek (2010), 'A proposal for developing contact with the city of The Hague to support ideas about development toward sustainability' (Amsterdam/The Hague: EFSQ). A second argument was the work carried out by the EFSQ for paving the way for the sustainable urban development of its quarter Laak (section-2.4). How to connect ideas about overall sustainability with sustainable urban development?

⁶⁵ L.J.G. van der Maesen, P. Herrmann and H. Verkleij (2012) 'A Discussion-paper on behalf of the expert-meeting on 'development toward sustainability': comments on the outcomes of the Rio+20 Conference, June 2012', (Amsterdam/The Hague: EFSQ).

⁶⁶ J. Westbroek (2012), 'The Hague as International City for Peace and Justice and the Question of Sustainability' (Amsterdam/The Hague: EFSQ).

based on the social quality perspective. According to all present, needed is the articulation of arguments, what such an international network can add to the huge amount of work, already carried out by thousands of institutes all over the world.⁶⁷ This stimulated the EFSQ to start its study on the three-fold functionality of social quality indicators as a first answer for articulating the rationale of such a network.⁶⁸ In the meantime this EFSQ work delivered the argument for the Zhejiang University in mainland China to invite the EFSQ to collaborate in the exploration of experiments with the role of citizens in the Jiaxing City (see section-5.3.1)

3.4 methodological explorations oriented on the urban methodological framework

The EFSQ's contribution to the search of an urban methodological framework took place in the context of the preparation and start of the Demonstrationproject of the urban quarter Laak of the city of the Hague.⁶⁹ Especially the 'Platform Hacu' of knowledge institutes as one of the innovative elements of this project had already been presented (section-2.3). Discussed are the general objectives of this Platform. In this part attention is dedicated to the methodological reflections as one of its objectives.

3.4.1 The case of the Demonstrationproject Laak: its 'five worlds' and methodologies

A start is made with the search to understand the different layers of the urban methodological framework in 2010.⁷⁰ Consensus about this issue is lacking world-wide and e.g. not mentioned in the paper by Urban Europe at all.⁷¹ In order to analyse trends and interests which play a role in the urban context, the 'social quality team' of The Hague elaborated the distinction between '**five worlds**' of the complexities on local level, thus also of the quarter of Laak as object of the Demonstration-project (see Figure-7.⁷² It also distinguished between the related methodologies, to be applied for understanding these five worlds, namely:

⁶⁷ L.J.G. van der Maesen and H. Verkleij (November 2012), '*Minutes of the expert-meeting 'development toward sustainability', seen in the context of the UN-conclusions about the Rio+20 conference*', (Amsterdam/The Hague: EFSQ).

⁶⁸ It paved the way for the study already mentioned above, see note-38.

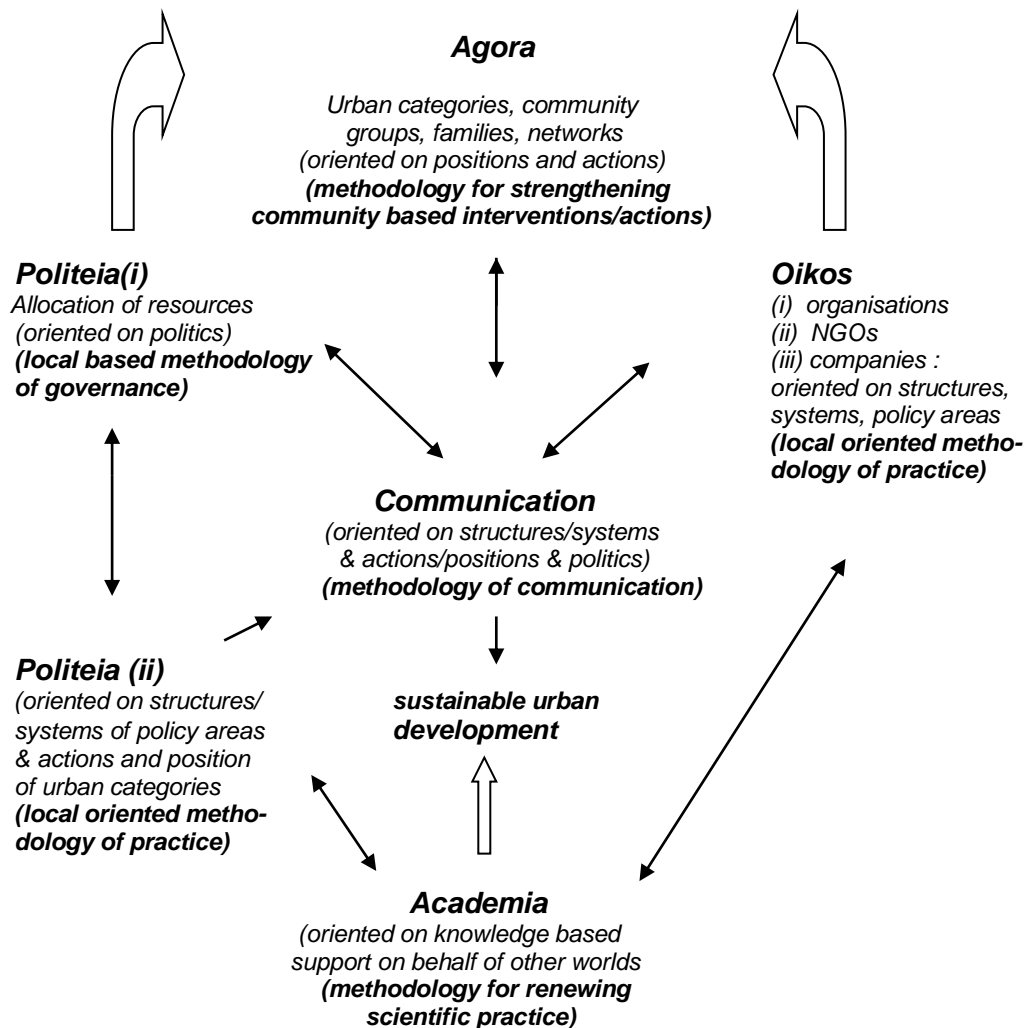
⁶⁹ See Annual Report 2009/2010, note-2.

⁷⁰ The preliminary work for articulating this urban methodological framework is carried out by the original 'social quality team of the Hague': Harry Nijhuis, Laurent van der Maesen and Jaap Westbroek, see note-31. This also resulted in two Working Papers: see note-17 and 36.

⁷¹ See the paper about 'Urban Europe', note-7.

⁷² The concept of 'world' is a metaphor for 'specific complex relationships' and connected suppositions, conventions and rules.

Figure-7: The five worlds and their specific methodologies⁷³



The **Agora** is the world of communities, families, and networks of citizens (constituted by *urban categories* of daily life as youth, migrants, women, elderly, handicapped people, adults), in other words the world of the acting subjects (citizens). For the exploration and development, it is necessary to elaborate (renew) and to apply the 'methodology of community building'.

The **Politeia (i)** is the world of policy-makers determining the nature of local governance and **Politeia (ii)** refers to the municipality departments. They are oriented on *urban categories* and *urban policy areas*. For the exploration and change from 'government to governance' it is necessary to develop the 'local based methodology of governance'.

⁷³ See the EFSQ's third main book, note-1, Chapter-10. The first contours of this figure are discussed in the Annual Report 2009/2010, note-2.

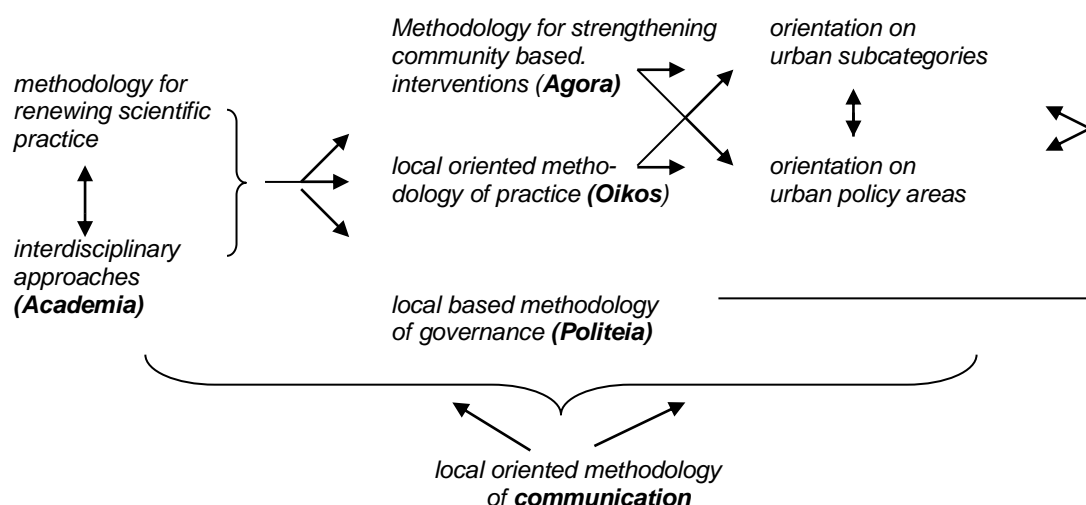
The **Oikos** is the world of semi-public and private households or organisations, NGOs and companies. They are oriented on the manifold of *urban policy areas* of housing, education, health care, employment, economy, etc. For the exploration and elaboration of these policy areas it is necessary to develop the 'local oriented methodology of practice'.

The **Academia** is the world of scientists and their institutions, analysing and contributing to public and non-public urban policies and the consequences of societal trends and their contradictions in the urban space. For the renewing of scientific urban support in order to go beyond the existing scientific fragmentation and to connect research with actors in the Agora it is necessary to develop a new 'methodology for renewing scientific practice'.

The **Communication** is the world of communicative and informational based connections and techniques, supporting the understanding of a comprehensive and possible sustainable urban development. For the development and application it is necessary to construct a modern based 'methodology of communication'.

In other words, a distinction is made between five methodological layers, constituting the urban methodological framework, see Figure-8. This presentation comments implicitly on the general applied triangle of government, market and civil society as a non-theoretical grounded and simplification of actions operating in societal dynamics. According the essence of the social quality theory, these dynamics refer to the dialectic between processes of self-expression and the formation of collective identities.

Figure-8: Five methodological layers constituting the urban methodological framework⁷⁴



In general sense the objectives of the respective methodologies are articulated in the following way. The methodology for strengthening community based interventions and actions on behalf of the **Agora** aims, first, to stimulate the ‘social empowerment’ of the residents (actors). The urban methodology of practice on behalf of the **Oikos** aims, second, to facilitate residents to elaborate provisions which enhance daily circumstances. The methodology of governance on behalf of the **Politeia** aims, third, to stimulate a paradigm shift to support a transformation of top-down forms of government into open processes of the preparation of political decisions-making. The methodology of renewing scientific practice on behalf of the **Academia** aims, fourth, to stimulate and to orchestrate research to assist residents in coping with and changing their daily circumstances. The methodology of communication aims, sixth, to develop transparent processes between representatives of these four worlds in order to go beyond the different ‘mind-sets’ and languages of all their representatives. It should pave the way for (1) a common understanding by all representatives of policy-processes and (2) to enable residents to play a responsible role in constituting their daily circumstances. In other words, the objective of the methodology of communication is to orchestrate the activities in the different worlds in such a way, new steps are made to stimulate the sustainable urban development (in this case of the urban quarter Laak of the city of The Hague).⁷⁵ This is a condition for realizing the methodology of governance. The connection and collaboration of representatives of the different worlds developing and applying the five methodological layers of the ‘urban methodological framework’ is further developed in 2013 and 2014.

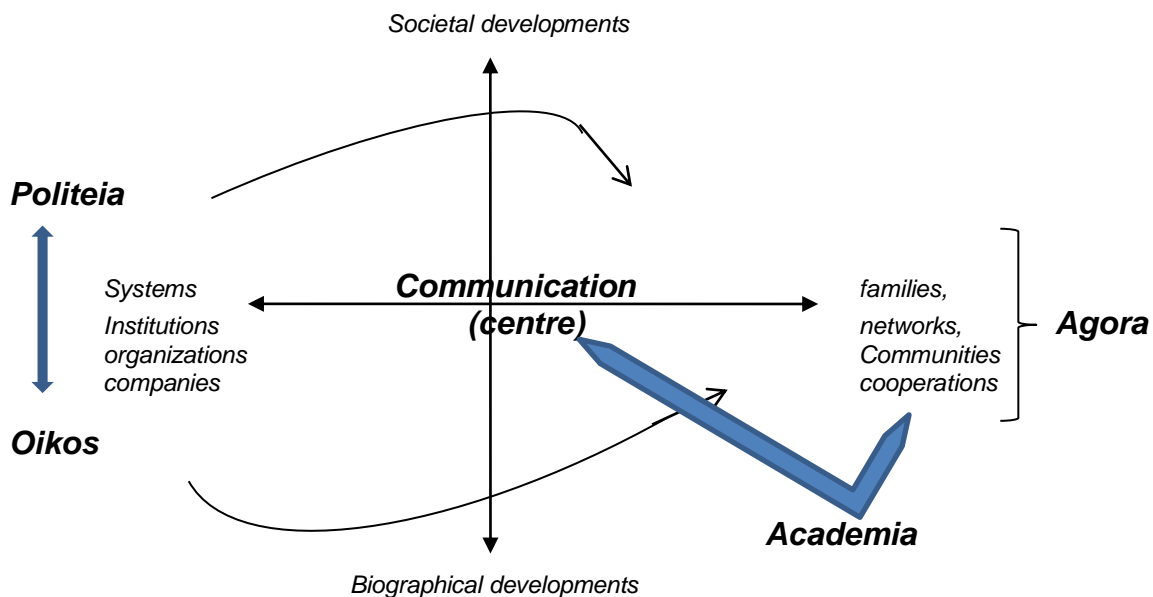
⁷⁴ See Working Paper Series nr.8 , note-29.

⁷⁵ See Working Paper Series nr.6, note-17.

3.4.2 Connection with the general theory of social quality: the central role of communication

- The issues as illustrated in Figure-7 and 8 can be connected with one of the most important 'social quality assumptions', namely that the dialectic of processes between the self-realisation of human beings and the formation of collectivities will take place in the interplay between two basic tensions. Figure-9 also illustrates both basic tensions (the vertical and the horizontal axes).

Figure-9: Application of two basic tensions to urban life



The connection of both figures may be appreciated as outcomes of the theoretical work about the Demonstrationproject of the quarter of Laak done in 2011 and 2012. This is explained in the third main book.⁷⁶ The Politeia as well as the Oikos are demonstrations or expressions of the world of systems, institutions and organisations. They are influenced and/or changed by the outcomes of the vertical axe. As located at the left side of the horizontal axe they are confronted with the right side, namely the Agora, expressing all complexities of daily circumstances of for example the quarter of Laak of The Hague.⁷⁷

The distinction between the four worlds concerns an extension of the actual assumptions of the social quality theory. The dialectic referred to above will be 'realised' in the different quadrants of Figure-9. With the three sets of factors as illustrated in Figure-2 we can analyse

⁷⁶ See the EFSQ's third main book, note-1, Chapter-10.

⁷⁷ See the EFSQ's third main book, note-1. It explains this assumption, which goes beyond the distinction of J. Habermas between the world of systems and the life-world, Chapters 3 and 4.

the changes caused by the interference of this dialectic and the interplay of both main tensions. It is the Academia who should analyse the complex relations in such a way it can support citizens and other residents of cities (and its quarters), namely the Agora, to strengthen their responsible role in enhancing their daily circumstances to address modern challenges. On behalf of the quarter Laak, the Platform Hacu represents the Academia.

Thanks to the experience with the preparatory work resulting in the Demonstrationproject it is again concluded that representatives of the four different worlds do not use the same frames of references. They dispose of different interpretations of daily reality and related interests and therefore they speak different languages. For the orchestration of the collaboration of these representatives to prepare sustainable urban development (and a consensus about the understanding of this aim) processes of communication are a condition for translation leading to a common understanding by policy-makers, professionals, managers, residents, volunteers. Especially from the side of the EFSQ an accent is given to this aspect of the urban methodological framework, resulting into the plan for a 'Communicationcentre'. It should be conceived as an instrument for enhancing the societal position of residents for coping adequately with representatives of the Politeia, Oikos and also the Academia. It may play a crucial role in strengthening their 'social empowerment'. It will deliver an answer to the increasing problems with the rules and practices of democracy of the Politeia on municipal and especially sub-local level based upon this. This implies reinventing and enhancing the methodology of communication as an essential aspect of urban development. The first ideas about this instrument on behalf of the urban quarter of Laak have also been articulated in 2009 and 2010.⁷⁸

3 4.3 *The development of the methodology of science (concerning the Academia)*

In this subsection we are focussed on the role of the Academia as the core-business of the Platform Hacu and the EFSQ. Other aspects of the urban methodological framework are discussed in the section about the Communicationcentre (section-6).⁷⁹ Point of departure is the distinction in three main objectives, as illustrated in Figure-6:

- As proposed 'academic coalition' for analysing sustainable urban development, the objective was to orchestrate different academic institutions to analyse processes in the quarter of Laak (see ad-A). This should take place in such a way that the manifold

⁷⁸ See Annual Report 2009/2010, note-2. It refers to the interpretations of the EFSQ about experiences with such a Communicationcentre in the new South-East suburb of Amsterdam in the 1970s, see L.J.G. van der Maesen (1970), '*The Bijlmer (new South-East suburb of Amsterdam): a model for strengthening the residents' influence?* [in Dutch], (The Hague: Dutch Governmental Publication Office).

⁷⁹ L.J.G. van der Maesen (Dec'2011), '*Working Plan: The project Platform Hacu for stimulating sustainable urban development of the urban quarter of Laak of the City of The Hague* [in Dutch]', (Amsterdam/The Hague: EFSQ).

of outcomes could function as pillars for a comprehensive understanding of the extent of sustainable urban development in a national perspective and beyond,⁸⁰

- To change research-practices in such a way that all involved actors could play a constituting role in the research (see ad-B). It should increase community based consciousness about the nature and effects of urban processes.⁸¹
- To design such an evaluation of the innovative projects at the same time so that our understanding of the first and second objectives should increase. In other words, to gain wider significance of the outcomes of the projects and of their interrelationships (ad-C).⁸²

The EFSQ's ambition was to use social quality work as conceptual framework (and its analytical instruments) to support these objectives. At the end of the Demonstrationproject (autumn 2014) this seemed too ambitious.

4. An excursion: the Platform Hacu of knowledge institutes in the Hague

4.1 The EFSQ's preparatory work

In this Annual Report already referred is to a lot of work done in the context of the Platform Hacu (in statu nascendi): see section-2.3 about theoretical and methodological work; section-3.4 about urban methodological framework; it will be discussed further in section-5.3.1 about the exploration of the role of citizens in Jiaying city); and section-5.4 about comparison with other cities. In the following subsections specific work done concerns the operationalization of the plans, discussed in the Steering-group Platform Hacu.

4.2 The first three meetings of the Steering-group of the Platform Hacu

As a result of the mini-conference about the objectives of the Platform Hacu (see section-2.3.2) a Steering-group was constructed to assist this innovative project of the Demonstrationproject Laak composed by scientists involved with the EFSQ, two representatives of the municipality, two representatives of the 'The Hague University of

⁸⁰ Responsible for this objective (September 2011-September 2014) as well as for the whole of the work of the Hacu as innovative project of the Demonstrationproject' is Laurent J.G. van der Maesen.

⁸¹ Responsible for this objective (September 2011-September 2014) of the Platform Hacu is Robert Duiveman.

⁸² Responsible for this objective (September 2011-September 2014) of the Platform Hacu is Chris Müller.

Applied Sciences' and one expert about the daily circumstances of Laak.⁸³ On behalf of the first meeting of the Steering-group Hacu a discussion-paper was made, summarizing the outcomes of the mini-conference and the three main objectives of the Platform Hacu as a part of the demonstration-project with an accent on the first one (Figure-6: ad-A).⁸⁴ In the **minutes of the first** meeting of 6 March 2012 attention is dedicated to the specific collaboration of the 'The Hague University of Applied Sciences' and the Platform Hacu (which resulted in a extramural experiment of this University in Laak in 2013). Furthermore the three main objectives are discussed (see above) and plans are made for the collaboration with the Universities of Rotterdam, Leiden, Amsterdam and Tilburg.⁸⁵ In the English information letter the state of affairs with the Platform Hacu is explained for a broader audience.⁸⁶

As an outcome of the first meeting of the Steering-group Hacu also a start is made for a rather fundamental analysis of the nature and reasons of the international scientific debate on methods of evaluation in order to analyse the proceedings of the five innovative parts of the 'demonstration-project' Laak of The Hague. It refers to the so-called 'fourth generations of evaluation'. It concerns the third main objective (Figure-6: ad-C).⁸⁷ Decided was also to prepare a paper about the elaboration of strategies with regard to the second main objective (Figure-6: ad-B). In abstracto these strategies should pave the way for a link between representatives of the Agora, the Oikos, the Politeia and the Agora concerning a specific issue of daily circumstances in the urban quarter of Laak. This implied (1) an exploration of ongoing processes and their problems supported by representatives of these different worlds, (2) to take the initiative to orient a knowledge institute on one of these problems in order (iii) to contribute to innovative actions based on the exploration and also systematic gathered understanding of comparable situations in other quarters.⁸⁸

Both topics – the new research strategies and the exploration of methods of evaluation – are also explained in an English information letter for a broader audience.⁸⁹ In the **minutes of the second** meeting of 17 April 2012 attention is dedicated to the Working Paper Series nr.8

⁸³ The members are respectively: Laurent van der Maesen, Robert Duiveman and Chris Müller; Joke ten Berge, Surrendra Santokhi; Ineke van der Meule, Vincent Smit; Jaap Westbroek. The discussion papers were produced by the first three members.

⁸⁴ L.J.G. van der Maesen (March 2012), 'A discussion-paper on behalf of the first meeting of the Steering-group Hacu [in Dutch]', (Amsterdam/The Hague: Hacu/EFsq).

⁸⁵ L.J.G. van der Maesen (March 2012), 'Minutes of the first meeting of the Steering-group Hacu [in Dutch]' (Amsterdam/The Hague: EFsq).

⁸⁶ L.J.G. van der Maesen and H. Verkleij (April 2012), 'Information letter about state of affairs of the Platform Hacu', (Amsterdam/The Hague: Hacu/EFsq).

⁸⁷ C. Müller (June 2012), 'A plan for the analysis of the international consensus about methods of evaluation on behalf of the Platform Hacu [in Dutch]', (Amsterdam/The Hague: Hacu/EFsq).

⁸⁸ R. Duiveman (April 2012), 'A discussion-paper on behalf of the second meeting of the Steering-group Hacu [in Dutch]', (Amsterdam/The Hague: Hacu/EFsq).

⁸⁹ L.J.G. van der Maesen and H. Verkleij (May 2012), 'Information letter about the recent plans of the Platform Hacu' (Amsterdam/The Hague: Hacu/EFsq).

(see note-36) as point of departure for the Hacu (ad-A, Figure-6). Also both papers about the method of evaluation and the research strategies for designing research for 'non-structured problems' in daily circumstances with support by representatives of the different 'worlds' were discussed shortly and taken on board more extensively in the third meeting. Furthermore discussed are the plans for the organization of the first meeting of the Platform Hacu for researchers in Laak as well as the first plenary meeting of the Platform Hacu for a broader audience from all different worlds (see Figure-7 and 9).⁹⁰ Finally the meeting compared research about the role and perspectives of youngsters in another quarter as example for a similar research in the quarter of Laak. In order to prepare the third meeting of the Steering-group the first draft of the Working-plan for coping with 'non-structured problems' (concerning ad-B of Figure-6) was elaborated. This demands for a new methodology also to go beyond the existing fragmentation in scientific research. Furthermore, an overview was presented for the first research plans with some knowledge institutes in connection with the new strategies. Finally, attention is dedicated how to collaborate with the **Communicationcentre**⁹¹ in order to support explorations in daily circumstances with its 'non-structured problems'.⁹² For the elaboration of other decisions of the second meeting a plan was presented about the objectives of the first plenary meeting of the Hacu⁹³, and the first meeting of researchers.⁹⁴

In the **minutes of the third** meeting of 26 June 2012 all these topics were discussed.⁹⁵ A central question of the Steering-group of the Platform Hacu was how the work concerning ad-A (by Laurent van der Maesen), ad-B (by Robert Duiveman) and ad-C of Figure-6 (by Chris Müller) can be integrated. The two series of interviews to pave the way for the Platform Hacu should be related to this as well.⁹⁶ These minutes were completed with an overview of all proposed research-projects and the elaboration of the contacts with a manifold of universities.⁹⁷ The outcomes of the meeting delivered the consensus about the points of departure of a working-plan for starting the supportive research (of ad-B of Figure-6).⁹⁸

⁹⁰ L.J.G. van der Maesen (June 2012), '*Minutes of the second meeting of the Steering-group Hacu [in Dutch]*', (Amsterdam/The Hague: Hacu/EF SQ).

⁹¹ The instrument of the Communicationcentre as one of the innovative projects of the Demonstrationproject will be discussed in section-6.

⁹² R. Duiveman (June 2012), '*Draft Working-plan for starting research in the daily circumstances of Laak of the city of The Hague*' [in Dutch], (The Hague: Hacu/EF SQ).

⁹³ L.J.G. van der Maesen (July 2011), '*A plan for the objective and nature of the first plenary-meeting of the Hacu in The Hague*' [in Dutch], (Amsterdam/The Hague: Hacu/EF SQ).

⁹⁴ R. Duiveman (Juli 2012), '*Plan for the first meeting of researchers of Laak of the City of The Hague*' [in Dutch], (Amsterdam/The Hague: Hacu/EF SQ).]

⁹⁵ L.J.G. van der Maesen (July 2012), '*Minutes of the third meeting of the Steering-group Hacu [in Dutch]*', (Amsterdam/The Hague: Hacu/EF SQ).

⁹⁶ See L.J.G. van der Maesen, note-23, and see R. Duiveman, note-22.

⁹⁷ This list of projects and contacts may be used as a point of reference for the evaluation of the innovation project of the Platform Hacu.

⁹⁸ R. Duiveman (July 2012), '*Working-plan for starting research in the daily circumstances of Laak of the city of The Hague*' [in Dutch], (Amsterdam/The Hague: Hacu/EF SQ).

As an outcome of the first meetings of the Steering-group of the Platform Hacu, the following priorities are made:

- To operationalise the supportive research in Laak (see below: subsections 4.8 till 4.13),
- As well on the basis of this supportive research to pave the way for the Platform Hacu's evaluation of the outcomes of the six innovation-projects of the Demonstrationproject (see subsections 4.5 and notes 32, 87, 107 and 114).

4.3 *The first plenary meeting of the Platform Hacu*

In the meantime the Steering-group stimulated the elaboration of the plans for a first plenary meeting of the Platform Hacu. The subject was the possibilities for an 'urban development' of the quarter of Laak of the city of The Hague and which role the innovative projects of the Demonstrationproject could play to stimulate this development? It concerns the quintessence of ad-A of Figure-6. This question is relevant, because one of the objectives of the Demonstrationproject is to contribute to 'sustainable urban development'. What do we understand with such a development and how to operationalise this?⁹⁹ In order to start with this public discussion it was decided to present and to reflect on the work of a famous Dutch architect, oriented on designing schools which should play an integrating role in their urban quarters. The presentation of a video would open the debate about the need for new urban contexts for coping with modern challenges (multiculturality, change of jobs, increase of unemployment and looking for alternatives, change of live styles, needs and wants, in fact the transformation of the productive and reproductive relationships of people in the urban context. The first plenary meeting with sixty participants took place on 26 September 2012 in The Hague University of Applied Studies (the HHS). The arguments for the choice of the meeting were summarized in the introductory lecture.¹⁰⁰ After this presentation the participants could play a role in one of the three workshops about respectively (1) renewing the urban context, (2) the role of schools in the near future and (iii) the role of residents to collaborate in the transformation of their daily circumstances. Afterwards a report was published about the outcomes.¹⁰¹

⁹⁹ L.J.G. van der Maesen and H. Verkleij (August 2012), *'Initiative and explanation of the first plenary meeting of the Platform Hacu, 27 September 2012 [in Dutch]*, (Amsterdam/The Hague: Hacu/EFSQ).

¹⁰⁰ L.J.G. van der Maesen (September 2012), *'Opening lecture of the first plenary meeting of the Platform Hacu [in Dutch]*', (Amsterdam/The Hague: Hacu/EFSQ).

¹⁰¹ L.J.G. van der Maesen, R. Duiveman, H.P. Telle, H. Verkleij (October 2012) *'Report of the first plenary meeting of the Platform Hacu [in Dutch]*', (Amsterdam/The Hague: Hacu/EFSQ).

4.4 The fourth and fifth meeting of the Steering-group of the Platform Hacu

The fourth meeting of the Platform Hacu took place shortly before the first plenary meeting as described above. The **minutes of this fourth** meeting of 6 September 2012 focus on the preparation of the plenary meeting. Furthermore the state of affairs of the collaboration with a manifold of knowledge institute (universities, research institutes) was explored as well as the state of affairs with the programme of the demonstration-project in the light of the original plans.¹⁰² Finally, for the first time the possibilities for comparing the urban strategies of The Hague (urban quarter of Laak) and the metropole of Hangzhou in mainland China was discussed. This was based on the EFSQ's proposals to operationalise the Memorandum of Understanding between the EFSQ, the Zhejiang University and the University of Sheffield.¹⁰³ This memorandum was strongly inspired by the work done on behalf of the Demonstration-project in The Hague. These proposals were further elaborated in a Working Paper based on the EFSQ's lecture in Hangzhou¹⁰⁴ and an article by Hangzhou experts.¹⁰⁵ It was supposed in this meeting that high level civil servants of the municipality of The Hague are not really interested in the comprehensive approach of the municipality of Hangzhou. Afterwards, this could be confirmed.

In the **minutes of the fifth** meeting of 30 October 2012 most attention is dedicated to the outcomes of the first plenary meeting of the Hacu and to the preparation of the first meeting of researchers and their role on behalf of the Demonstrationproject. At this stage, it should not be oriented on the manifold of research plans but on the development of a consensus of a clear frame of reference as point of discussion.¹⁰⁶ Proposed is to use the report on four generations of evaluation strategies, discussed during this fifth meeting as well.¹⁰⁷ Also discussed are the start of a '**community wiki**' for starting the communication between researchers and people from the other worlds (Politeia, Agora and Oikos), see Figure-8. Finally, attention was dedicated for the start (and surplus financial facilities) of the evaluation of the different innovative projects of the Demonstrationproject in 2013. This resulted in a

¹⁰² L.J.G. van der Maesen (October 2012), '*Minutes of the fourth meeting of the Steering-group Hacu [in Dutch]*', (Amsterdam/The Hague: Hacu/EFSQ).

¹⁰³ See Memorandum, note-35.

¹⁰⁴ L.J.G. van der Maesen (November 2012), '*Elaboration of a lecture on the orientation, strategies and model (or experiences) of the city of Hangzhou (Zhejiang Province of mainland China) from a comparative perspective*', (Amsterdam/The Hague: EFSQ Working Paper Series nr. 9, www.socialquality.org)

¹⁰⁵ Y. Li, Y. Sun and K. Lin (2012), 'Local governance and social quality: the Case of Intersectoral Collaboration in Hangzhou city, *The International Journal of Social Quality*, 2 (1), pp. 56-74. From the side of the EFSQ (L.J.G. van der Maesen) assistance was given to the elaboration of this article.

¹⁰⁶ L.J.G. van der Maesen (November 2012), '*Minutes of the fifth meeting of the Steering-group Hacu [in Dutch]*', (Amsterdam/The Hague: Hacu/EFSQ).

¹⁰⁷ C. Müller (August 2012), '*Programme health, Well-being and Sports of Laak of the city of The Hague and the evaluation methods for analysing the outcomes of this Demonstrationproject [in Dutch]*', (Amsterdam/The Hague: Hacu/EFSQ)

discussion-paper¹⁰⁸ on behalf of the **Program Committee** of the Demonstrationproject.¹⁰⁹ The arguments were that all available financial facilities for research in the context of the Hacu were necessary for ad-A and ad-B of Figure-5 and 6. These arguments were accepted by this committee in the beginning of 2013.

4.5 *The first Hacu meeting of engaged researchers: about the methods of evaluation*

On 14th November 2012 a first meeting of engaged researchers was organized.¹¹⁰ The idea was to develop a community of researchers in order to connect different knowledge institutes on behalf of the urban development of the quarter of Laak.¹¹¹ The most important part of this meeting was dedicated to the Hacu-study about the four generations of evaluation as introduced above. It addresses the question how to develop a consistent 'urban methodological framework'. It concerns ad-C of Figure-6.¹¹² A distinction is made between the first generation (measurement), the second (description), the third (judgement) and the fourth (negotiation). Each of the generations in evaluation researches approaches the evaluation situation differently. The first generation 'measurement' only looks at program outcomes by measuring static and statistic results. The second 'description' takes program objectives as the point of departure. Program-outcomes are evaluated by these objectives. The third generation 'judgment' problematizes the program-objectives. In other words, are the objectives the right way to solve the problem that the program- attempts to solve? Finally the fourth generation 'negotiation' focuses on problem formulation by searching for a common held assumptions of the problem and its solutions.

A helpful way to assess what forms of evaluation can be utilized and in which situations can be the typology of problem structures by Hisschemoller (see Figure-10).¹¹³ We talk about a structured problem when there is consensus on the desired situation (values) and on the way to come to this desired situation (means). When there is consensus on the means to achieve a certain outcome but dispenses on the desirability of the outcome the problem is moderately structured around means. An example here would be the topic of abortion. Technically it can be done, but there is a strong disagreement on the underlying values. In a situation where there is consensus on values but not on the relevant knowledge the problem is moderately structured around values. An example here would be countering unemployment. An

¹⁰⁸ L.J.G. van der Maesen (December 2012) '*Proposal for the evaluation of the innovative projects of the Demonstrationproject by Chris Müller [in Dutch]*', (Amsterdam/The Hague: Hacu/EFSQ).

¹⁰⁹ This committee is responsible for the demonstration-project, including the financial affairs of this project. Representatives of all innovative projects and the municipality of The Hague participate in this committee, see further note-171.

¹¹⁰ This took place under the lead of Robert Duiveman.

¹¹¹ R. Duiveman and H. Verkleij (October 2012), '*Invitation for the first meeting of researchers oriented on aspects of the urban quarter of Laak [in Dutch]*', (Amsterdam/The Hague: Hacu/EFSQ)

¹¹² The initiative was made by Robert Duiveman. He functioned as the first supervisor of this project.

¹¹³ See C. Müller, note-32.

unstructured problem exists when there is consensus on neither relevant knowledge or values. When dealing with an unstructured problem, simply measuring certain indicators will almost certainly oversimplify the situation. Evaluation finding will have little meaning to those involved. Reversely, when evaluating a program that deals with a structured problem, using a fourth generation evaluation method might not be necessary.

Figure-10: A typology of problem structures

Consensus on means	Consensus on values		
		+	-
	+	Structured problem	Moderately structured problem (means)
	-	Moderately structured problem (goals)	Unstructured problem

When consensus already exists, why search for a general construct of the problem situation among participants? The general rule seems to be that a higher the lever of uncertainty and disagreement among stakeholders requires a higher generation of evaluation method. Of course this is only a general rule of thumb.¹¹⁴ Decided is in the Steering-group of the Hacu to elaborated the outcomes of this first study and to apply these outcomes in the evaluation of the Demonstrationproject in 2013 and 2014. Supposed is, the focus should be oriented on the fourth generation. The outcomes of this interesting meeting are presented in a report.¹¹⁵

4.7 The EFSQ's research project: monitoring devices and indicators

From the side of the EFSQ as leading partner of the Platform Hacu attention is also dedicated to the nature and role of indicators. The nature and application of indicators to analyse outcomes of processes in the urban context of also the urban quarter of Laak is highly important as an aspect of the urban methodological framework. With regard to this Demonstrationproject the Steering-group of the Platform Hacu made the choice to give priority to apply one of the fourth methods of evaluation (see above). Notwithstanding this the EFSQ decided to continue its preparatory research on this issue. In the previous Annual Report referred is already to a discussion in the quarter of Laak about the difference between technical based indicators (or monitoring devices) which are important for the first generation of evaluation and between 'social quality indicators' which should play a role in the fourth generation. Without referring to the four generations, this distinction is again taken on board

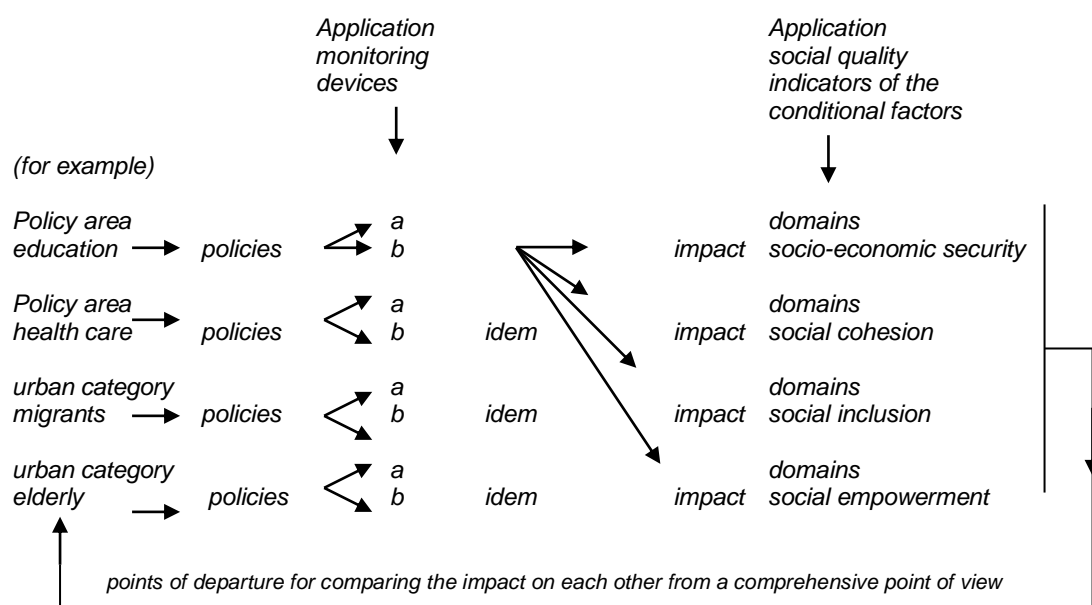
¹¹⁴ C. Müller (December 2012), 'Synopsis of the study of evaluation methods for analyzing the outcomes of the 'Demonstration-project Laak' of the city of The Hague', (Amsterdam/The Hague: Hacu/EFSQ).

¹¹⁵ R. Duiveman, L.J.G. van der Maesen, H. Verkleij (October 2012) 'Report of the first meeting of researchers oriented on the quarter of Laak of the city of The Hague [in Dutch]', (Amsterdam/The Hague: Hacu/EFSQ).

in the study about the 'three functions of social quality indicators' in 2012. One of the functions is to apply these indicators in the urban context for understanding if their changes will contribute to its sustainable development.¹¹⁶ The outcomes can also play a role in the global debate on indicators as applied in other approaches (quality of life, social capital etc). This study should pave the way for comparing the work done in The Hague with cities in other countries. The difference between monitoring devices and social quality indicators is illustrated in Figure-11 (see below).

Constructing and applying 'monitoring devices' is important for analysing the effects of policies (with regard to elderly, or schools etc). However, for making a comparison of the effects of policies for example with regard to health care and education - we need to make a new step. Monitoring devices are a first condition but not sufficient for comparing changes between policy areas due to the **lack of a common denominator**. This common denominator can be found in the four conditional factors of social quality (see Figure-2). Social quality indicators are functional for understanding the change of the nature of conditional factors.¹¹⁷

Figure-11: The 'function' of social quality indicators in comparison to monitoring devices



¹¹⁶ See L.J.G. van der Maesen, note-3 and 38

¹¹⁷ L.J.G. van der Maesen (June 2010), 'A Paper for the Hacu about applied Indicators of the Municipality of The Hague and the Social Quality Indicators [in Dutch]', (Amsterdam/The Hague: EFSQ).

Thanks to a common denominator we are enabled to understand from a comprehensive point of view the impact of different policies oriented on various urban policy areas and urban categories. In the near future of the Demonstrationproject a following step should be made to confront the outcomes of the monitoring devices with the four constitutional factors as presented in the social quality architecture (Figure-2).

Figure-11 - as an outcome of different workshops in The Hague in 2010 and 2011 – illustrates that the social quality approach will add something to traditional practices of measuring and monitoring. It will be able to use the outcomes of the applied ‘monitoring devices’ to explore the change of the four conditional factors. Thanks to this the outcomes will be enriched with a new significance, namely how they will change the nature of the domains of these conditional factors. Therefore we can make conclusions of different impacts of policies oriented on various policy areas (as well as urban categories). But there is a second interesting consequence. Thanks to this procedure we will be able to compare the significance of policy outcomes for policy areas as for example education, housing, sport, migrants, or handicapped people.

4.7 The ISS's social quality research project; the 'Mothercentre in Laak'.

This comprehensive oriented research project – started thanks to the collaboration between the International Institute of Social Studies (ISS) and the EFSQ - provides an insight into the creation, use and transformation of urban space through community interaction. Focusing on the context of the quarter of Laak of the city of The Hague through gendered lenses – migrant mothers as actors and subjects in these processes – it investigates how neighbourhood, gender and the creation of the ‘public’ intersect. Focus point is the spatial aspects of deliberation of differences with a focus on migrant women in order to make them more visible upon our understanding of the problematique of disadvantage neighbourhood. Therefore as point of departure the social quality theory is chosen because its accent on social empowerment and social inclusion. Contrary to an understanding of processes of communication as a factor in the reconstruction of space, this theory deconstructs such notion. Ideal conditions necessary for communicative actions do not exist due to deep-seated inequalities inherently present in societies. The Mothercentre play a key role in the process of family settlement, Mothers are responsible for making the ends meet in their households and it is they rather than men, who develop strategies of gradually appropriating urban space, using the neighbourhood and establishing daily routines. In the rather deplorable societal context for migrants in Laak, the Mothercentre functioned as a space for encounters, interactions and negotiation of routines with a potential to contribute to constitute identities

with a stronger public presence. Especially the SQT and SQA deliver the broader picture of neighbourhood developments in order to understand the nature of their societal context (see publications).¹¹⁸

4.8 The Platform Hacu's research-project 'youth on the streets' in Laak

As argued before, a central problem for developing sustainable urban development in deprived neighbourhoods (as elsewhere) is the proliferation of unstructured problems. The multiple institutions, professionals and citizens all draw upon a different body of knowledge and a diverging set of values. As a result the parties who are interdependent for acting on a public problem find they all have a different conception about what exactly is the problem, who is responsible and what counts as a desirable outcome. This diverse set of perceptions does not only form a blockade to joint action but on a more fundamental level blocks the constitution of public problems and thereby threatens the democratic working of the Public Sphere; drawing the pragmatist approach as developed by John Dewey¹¹⁹ it can be stated that The Public emerges in response to issues that require to be taken care of systematically but that individuals are incapable of dealing with on their own. If due to a lack of shared bodies of knowledge or values people are incapable of articulating what these issues are, they remain a collection of individuals instead of becoming a People.

It is from this perspective that a critique is formulated on traditional research practices: because of their discipline bound knowledge production and practices of boundary work with policymakers they respectively contribute to the emergence of more separate knowledge's; and provide these to policymakers who claim to represent people that does not exist. The first step in countering this process consists of redefining public problems through research: not by measuring problem perceptions but by starting a hermeneutical dialogue on emerging issues in a community.¹²⁰

This approach was used by the Platform Hacu as partner in the Demonstrationproject.¹²¹ A selection of representatives of residents was interviewed on their daily live and concerns. It emerged that all representatives referred to loitering youth on the streets (in Dutch: **Hangjongeren**) as a prime threat to the liveability in their community. Consequently a series of interviews was organised with professionals working with these youths. Contrasting the

¹¹⁸ Z. Novokova (September 2011), *'Aggregated neighbourhoods, women and public space: A case-study on fostering cohesion and empowerment from The Hague'* (The Hague: ISS). It concerns the societal role of the so-called 'Coffee Pot' (or Mother-centre).

¹¹⁹ Dewey, J. (2012), *'The public and its problems: An essay in political inquiry'*, (Penn State Press).

¹²⁰ Grin, J., Van de Graaf, H., & Hoppe, R. (1997), *'Interactive technology assessment. A first guide for people who like to reach something new [in Dutch]'*, (The Hague: Rathenau Instituut).

¹²¹ This happened under the lead of Robert Duiveman.

data collected it appeared that although all respondents acknowledged the presence of the youth, there was no agreement on what where the relevant facts or what would count as a reasonable solution. Many framed the problem as an ethnic problem, but they disagreed whether this was rooted in the youths themselves, their upbringing, the lack of economic perspective due to discrimination, etc. The professionals differed just as much as the citizens in their problem approach. As a result a public problem in this community was not acknowledged as such because all framed it differently and no cooperation was established in order to deal with the problem. Together with the The Hague University for Applied Sciences (HHS) the Platform Hacu organised a research project within the Minor Neighbourhood Governance for students to further investigate the 'Hangjongeren issue' in 2013 through (inter-)action research.

4.9 *The Platform Hacu's research-project Public leadership*

The Platform Hacu was requested to assist in the research done through the Leiden University honours program on Public Leadership. In collaboration with the municipality of The Hague four students researching the requirements for Public Leadership in Laak where supplied with information on current societal developments and issues.¹²² In accordance with suggestions by the Platform Hacu the students changed their research strategy from deductive to inductive.¹²³ Instead of defining from literature what Public Leadership should embody in Laak they designed an inquiry into the emergence of Public Leadership on the issue of 'Hangjongeren' (see previous subsection). During the inquiry multiple meetings where organised with the Platform Hacu for advise on the progress of the project.

The results of the inquiry were presented to a group of civil servants and professionals in Laak. Based on interviews and a survey the students concluded that it was not possible to develop Public Leadership as desired by the municipality on the subject of Hangjongeren or more broadly safety because the conception of these concepts in policy differs too much from those fostered by the residents. Its conceptualization is embedded in a traditional methodological approach of the Politeia . A new, more iterative approach to the development of Public Leadership was advised to the municipality: developing leadership in and through construction of a truly public problem and working towards a joint approach to addressing them.

¹²² This happened under the lead of Robert Duiveman as well.

¹²³ Blaikie, N. (2010), '*Designing Social Research: the logic of anticipation*', (Cambridge: Polity Press).

4.10 *The Platform Hacu's research-project elderly in Laak*

As in surrounding states Dutch health reform is a priority policy topic: besides rising cost through medical technological advancement the reform is driven by a growing population of elderly requiring care and cure arrangements. Two distinct strategies are being developed to cut cost: the first is a decentralisation of policy execution to municipalities requiring them to mobilise the actors of the Agora for providing care. The second strategy consists of a new public management inspired outsourcing of cure (and some care) arrangements to market coordination (the insurance companies as directors). The result of these two strategies in Laak is that street level professionals who provide cure and care to elderly are required to develop affective bonds actors of/in the Agora: investing in socio-economic security, social cohesion, social inclusion and empowerment (the four conditional factors of social qulaiyt, see Figure-2). On the same time these professionals are confronted with evidence based protocols with precise instructions on how to act toward needy elderly in a minute-by-minute time frame. The two directives contradict each other as the first emphasises discretionary space and the development of a shared understanding and the second is rigid machine like instruction for top down intervention.

The Platform hacu was asked to assist the local professionals in developing a knowledge base that better enabled them to understand the divergent and incompatible action perspectives in order to better judge for themselves how to deal with them.¹²⁴ This project was taken up in cooperation with the Academy of Social Professions within the The Hague University of Applied Sciences (HHS). Five student were selected to perform a bachelor study in collaboration with the care-cure professionals in Laak in the period 2012-2013. In 2012 a number of meetings were organised with the Centre for Elderly to establish a research agenda for the students' research projects. In all cases it was decided to take care and cure issues as experienced by the elderly as starting point for research.¹²⁵

4.11 *Start of the EFSQ's comparative research concerning changes community care elderly*

In the context of the research-project elderly in Laak (see above), staff members of the EFSQ have been discussing with representatives of the Dutch University of Nijmegen since 2011 to assist this University (Department Public Health) in order to apply the sq-conceptual

¹²⁴ From the side of the Platform Hacu Robert Duiveman had the lead of this project.

¹²⁵ This happened with support of Harry Nijhuis, advisor of the innovative project 'new forms of community-based care for/through elderly', see section-6.3.2.

framework for underpinning two projects in the Dutch cities of Arnhem and Nijmegen. Both projects aim to develop a new community based cure and care system for addressing modern forms of societal problems and needs of citizens, especially older people. This will be supported by existing institutes for cure, care and wellbeing on local level. In other words, it implies an essential reversal of the top-down based institutional support into bottom-up (community based) support, facilitated by political systems (Politeia) and societal organizations (Oikos). It addresses the endeavour to design policies for strengthening modern forms of 'social empowerment' as one of the central conditional factors of social quality. In the meantime this reversal should stop the excessive growth of costs for care and care, due to the unlimited supply (medical technology) and demand (due to new societal trends and their contradictions). The ambition of this Department of the University of Nijmegen is to develop a methodology to support vulnerable people for increasing their capacities to cope with their daily circumstances. This methodology is also based on the theory and methodology of social quality.¹²⁶ This ambition resulted into two projects - in the city of Nijmegen and Arnhem - for paving the way for community based 'social empowerment' of elderly to start new infrastructures and facilities for their circumstances in collaboration with the local government and all related health and care institutions. Because the affinity with the innovative project 'community based care' of the Demonstration-project of Laak decided is to pave the way for a comparative approach. In 2012 many discussions took place for preparing this objective.

4.12 The Platform Hacu's research-project 'Community Lovers'

Already in 2010 Tessy Britton launched her book *HandMade with Portraits of emergent new community culture capturing positive community activities set up by ordinary people around the world*. In collaboration with Maurice Specht a development ensued whereby editors around the world initialised local guides on the same concept. Since then 40 local editions have been published about communities with important people-led initiatives. These local guides do not so much describe new collaborations of social entrepreneurs in the urban public sphere, as it enables those entrepreneurs to describe their initiatives themselves. The added value of this approach is that it provides better understanding of new developments within cities from an insiders' perspective. It concerns an EMIC instead of ETIC approach whereby the description of the studied phenomenon is not diffused in terms of concepts or language of academia. The Platform Hacu as part of the Demonstrationproject started the

¹²⁶ J. Wolf (January 2012), *'Repairing the capability of vulnerable people: a power oriented basis methodology: the social quality as frame of reference'*, (Nijmegen: University of Nijmegen, UMC)

edition for The Hague.¹²⁷ The objective was to improve scientists but also policymakers understanding of the way in which communities of local citizens developed new approaches to the city's public problems: contributing to perspectives used in several Platform activities for studying, understanding and thinking about urban sustainable development in the Hague.

4.13 The start of a knowledge Laboratory Laak by the HHS: a new 'product of the Platform Hacu'

Since 2012 the The Hague University for Applied Sciences (HHS) has come to an agreement with the Dutch Central Government to invest in knowledge co-production with societal actors. In executing this agreement the Platform hacu was approached for designing a new research methodology to health and vitality issues in Laak. This new HHS-experiment – the knowledge Laboratory in the quarter of Laak – can be explained by the increasing involvement of the HHS in Laak thanks to the Demonstrationproject and the Hacu Platform. The main notions by the Platform underpinning the design proposals of this laboratory are based on the previous research-projects. This laboratory is accommodated in the old school building 'The Ketel', as the place for all innovative parts of the Demonstrationproject(see section-6.3.4). Herewith an important start is made to realise new forms of research in the community of Laak in order to deal with 'unstructured problems'. The Platform (and the EFSQ) should invest further in this laboratory in 2013. Important is to notice that this new and unforeseen initiative is also an outcome of the work done by the 'Project Development Laak North', which paved the way for the se of the empty school building in the urban heart of Laak, namely 'De Ketel'. Already argued is that this new accommodation functioned very soon as source of a manifold of other initiatives.

4.14 The EFSQ's practical oriented work for deepening the role of the Platform Hacu

In this period the EFSQ dedicated also a lot of time to the preparation of the Communicationcentre as an innovative project of the Demonstrationproject. With the Platform Hacu this centre should play – according the ideas since 2004 – as the main instruments for the sustainable urban development of this quarter Laak. See therefore section-6.

¹²⁷ This was also Robert Duiveman's responsibility.

5. The EFSQ's policy oriented activities

5.1 Introduction

Similar to other approaches (quality of life, social capital, capability theory, human security etc) the question concerning social quality theory and methodology should be what they can contribute to policy making in an constructive-critical way. Does it have something to offer to main policy areas? In 2011 and 2012 the ambition was indeed to start articulating strategies for addressing related challenges more explicitly.¹²⁸ In line with previous sections we will distinguish between the attention for different issues (and see therefore Figure-1), namely:

- Policies coping with general trends and their contradictions in societal complexities,
- Policies addressing challenges concerning the development toward sustainability,
- Policies contributing to aspects relevant for sustainable urban development.

Also similar to other approaches (and related knowledge institutes), the EFSQ's role as a network of scientific institutes with regard to policy making processes is very limited. In the end its core-business is to assist representatives of the four 'worlds' (Politeia, Agora, Oikos and the Academia as its own context, see Figure-7) to understand what the outcomes are of trends, policies and interests in the 'productive and reproductive relationships of people'.¹²⁹ In this period the EFSQ made some choices for each issue and tried to pave the way for reflecting the interconnectedness of the outcomes of these choices. As an outcome of a manifold of discussions proposed is to prepare the creation of a '**Communicationcentre**' as instrument of the Demonstrationproject in Laak for contributing to policy-making processes. We will dedicate section-6 to this example as a specific expression of the EFSQ's policy oriented activities.

5.2 With regard to societal complexities

5.2.1 Start of the collaboration with the Italian Institute Eurispes

Before this period, the EFSQ already started to collaborate with the Italian Institute for Economic, Political and Social Research, namely Eurispes in Rome. The EFSQ contributed three times to its conferences on the 'European Social Model' , supported by universities in

¹²⁸ The Working Paper Series nr. 12 (see note-38) is an expression of these strategies.

¹²⁹ This refers to the understanding of the subject matter of 'the social' in the theory of social quality, see L.J.G. van der Maesen an A.C. Walker cs, note-1, Chapter-3.

Italy, France, United Kingdom, Germany, Scandinavia etc. This institute also publishes since 1989 'National Reports' about the state of Italian affairs with regard to these three issues.¹³⁰ It collaborates with and advises companies, societal oriented organisations and governmental institutes. On international level it dedicates a lot of attention to the meaning of the specific European approaches to transform societal circumstances. Also it increases its contacts in Latin America and in Eastern European countries (including especially Russia). The EFSQ's collaboration with Eurispes is appreciated as a chance to deepen ideas how to contribute to policy making processes from an academic point of view. But bringing the experience of the Italian institute and the EFSQ together in a collaborative approach would allow merging the work on a new level of developing clearly theory-based empirical research as a condition for contributing to policies. Supposed is, Eurispes shows especially great strength in a mediating position. This comprises on the one hand of building links between different academic institutions and on the other hand by establishing links with representatives from different areas of economic, political and cultural life. This resulted in a discussion paper for starting the collaboration formally. At that stage the idea was to start a 'social quality unit' at Eurispes.¹³¹ Very soon the plans were extended in a meeting in Amsterdam. A start was made to invite Eurispes to play a central role in a European network of academic institutes on social quality. This implied to take on board one of the main functions of the EFSQ, as well as to make a start with the search for more structural financial facilities for social quality work in Europe. In other words within a short time a Copernican change took place.¹³²

Many discussions about this resulted in a new discussion-paper, preparing an expert-meeting In Rome it would be oriented on the question how to approach the three issues (societal trends, sustainability and sustainable urban development) in such a way the outcomes would lead to a new definition of political-economic development.¹³³ In the meantime the EFSQ presented a proposal for the rationale and purpose of collaboration with Trade Unions on request of Eurispes for underpinning the strategies of the new role of Eurispes from the social quality perspective. Arguments are:

- The means of production developed tremendously,
- Related unequal distribution of the results further seriously splits societies,
- It also separates the real economy from a speculative finance capitalism,

¹³⁰ L.J.G. van der Maesen and P. Herrmann became official advisors of Eurispes, see: Eurispes (2012), '*Rapporto Italia nr 24: Percorsi di Ricerca nella Società Italiana*', (Rome: Eurispes).

¹³¹ L.J.G. van der Maesen, P. Herrmann (December 2011), '*A Eurispes Research Unit Social Quality. A proposal on behalf of Eurispes by the European Foundation on Social Quality*', (Amsterdam/The Hague; EFSQ).

¹³² L.J.G. van der Maesen (February 2012), '*A discussion paper about the collaboration between Eurispes and the European Foundation on Social Quality*', (The Hague: EFSQ).

¹³³ L.J.G. van der Maesen (June 2012), '*Developing a new form of collaboration with Eurispes: the theoretical and policy challenges*', (Amsterdam/The Hague: EFSQ).

- In connection with this we find an increasing disjunction between 'political' and 'economic' means of steering,
- This forces governments, companies, societal organisations, citizens to take ecological issues directly into account.
- Notwithstanding the new conscience about these issues, actions are commonly limited to orienting on 'protection of the national resources' while there is little consideration of the need to elaborate a wider understanding of 'the social' as defined in the theory of social quality and thus sustainability.¹³⁴

This new form of collaboration with Eurispes should pave the way changes of the EFSQ into the IASQ in 2013 and further.

5.2.2 *Precarity as an aspect of current economic circumstances*

Work on this topic had been undertaken in different frameworks: in conferences in Berlin (Germany) and Graz (Austria) and in studies, resulting into books. The work is of special importance as it links the social quality approach (SQA) closely to the analysis of the economic development. Moreover it also provides a stimulus to understand both economic theory and the current economic development in a new light. If it is taken serious that economy is a 'social matter' and 'the social' encompasses economic matters – i.e. the production and reproduction of peoples' every day's life - the current economic challenges have to be seen in a new light that does not look in a limited way on the conditions in which goods and services are produced.¹³⁵ Beyond this needed is to look for the overall picture of changing meanings of work and employment, the shifts within the conditional factor of socio-economic security and the like.¹³⁶

5.2.3 *Policy areas of education and social work*

On requests from conference organisations in Russia and Denmark contributions are given about circumstances of people, living at the margins and facing problems of disintegration causing a lot of specific problems. These contributions are presented from the point of views of respectively education systems¹³⁷, and social work.¹³⁸ The shortcomings of traditional

¹³⁴ P. Herrmann and L.J.G. van der Maesen (November 2012), '*Social Quality contributing to a new research: Agenda for Trade Unions*' (Rome/the Hague: EFSQ).

¹³⁵ This essential assumption is elaborated in the EFSQ's third main book, see note-1.

¹³⁶ P. Herrmann and S. Kalaycioglu (eds) (2011), '*Precarity - More than a Challenge of Social Security or: Cynicism of EU's Concept of Economic Freedom*' (Bremen: Hochschulschriften) Furthermore: P.Herrmann (2012) 'Unbalancing the Economy – Unbalancing the Social', in: R. Hepp (ed), '*Precarity and Flexibilisation*' (Münster: Westfälische Dampfboot, pp. 119-144.

¹³⁷ P. Herrmann (2012), 'The Role of Education as Part of the Process of Integration – The Meaning of Culture and Mentality', in: '*Deviation and Influence of Migratory Processes on the Educational Environment*' (Moscow: Theory and Research, T1).

approaches is that they are geared towards institutional settings. Social quality thinking, it could be shown, delivers a perspective that is important to provide a 'guiding bridge' when it comes to developing strategies toward integrative approaches. Interesting in debates was the notion that is at the same time a major challenge for the future of its theoretical (SQT) and even more so methodological (SQM) development. Addressing and discussing with colleagues that have a background in Christian tradition from where they develop professional identity, was grateful to find actually secular arguments for analysing their own work. And on the other hand, professionals whose work had been strongly determined by an institutional setting of an educational institution had been grateful to find arguments for developing a sound strategy that allows including normative orientation within an emancipative societal context. This is a challenge for the future work of SQT and SQM as it requires to explore more the challenge of the links between their constitutional, their conditional and their normative factors.¹³⁹ And it requires second developing a methodology allowing 'qualitative surveying'.

5.3 With regard to sustainability

5.3.1. The EU's and Chinese governmental project: the case of Jiaxing city

In 2011 from the side of the Zhejiang University and authorities of the Zhejiang Province an application was prepared on behalf of the Chinese Government and the European Commission. The subject was/is the analysis of experiences with the public participation in environmental decision making processes in the city of Jiaxing of the Zhejiang Province in China. It concerns the so-called 'Jiaxing model'. Supposed is, this model can be very effective for policy-making to cope with environmental question: "*The intention of this model is to enhance the public participation in environmental governance nationwide (....) Since the first UN Conference on the Human Environment took place, various national governments together with numerous international organizations have made serious efforts to enact legislation on environmental protection and improvement of environmental governance. However the outcomes of these actions have not been satisfactory as a result of (1) [a lack of] public awareness of environmental protection and opportunities for involvement and (2) ineffective monitoring of the implementation of such legislation*". From the side of the EFSQ contributions are made with regard to the application.¹⁴⁰

¹³⁸ P. Herrmann (2012), 'Spirituality versus Secularisation – Searching for a Framework for Locating Social Work', in: U. Zeitler (ed), 'Spirituality, Diaconia and Social Work', (Aarhus: Diakonhojskolen).

¹³⁹ This refers to the 'social quality architecture', see Figure-2.

¹⁴⁰ K. Lin et al (2011), 'Application EU-China Environmental Governance Programme (EGP); Public participation of environmental governance in the Jiaxing model and its applicability in Zhejiang Province', (Zhejiang Province: CEECZJ).

The EFSQ was invited to participate in this project, thanks to its work concerning the issue of the overall sustainability (section 2.3). It will explore the role and position of residential key-players in Jiaxing with the model and to compare these experiments with European examples. With regard to the European examples priority is given to those of the city of The Hague due to the role of the EFSQ in this city. The collaboration with Chinese and other European partners in the EGP-project – namely the University of Leeds and the University of Glasgow - could pave the way for a better understanding of the significance of ‘sustainable urban development’ as well.¹⁴¹ The project started in October 2012 with a conference, dedicated to the rationale, purpose, the project preparation and its start. The EFSQ participated in this October conference. In the same month a kick-off meeting organized by the project-managers took place in Jiaxing; the Chinese steering committee was established in January 2013.¹⁴²

5.3.2 Discussions with policy-makers

In the second part of 2012 attention is dedicated to discussions with Dutch civil-servants of the local and national level for explaining the role of the social quality approach for a new contribution to discourses on the development toward sustainability by policy-makers. Explained are the meaning of the Report to participants of the Rio+ conference in June 2012¹⁴³ and the Dutch expert-meeting in November 2012 which discussed this Report in the context of the outcomes of the Rio+ conference.¹⁴⁴ These discussions would result in the following year to a formal contact with the Dutch Ministry of Foreign Affairs as well as an exploration of environmental experiments in the city of the Hague.

5.4 With regard to aspects of sustainable urban development

5.4.1 Discussions in Seoul, The Hague, and Rome

In June 2011 the EFSQ and the ACSQ (Asian consortium for social Quality) were invited by the Department of Urban Development of city of Seoul to present ideas about the meaning of the social quality work for going beyond the classical fragmentation of policy making with regard to urban development processes. Explicitly referred is to the new experiences of the Demonstrationproject in The Hague and the urban strategies of Hangzhou as point of

¹⁴¹ L.J.G. van der Maesen and H. Verkleij (November 2011), *Proposals of the role of the EFSQ in the Environmental Governance Programme: the Jiaxing model*, (Amsterdam/The Hague: EFSQ).

¹⁴² Y. Wei, W. Wen (January 2013), *The EGP-project: Public Participation of Environmental governance of Jiaxing Modell and its applicability in the Zhejiang Province* (Hangzhou: CEECZJ).

¹⁴³ See J. van Renswoude cs, note-13.

¹⁴⁴ See L.J.G. van der Maesen cs, note-66 and 68.

departure for comparative work with the help of this approach.¹⁴⁵ At the end of this period discussions took place in The Hague with representatives of the municipality to discuss the strategies of this city concerning the development toward sustainability. The arguments were the outcomes of the EFSQ's expert-meeting on this topic in November (see above). Concluded was that the accent is laid on the ecological dimension and not on a comprehensive understanding of the interconnectedness of all dimensions of sustainability. Such an understanding is a condition sine qua non for the contribution to the sustainable urban development of this city. Similar discussions were held with representatives of Eurispes and the Della Rocca Foundation in Rome. One of the EFSQ's strategies is to pave the way for a collaboration between the municipalities of The Hague and Rome as a European step for policy oriented research from the perspective of social quality. Due to the attention of the Della Rocca Foundation on sustainability and the habitat, a collaboration with this international foundation may be very attractive for this objective.¹⁴⁶ These discussions concern exercises to connect discourses on sustainability and sustainable urban development.

5.4.2 A contribution to the Hangzhou Forum on Urban Strategies

The EFSQ was invited for the second time to present a lecture during the conference of the Hangzhou Forum, November 2012. The municipality has invited scholars from mainland China, United States, South America, Europe and Asia to reflect on current strategies to enhance the 'life quality' of this metropolis and the ideas and especially policies to underpin this ambition. From the side of the EFSQ an endeavour was made to interpret many Hangzhou documents about these strategies from a social quality perspective and on the basis of recent experiences with urban development practices of the quarter Laak of the Dutch city of The Hague (see above). The ambition was to pave the way for a global discourse on urban strategies with the help of the SQT and SQA. The speech has been elaborated into a working-paper. One of the proposals refers to the thesis, that the Hangzhou Model/experiences are rather unique in China and present an example for other metropolises in China, Asia and other continents. With this in mind it is highly worthwhile that the municipality will invest in the presentation of these experiences on a 'global level', in order to be understandable in other continents. Therefore we need to apply a conceptual framework

¹⁴⁵ L.J.G. van der Maesen (June 2010, 'A presentation for the Department of Urban Development of Seoul about the social quality approach as a new instrument for contributing to urban strategies', (Amsterdam/The Hague: EFSQ). This lecture is incorporated in Working Paper Series nr. 12, see note-39.

¹⁴⁶ C. Beguinot (2012), 'Human Rights and the City Crisis: For the Urban future: the UN Resolution', (Napoli: Giannini, 33 Series of Urban Studies).

for this global communication and comparative work. A common 'point of Archimedes' is needed to analyse and to understand the Hangzhou experiences.¹⁴⁷

5.4.3 Strategies of the city of Hangzhou compared to the city of The Hague

Following the outcomes of the Hangzhou Forum (see above) and the plans to compare the strategies of its municipality with those of the city of Sheffield and The Hague (see section-2.3.5) a group of Chinese scientists prepared a study presenting these outcomes in the context of the global debates on social or societal innovation. The objective was to pave the way for this comparison. From the side of the EFSQ a serious contribution is given to this study based on the Hangzhou lecture (see above) and its experiences with the Demonstrationproject of The Hague. It is of interest to refer to the concept of 'life quality' used in this study, which has a lot of affinity with 'social quality'. The study describes practices as an outcome of the principles of cooperation and partnership, *"thus to develop a corporatist mechanism for urban development"*. This refers to *"various forms of inter-sectoral collaboration, resulting in numerous 'common denominator subject' (CDS) groups that are promoted by the local government"*. This study is published in the International Journal of Social Quality.¹⁴⁸ Important is to dispose of a Chinese perspective which may be used in Europe as well. A main difference between Hangzhou and the Hague is the application of the 'methodology of communication'. In the case of Hangzhou this methodology is a target of the local government.

6. The Communicationcentre of the urban quarter Laak

6.1 A new instrument for changing traditional governmental approaches

The Communicationcentre is proposed as an innovative project of the Demonstrationproject of the quarter Laak of the Dutch city of The Hague. The initiators were the first members of the 'social quality team' in The Hague.¹⁴⁹ In the previous Annual Report referred is to discussions and papers about its preparatory stage.¹⁵⁰ The first ideas for such a centre in Laak – delivering the points of departure for the debates in 2009 and 2010 - were already

¹⁴⁷ L.J.G. van der Maesen (November 2012), *'Elaboration of a Lecture on the Orientation, Strategies and Model (or experiences) of the city of Hangzhou (Zhejiang Province of mainland China) from a comparative perspective'* (Amsterdam/The Hague: EFSQ, Working Paper Series nr. 9, www.socialquality.org)

¹⁴⁸ Y. Li, Y. Sun, K. Lin (2012), 'Social Innovation, Local Governance and Social Quality: the Case of Inter-sectoral Collaboration in Hangzhou City', *International Journal of Social Quality*, Vol. 2 (1), 56-74.

¹⁴⁹ See for this social quality team, note-31.

¹⁵⁰ The introduction of the preparation is presented in the Annual Report 2009/2010, see note-2, pp. 23-25..

published by the EFSQ and the municipality of The Hague in 2004.¹⁵¹ Essential aspects of this introductory work are discussed in the booklet about the 'Urban Heart of Laak', published

in 2006.¹⁵² This preparatory work referred to the example of the Communicationcentre of the new South-East suburb of Amsterdam for 125.000 inhabitants with which to develop its socio-cultural infrastructure in the 70s of the previous century.¹⁵³ It functioned as a change agent of new strategies for education, sport, cultural expressions, extramural health care and care, strategies for community building and development, the design of modern accommodations for cultural activities and sport etc. Here the first community based TV-channel started in The Netherlands.

For The Hague these ideas were presented in eight drafts of the application on behalf of the European Commission for getting financial support for the Demonstrationproject of its quarter Laak (see below, note-163 + 165). The drafts were disseminated to the key-players of the municipality and the non-for-profit organisations in Laak. They were outcomes of the debates and papers as referred to in the following Figure-12. We dedicate our attention to this phenomenon because – with the Platform Hacu of knowledge institutes – in the preparatory stage this centre is appreciated as a main instrument for contributing to urban policies for realising a **paradigm shift** of classical top-down forms of government, and as condition for strengthening the 'social empowerment' of citizens and other residents.

6.2 *An overview of the preparatory work*

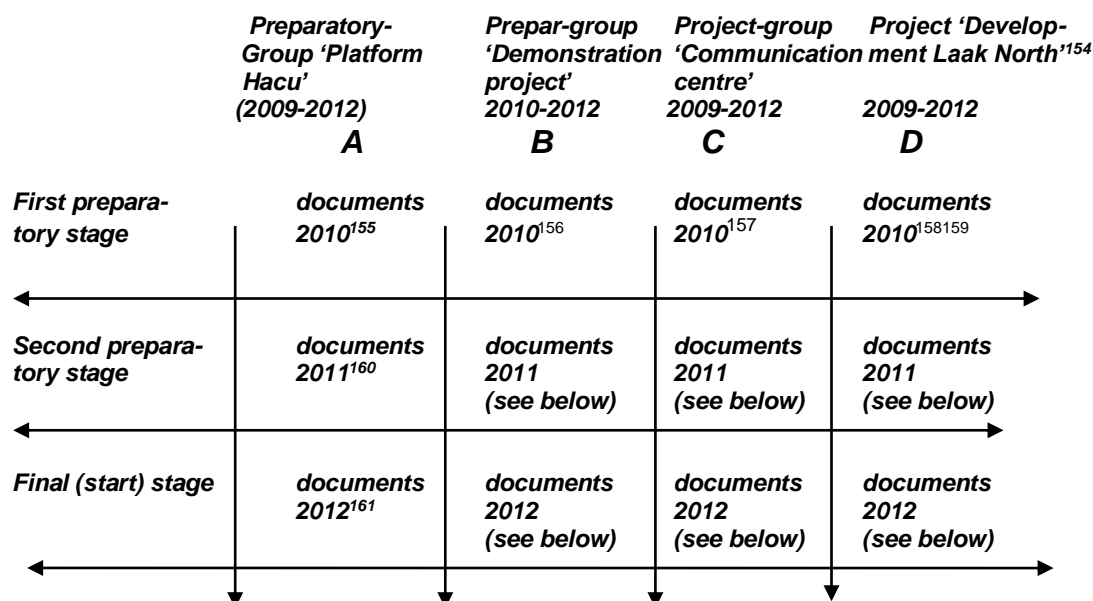
In order to understand the presentation and especially the elaboration of the Communicationcentre as an innovative project of the Demonstrationproject (and at the same time as its main instrument) we have to consider the interplay of four different discussion-groups, dedicated to the preparation of different aspects of the Demonstrationproject, see Figure-12, namely: (A) the Platform Hacu (and its predecessor), (B) the preparatory-group of the Demonstrationproject itself, (C) the project-group Communicationcentre as initiative of the EFSQ and (D) the partners of the project 'Development Laak North'. The outcomes of the first, second and final stages of these groups were mutually influential, paving the way for clearer ideas about the proposed Communicationcentre. This can be illustrated as follows

¹⁵¹ L.J.G. van der Maesen and H.G.J. Nijhuis (October 2004), 'Urban Development of The Hague and the introduction of the social quality approach' [in Dutch], (Amsterdam/The Hague: EFSQ/Municipality OCW).

¹⁵² L.J.G. van der Maesen, J. Westbroek, R. Duiveman (2006), 'The Urban Heart of Laak; elaboration of current ideas about the urban development of Laak [in Dutch]', (Amsterdam/The Hague.: EFSQ/Esloo School, OCW).

¹⁵³ See L.J.G. van der Maesen, note-79. But in the case of Laak a decisive new step is made, thanks to the application of the social quality theory as illustrated with Figure-7, 8 and 9.

Figure-12: Interplay of four discussion-groups



This figure shows that:

- The participants of the predecessor of the Platform Hacu – its 'preparatory-group (ad-A), which was also connected with the Institute of Social Studies (ISS) in The Hague – functioned as a first discussion-group, playing a role in the constitution of the Demonstrationproject. Their work is already introduced in section-2.3, it also played a role in meetings about the ideas and societal function of the Communicationcentre.¹⁶²

¹⁵⁴ See note-2 and: J.F. Westbroek (2009), 'State of Affairs of the Development of Laak as a laboratory [in Dutch]', (The Hague: DISQ), and J.F. Westbroek and L.J.G. van der Maesen (May 2009), 'A Business plan and a description of tasks of the director of the project Development Laak North [in Dutch]', (Amsterdam/The Hague: EFSQ/DISQ). Furthermore: L.J.G. van der Maesen (May 2009), 'Strategic Development of Laak North as an urban part of Laak/Binckhorst [in Dutch]', (Amsterdam/The Hague: EFSQ).

¹⁵⁵ See notes 17 and 20.

¹⁵⁶ One of the first documents was: H.G.J. Nijhuis, cs (December 2010), 'First draft of Application for Innovations Urban circumstances Laak North concerning Health, Well-being and Sport', (the Hague: Municipality/OCW). With this a start is made of the preparation of the final Demonstrationproject.

¹⁵⁷ L.J.G. van der Maesen (November 2010), 'Discussion-paper on behalf of the first meeting of the Project-group Communicationcentre: a proposal for a Communicationcentre on behalf of the urban development of Laak North of the city of The Hague [in Dutch]', (Amsterdam/The Hague: EFSQ).

¹⁵⁸ H. Verkleij, L.J.G. van der Maesen, H.G.J. Nijhuis, J.F. Westbroek (2010), 'Workshop 320: A New Approach to Sustainable Urban Development: The Case of Migrants in Laak North. Organized in the framework of the 15th International Metropolis Conference Justice and Migration: Paradoxes of Belonging on 7th October', (The Hague: EFSQ/ISS). See further: J.F. Westbroek (December 2008), 'Newsletter nr.0: Laak North at the Agenda [in Dutch]', (Amsterdam/The Hague: DISQ).

¹⁵⁹ Municipality of The Hague (2009), 'The Quarter Laak North on the Agenda: paving the way for collaboration with the Ministry of Housing and Integration [in Dutch]', (The Hague: Municipality/OCW). Jaap Westbroek was appointed as director. Furthermore: Municipality of The Hague (2010), 'The quarter Laak North: paving the way for collaboration with the Ministry of Housing and Integration [in Dutch]', (The Hague: Municipality/OCW).

¹⁶⁰ See note-20, 22, 23, 24, 25, 79.

¹⁶¹ Notes-84, 85, 86, 89.

¹⁶² L.J.G. van der Maesen (January 2011), 'Discussion-paper: the Platform Hacu as second instrument for underpinning the role of the Communicationcentre [in Dutch]', (Amsterdam/The Hague: EFSQ).

- As second discussion-group functioned different key-partners who prepared the Demonstrationproject in a direct way and who should also play a role in the final project. It concerned: different main players in the urban quarter of Laak: from the Municipality: from the Platform Hacu in statu nascendi; from the social quality team; from different organisations in Laak (ad-B). In this context the contours of the Demonstrationproject are articulated, resulting into the final application to the European Commission and the municipality of The Hague presenting as well the contours of its Communicationcentre.¹⁶³
- Until mid 2012, members of the social quality team (see note-31) – collaborating with partners of all other groups - constituted at the end of 2010 a '**project-group Communicationcentre**' with professionals and/or street workers from the areas of sport, well-being, education and care (ad-C). The EFSQ took the initiative (see note-157), prepared the agendas and published the notes of the meetings (see C).¹⁶⁴ In this group the rationale, objectives and form of the proposed Communicationcentre are discussed (see below).
- The participants of the Project 'Development Laak North' - which started in 2009 and finished at the end of 2012 - played a very constructive role as well (ad- D). Thanks to the work of the social quality team and main players in Laak in the recent past, the Municipality decided to choose this quarter as a specific case for urban development and financed this temporary project. It may be seen partly as the predecessor of the Demonstrationproject and it became be very functional for its development (see notes 154, 158 and 159 and see below).

Figure-12 will also indicate that the reciprocity between A, B and C determined the final start position of respectively A, B and C. The most strong affinity existed between ad-B and ad-D as well as between ad-A and ad-C. Especially the three members of the 'social quality team' were active in all four discussion-groups. This was also the case of representatives of the municipality of The Hague. Thanks to them, the interrelations could be made in order to strengthen their reciprocity. This figure also demonstrate that the step by step proceedings

¹⁶³ Municipality of The Hague (November 2011), '*Program Chances for Health and Social Care, Well-being and Sport (HWS) in Laak: Project plan in the context of the European Program chances for the West of The Netherlands [in Dutch]?*', (The Hague: Department OCW of the municipality). The social quality tem of The Hague at that time (Harry Nijhuis, Jaap Westbroek and Laurent van der Maesen) played a constitutive role in the preparation and completion of the application resulting into the Demonstrationproject. All of them were members of the board of the EFSQ at that time.

¹⁶⁴ See for example: L.J.G. van der Maesen (December 2010), '*Impressions of the first meeting of the Project-group Communicationcentre Laak/Binckhorst' [in Dutch]*', (Amsterdam/The Hague: EFSQ).

resulting in the final articulation of the Communicationcentre could be followed by all those people, who were involved in the final Demonstrationproject. It is easy to recognize the relationships between ideas, discussions, and papers. Also the change of the eight drafts resulting into the final application leading to the Demonstrationproject was/is easy to follow.

¹⁶⁵ The author was a civil-servant of the municipality of The Hague as well as a member of the 'social quality team'. After his official retirement he left the municipality at the end of 2012 and became private advisor of the innovative project 'new forms of community based care for elderly' (see below). ¹⁶⁶

6.3 *About the context of the Communicationcentre*

In this part we will sketch the context of the Communicationcentre, based on the reciprocity between A, B, C and D (see Figure-12). For a comparison with other cities this reciprocity is an important aspect. Practical work for the urban quart of Laak, the theoretical work, the application of various forms of communication between representatives of the Politeia, Oikos, Academia and Agora and hereupon based policies delivered the points of departure for articulating the rationale, objectives and strategies of the proposed Communicationcentre.

6.3.1 *The preparatory-group Platform Hacu and the governance debate (ad-A)*

The predecessor and final Platform Hacu as coalition of knowledge institutes constituted an important aspect of the context of the Communicationcentre. This Platform (and its predecessor), is presented in the previous sections. Thanks to the position of the EFSQ in this Platform, the theory of social quality could contribute to this constitution as illustrated in Figure-9. In the meetings in 2009 and 2010 of the preparatory-group of the Platform Hacu discussed are the debates about the need to change traditional government strategies into strategies for governance and the so-called role of 'new public leadership' (see section-4.9). The outcomes should play a role in ideas about the Communicationcentre in 2011 and 2012. The debates referred to the new distinction – stimulated by the World Bank - between (1) the state, (2) the market, and (3) the civil society. The third term refers to everything what can be conceived as 'outside' the state and the market. The motive is to cope with a growing critic on the democratic procedures in Western societies. The societal complexities and the

¹⁶⁵ H.G.J. Nijhuis cs, 'Drafts of the application 'Program for Health and Social Care, Well-being and Sport' in Laak of the city of the Hague': first draft (see note-156), second draft January 2011, third draft March 2011, fourth draft April 2011, sixth draft August 2011, seventh draft September 2011, eight draft October 2011. He was also responsible for the final version, see note-164.

¹⁶⁶ His successor, Joke ten Berge, became a member of the Program Committee Demonstrationproject (note-109) and of the 'Steering-group Communicationcentre as its most crucialproject..

increasing interdependencies with other societies cause an insufficiency of the quality of these procedures and therefore of the 'social empowerment' as understood in the social quality theory.¹⁶⁷ But in these debates all three terms miss an analytical based background. If societies encompasses the productive and reproductive relationships of people these relationships are anchored in – what we call in popular sense – the market. In other words market mechanisms - the formal ones and the informal ones – are already an intrinsic aspect of all these relationships. It misses in other words a heuristic meaning for distinguishing processes and mechanisms coming from the so-called state or civil society. The change of these three terms in 'state society', 'market society' and 'civil society' is – for analytical reasons – no solution either. In these debates scholars suppose, that we may recognise different forms of relations of the state, market and civil society and that we will be able to judge the effectiveness of these differences. But how to recognise these interrelationships of unclear 'subject-matters'? This issue is discussed from the social quality perspective in a recent study.¹⁶⁸

In social quality thinking referred is also to the theory of Habermas with which to distinguish the world of systems and the life world (see the horizontal axe of Figure-9). Social quality adds the vertical axe as well (see Figure-9). In the world of systems we may distinguish companies, for-profit-organisations, non-for-profit organizations, huge NGO's (the Oikos) and the systems of policy-making (the Politeia). They are functional entities influencing the nature of the life-world, called the Agora. In this social quality thinking we mean with the Agora for example the societal complexities of the quarter of Laak with its own local based structures and systems, influenced by the all-encompassing world of the systems operating on the level of the whole city, provincial and national and international level. On local level – thus the level of Laak – the democratic procedures of the city of The Hague are not sufficient anymore - because the influences of these all-encompassing systems – to enable its residents to play a responsible role in constituting their daily circumstances at least on local level. We have to add a **new societal phenomenon** with which to develop the transparency of all these processes caused by these systems as well as to stimulate the application of the methodology of community based actions (see Figure-7) in the Agora in order to cope with the outcomes of this transparency. It should also stimulate a new role by actors of the Academia, thus the application of new methodology of science as proposed by the Platform Hacu. This topic is missing in the debate about governance strategies.

¹⁶⁷ This interpretation differs essentially from the neo-liberal ideas about 'empowerment' and also 'participation', see the EFSQ's third main book, note-1, Chapter -9.

¹⁶⁸ L.J.G. van der Maesen, see note-38.

6.3.2 *The preparatory-group of the Demonstrationproject (ad-B): plans and objectives*

The discussions and decisions about the rationale, form and objectives of the Demonstrationproject concerns the start of **six innovative projects**, including the Communicationcentre. This happened by representatives of the candidate partners of the Demonstrationproject. We only present a short overview from the perspective of the EFSQ. Much or most of the work with which to elaborate this Demonstrationproject happened outside this perspective. Its constitution can be followed in the changes of the drafts of the application for financing this project. From the side of the Platform Hacu (and especially the EFSQ) (ad-A) and the Project 'Development Laak North' (ad-D) time and energy is invested for contributing to these drafts. The final document for starting this project was published at the end of 2011 (see note-163). Its six innovative projects (or parts) are (and see Figure-7 and 8):¹⁶⁹

- The project 'community based centre for extramural health cure and care' for interconnecting manifold of disciplines in such a way they will also be open for community groups, playing their own role in this policy area (local oriented methodology of practice),
- a related project 'new forms of community based care for/through elderly and handicapped people', with support by neighbourhood groups (cooperations of residents), collaborating with this centre (ad-a) and public institutions delivering and financing care-provisions in the quarter Laak (methodology for strengthening community based interventions),
- The project 'community based organisation for indoor sport activities' for revitalisation of sport activities by youth and adolescents (methodology for strengthening community based interventions),
- The project 'development of participation' to enhance community building and its modern forms of well-being provisions (methodology of strengthening community based actions),
- The 'Communicationcentre as an instrument' for supporting these projects and other existing projects in the quarter Laak concerning education, cultural oriented and micro-economic initiatives (with the help of the methodology of communication), in order to also prepare for new forms of governance on local level (local based methodology of governance),

¹⁶⁹ As already noticed is, in 2012 a seventh innovative project came into the footlights, namely the 'knowledge laboratory' of the .HHS, see section-4.13.

- The 'Platform Hacu' as an instrument for stimulating new forms of knowledge to underpin related societal processes by applying the methodology for renewing scientific practice.¹⁷⁰

To summarize the preparatory-group of the Demonstrationproject was oriented on **three main objectives**: (1) to pave the way for these innovative projects for developing new practices, (2) to connect these projects with each other as well as with other new and innovative projects in Laak in order to create a new quality of the Agora (stimulating the social quality of this part of The Hague), (3) to create conditions with the help of ad-1 and ad-2 in order to make new steps with regard to the 'sustainable urban development' of this quarter Laak of The Hague. The significance of the adjective 'sustainable' should be derived from an acceptable significance of the noun 'sustainability' (see section- 2.2).

During the preparation of the final document about the Demonstrationproject, some financial demands were formulated by the municipality. The proposed budget for 'research & development' should be decreased substantially on behalf of practical outcomes in Laak which could be comfortable for main policy makers. However, research & development is a condition for such 'productive' outcomes. Notwithstanding this, from the side of the municipality no real affinity with this form of reasoning existed.¹⁷¹ Although the idea of the Communicationcentre was not a municipality priority either, ideas were still developed along these lines.¹⁷²

6.3.3 The project-group Communicationcentre

a First ideas about the design and objectives of the Communicationcentre

As argued, since 2004 a start was made with thinking about the creation of a Communicationcentre as a new societal phenomena with which to operationalise also new forms of governance. Thanks to a lot of interrelated activities on behalf of the quarter Laak

¹⁷⁰ The EFSQ is the leading partner in this Platform and responsible for the analysis of the societal outcomes of the Demonstrationproject and the evaluation of its innovative parts.

¹⁷¹ At the end of 2011 the 'Program committee Demonstrationproject' – under the lead of the municipality - started with its work. It was composed by the main key players of the innovative projects. Also the EFSQ invested a lot of time in this Steering Committee. The first months were dedicated to the highly difficult financial questions caused by European rules. It should ask a lot of time of people, responsible for the six innovative projects. At the end of 2012 a decision could be made to increase the budget for research, to be dedicated to the evaluation of the innovative projects. This was based on a paper by the EFSQ: L.J.G. van der Maesen (December 2012), 'Discussion-paper: arguments for a restricted extension of the research-budget of the Platform Hacu as part of the Demonstrationproject [in Dutch]', (Amsterdam/The Hague: EFSQ). This plea for the extension of the research-budget was supported by the Steering-group Platform Hacu.

¹⁷² Municipality, see note-163.

(and Binckhorst), the EFSQ took the initiative to make a project-group at the end of 2010.¹⁷³ The proposals of the project-group were (1) to start processes of communication between the 'four worlds' in Laak (see Figure-7 and 9) for creating common projects for renewing aspects of daily circumstances (education, sport, micro-economy, extramural health care and care, cultural activities etc), (2) and to start the articulation of the specific urban methodologies to apply in each 'world' for realising these innovations (Figure-8), and (3) to design the Communicationcentre as main change agent on behalf of ad-1 and ad-2.¹⁷⁴ These proposals should play an important role in the first draft of the application with which to pave the way for a Demonstrationproject. Very soon a paper was produced to elaborate the role of the proposed Platform Hacu with which to underpin this new societal phenomenon. From the impressions of the second meeting of the project-group Communicationcentre we learn that the following themes were discussed.¹⁷⁵ Many of them were also taken on board by the Platform Hacu (section-4) from the perspective of research.

- The Project 'Development Laak North' will contribute to the development of the ideas of the Communicationcentre. In this context the endeavours from the side of this Project to transform the empty school building, namely 'De Ketel' - situated in the centre of Laak North - as community meeting place became an essential condition for the proposed Communicationcentre (see below).¹⁷⁶
- In order to realise its objectives (see above) assistance of knowledge institutes is needed, thus the Platform Hacu as proposed coalition of these institutes. Afterwards an important example became the 'knowledge Laboratory by the Hague University for Applied Sciences (HHS), in the building 'De Ketel' (see section- 4.13).
- Members of the project-group Communicationcentre will also stimulate new community practices before the start of the Demonstrationproject in September 2011 to develop initiatives as example for the proposed centre. The plan is made for repeating the principles of the example of the so-called 'Koffiepot' ('Coffee Pot or Mothercentre) in the existing community building of the Well-being Organization Mooi, not far away from the building 'De Ketel', which functions as meeting place for female immigrants for learning to cope with the Dutch daily life practices to apply to other aspects of daily life. This excellent experiment is clearly presented in a study by the

¹⁷³ The members were: Jaap Westbroek (director Project Development Laak North', Noortje van der Kaaden (Coffee Pot/Mothercentre Laak), Yvonne Douw (youth consultant Laak), Margriet Molenaar (community-corporation Laak), Harry Nijhuis (municipality The Hague), Laurent van der Maesen (EFSQ/ISS) and Anno Fekkes (Viavide)

¹⁷⁴ L.J.G. van der Maesen, see note-157 and 164.

¹⁷⁵ L.J.G. van der Maesen (January 2011), 'Discussion-paper on behalf of the second meeting of the Project-group Communicationcentre: informal start of the functions of the Communicationcentre in Laak/Binckhorst [in Dutch]', (Amsterdam/The Hague; EFSQ).

¹⁷⁶ See: <http://www.vriendenvanketelstraat23.nl>

ISS (see section-4.7.¹⁷⁷ Because of the increasing strength of a right-wing political party in The Hague in 2011 and the lack of sufficient support by the Well-being Organization responsible for this Mothercentre, this intriguing project was into serious trouble,¹⁷⁸ and to support initiatives for getting funding for cultural work with adolescents for addressing also the question of 'youth on the streets' (see-4.8).

- To reflect of the societal meaning the existing change agent for extramural cure and care of another quarter in The Hague (Schilderswijk), called the STIOM. Could it function as an interesting example for Laak and how to use it for modernizing community care under the lead of citizens and residents self (see sections 4.10 and 4.11)?¹⁷⁹
- The first plans are made to design a newsletter and a leaflet for paving the way for communication with residents.¹⁸⁰ These plans were prepared and elaborated by the Project Development Laak North. From this side in 2011 (and 2012) different public meetings were organized for debating its work in Laak.

b. The Communicationcentre for interrelating the new (and existing) projects in the quarter Laak

In following discussion-papers and meetings about the preparation of the Communicationcentre the accent was dedicated – thanks to the outcomes of the first meetings – to the meaning of the interrelation of existing and new projects from different policy areas with which to go beyond traditional and also 'old fashioned' provisions and activities. As a stimulus for this thinking functioned the new Esloo school in Laak, proposed as a school for this neighbourhood, opening the doors for the community and delivering also courses for adults from all cultures in order to contribute to their 'social empowerment'.¹⁸¹ This was discussed in the third meeting including the state of affairs of the plans made during the second meeting.¹⁸² At that stage ideas about the first innovative projects of the forthcoming application for the European Commission were already discussed and

¹⁷⁷ Novokova, see note-118. The Government's Scientific Council participated in a discussion-meeting for learning the new characteristics of the Mothercentre. On behalf of this meeting the EFSQ presented a short discussion-paper; L.J.G. van der Maesen (2011), *'The societal meaning of the Mothercentre [in Dutch]'*, (Amsterdam/The Hague: EFSQ).

¹⁷⁸ J. F. Westbroek (February 2011), *'Defending the position of the Mothercentre Coffee Pot for supporting (immigrant) women in Laak [in Dutch]'*, (The Hague; DISQ).

¹⁷⁹ This STIOM was prepared at the end of the 1990s with support by the municipality and the EFSQ (see its Annual Reports of the 1990s). It connected as platform (change agent) different types of professionals of the extramural cure and care to pave the way for community based extramural centre.

¹⁸⁰ L.J.G. van der Maesen (January 2011), *'Impressions of the second meeting of the Project-group Communicationcentre Laak/Binckhorst' [in Dutch]'*, (Amsterdam/The Hague: EFSQ).

¹⁸¹ This refers to the vision and operationalization of the Esloo School in the quarter Laak, see: L.J.G. van der Maesen et al, note-2 (Annual Report 2009/2010).

¹⁸² L.J.G. van der Maesen (January 2011), *'Discussion-paper on behalf of the third meeting of the Project-group Communicationcentre, paving the way for connecting the Oikos, Politeia and the Agora; the role of the Communicationcentre [in Dutch]'*, (Amsterdam/The Hague: EFSQ).

connected with the supposed role of the proposed Communicationcentre. Added was also the theme of policies, to stimulate micro-economic conditions for immigrants in order to strengthen their economic capacities in the daily circumstances of Laak.¹⁸³ In the following months the project-group Communicationcentre elaborated the topics and objectives as formulated by the preparatory-group Demonstrationproject (see section-6.3.2). Here these objectives were discussed with great attention.¹⁸⁴ The aim was to relate this with the EFSQ's work on overall sustainability in order to obtain more knowledge about what to understand with 'sustainable urban development'. This work resulted in the finalizing the ideas on the nature of the Communicationcentre, see Figure 13 (below).

6.3.4 The 'Project Development Laak North' (ad-D)

a. Its history

As already argued, early 2009 the municipality decided to choose this quarter as a specific case for urban development. In comparison to other quarters it is a rather deprived area with a high percentage of migrants from more than fifty countries. The actual inhabitants want to play a productive role in society but there are nearly any opportunities for them.¹⁸⁵ The work carried out resulted into a formal document by the municipality for starting an official steering-group and for appointing a 'director development Laak North'. The purpose was also to get assistance by the national government. This also implied an interpretation of the role by the director. The urban methodology of communication was prioritised. In collaboration with the project-group Communicationcentre (see above) a website was started as well as the Laak North Newsletter. Furthermore a second formal document was published by the municipality to strengthen the Laak North approach and again for paving the way for the collaboration with the national government.¹⁸⁶ In the meantime the practical work carried out on behalf of Laak North stimulated the start of the coalition of knowledge institutes, namely the predecessor of the Platform Hacu.¹⁸⁷

¹⁸³ L.J.G. van der Maesen (February 2011), '*Impressions of the third meeting of the Project-group Communicationcentre Laak/Binckhorst*' [in Dutch], (Amsterdam/The Hague: EFSQ).

¹⁸⁴ L.J.G. van der Maesen: (1) *fourth discussion-paper in February 2011*, (2) *impressions fourth meeting of February 2011*, (3) *fifth discussion-paper in March 2011*, (4) *impressions of the fifth meeting of March 2012*, (5) *sixt discussion-paper in June 2011*, (6) *impressions of the fifth meeting of June 2011*. All documents are published in Dutch by EFSQ, Amsterdam/The Hague.

¹⁸⁵ L.J.G. van der Maesen et al, see note-2 (Annual Report 2009/2010).

¹⁸⁶ Municipality of The Hague (March 2010), '*The Quarter Laak North on the Agenda: preparing Collaboration with the Ministry of Housing and Integration*' [in Dutch], (The Hague: Municipality/OCW).

¹⁸⁷ L.J.G. van der Maesen (March 2010), '*Discussion with Jaap Westbroek about the project Development Laak North*' [in Dutch], (Amsterdam/The Hague; EFSQ).

b. Its contribution to the preparation of the Communicationcentre

The outcomes of the preparation and the start of the 'Project Development Laak North' (ad-D) played also a role in the preparation of the Communicationcentre. We present this project from the (restricted) perspective of the EFSQ. Also in this case, most work happened outside this perspective.¹⁸⁸ It functioned partly as a pioneer of the Demonstrationproject (especially the preparation of community based sport activities and its strong support to the 'Mothercentre' for female immigrants and partly as a pioneer of development in the socio-economic and socio-cultural and welfare dimensions of Laak, including the development of strategies to renew the interrelationship of education systems and the community. This concerned the elaboration of an official agreement of different stakeholders to strengthen the 'learning capacity' of Laak through a connection between 'learning at home', 'learning in the community' and 'learning at school'.¹⁸⁹ In the Annual Reports 2007 and 2008 as well as in 2009/2010 an explanation is presented about the motives and nature of the social quality work on behalf of the quarter Laak which contributed to the start of the 'Project Development Laak North' in 2009.¹⁹⁰

c. The empty school-building 'The Ketel' in Laak as a source of inspiration

Thanks to the 'Project Development Laak North', community groups, representatives of the innovation-projects of the Demonstrationproject (including those of the Platform Hacu) and other local-based organisations were enabled to put into use an empty school building 'De Ketel' in the heart of the urban quarter Laak (see also section-6.3.3).¹⁹¹ It became one of the most strategic activities to stimulate residents, street-workers and professionals to use this building for changing their perspectives in order to strengthen 'social empowerment' of residents, not hindered by traditional welfare and well-being activities and provisions. And also the new employees of the innovative projects were enabled to use this building for starting with their work in Laak. For the Demonstrationproject this became utmost functional and nearly a condition for its operationalization. Furthermore, this project paved the way for a new 'cooperation' with which to start micro-economic activities in Laak; its office was opened in this school building. The cooperation could start – thanks to the support by the municipality – as the administrator of the building. The new work for the change and use of this building may be recognised as a new economic activity with which to create new jobs. The director of

¹⁸⁸ From the side of the EFSQ pleas are made to evaluate this project Laak North as well in order to understand the context for the demonstration-project. These pleas were not honored by the municipality.

¹⁸⁹ J. F. Westbroek (November 2011), *'The importance of the coordination of the 'extended community school' in the urban quarter of Laak [in Dutch]'*, (The Hague: DISQ).

¹⁹⁰ L.J.G. van der Maesen et al, see note-2(Annual Report 2009/2010).

¹⁹¹ See furthermore the website about the building The Ketel, note-176.

the project succeeded to engage an important fund in The Hague to start the work in this school building. Also the municipality assisted. An extensive business model was prepared. This empty building was made functional for new forms of community activities and for contributing to the realisation of the innovative projects of the Demonstration-project.¹⁹² Very soon it was – or should be – the place for the Communicationcentre ‘par excellence’.

6.4 The Communicationcentre: its three main objectives

6.4.1 *The final ideas about the Communicationcentre as innovative project*

In discussion-paper on behalf of the seventh meeting of the Project-group Communicationcentre¹⁹³ and the outcomes¹⁹⁴ the final points of departure of this centre, as a new socio-political phenomenon, clearly situated in the building ‘The Ketel’ were articulated. It resulted into Figure-13 (see below). The idea was also, that in a methodological sense this Communicationcentre should operationalise the ‘methodology of communication’ (section-3.4.1). It aims to stimulate the transparency of processes between representatives of the Politeia, Oikos, Agora and the Academia (see Figure-7 and 9) in order to go beyond the different ‘mind-sets’ and languages of all their representatives. This theme is also discussed in the EFSQ’s contribution to the Hangzhou Forum on Life Quality in November 2010¹⁹⁵ and 2012¹⁹⁶ in order to compare herewith related communication strategies in the Demonstration-project and the Hangzhou metropolis. This centre should pave the way for (1) a common understanding by all representatives of policy-processes and their outcomes and to go beyond traditional top-down based practices. To enable citizens and other residents (2) as actors in the Agora to play a responsible role in constituting their daily circumstances. Based on the outcomes of both objectives to develop (3) a first understanding of the essence of sustainable urban development. In other words, the objective of the methodology of communication is to orchestrate the activities in the different worlds in such a way, new steps are made to stimulate the sustainable urban development (in this case of the urban quarter Laak of the city of The Hague) as one of the central objectives of the Demonstrationproject. In the preparatory stage the accent is dedicated to the conditional factor of ‘social

¹⁹² The empty school-building is a property of the municipality. It accepted the ‘occupation’ of ‘The Ketel’ for a restricted time. In 2013 and 2014 the debate started with the municipality to deliver the opportunities for the use of ‘De Ketel’ as accommodation for community-based strategies for sustainable urban development of Laak.

¹⁹³ L.J.G. van der Maesen (August 2011), ‘Discussion-paper on behalf of the seventh meeting of the Project-group Communicationcentre: the contours of the Communicationcentre’ [in Dutch], (Amsterdam/The Hague: EFSQ).

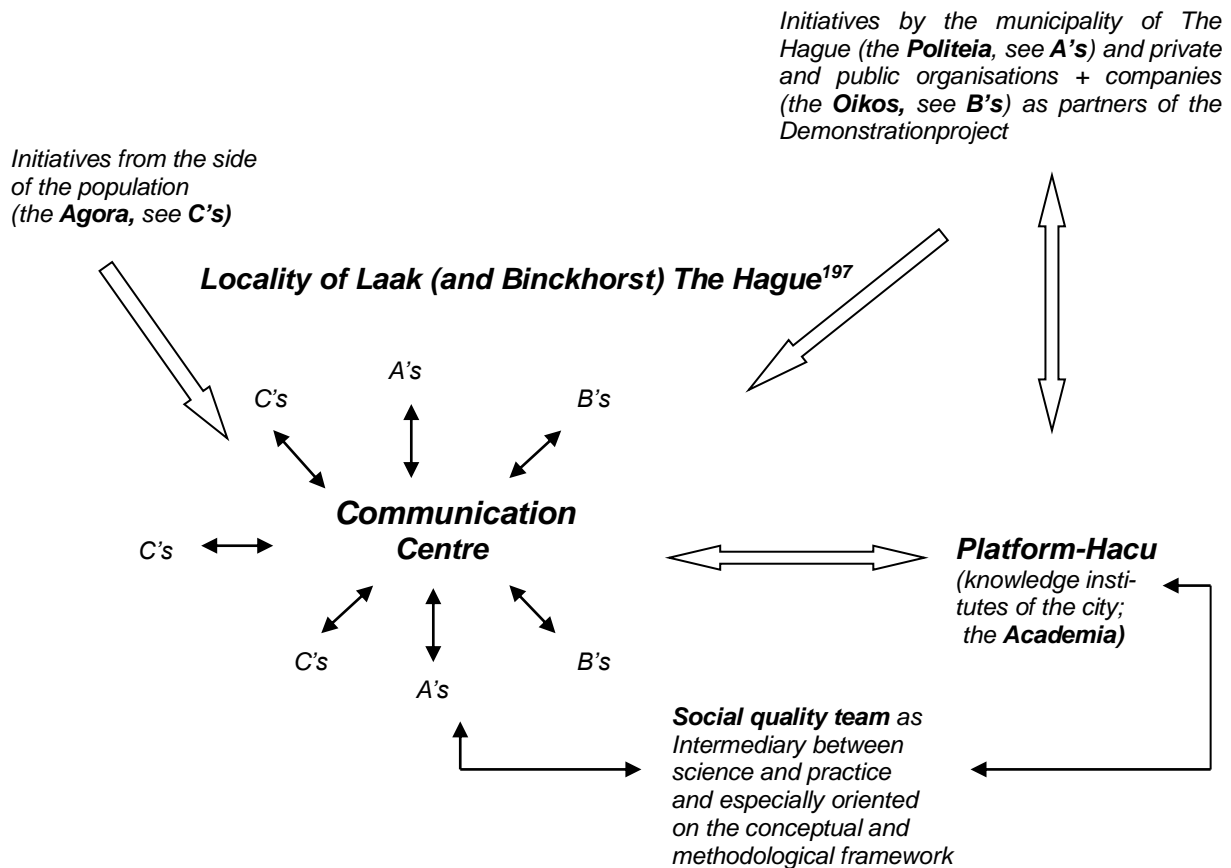
¹⁹⁴ L.J.G. van der Maesen (August 2011), ‘Impressions of the seventh meeting of the Project-group Communicationcentre [in Dutch], (Amsterdam/The Hague: EFSQ).

¹⁹⁵ L.J.G. van der Maesen (2010), ‘The Social Quality Approach as a new instrument for understanding Sustainable Urban Development in Europe, Asia and other continents. A paper on behalf of the Hangzhou Forum on Life Quality’, 7-8 November 2010’ (The Hague, EFSQ, www.socialquality.org).

¹⁹⁶ See L.J.G. van der Maesen, note-147 and 148.

empowerment' of these residents. We may illustrate the outcomes of the discussions as follows:

Figure-13: The idea about the Communicationcentre of the Demonstration-project Laak



This figure implies the following:

- Organizations and initiatives from the population of the quarter Laak (Agora) – see the 'C's' – need assistance, e.g. from knowledge institutes to collaborate with representatives of the Politeia and the Oikos in order to create an equal base for discussion, developing and negotiating and for strengthening their capacities,
- they should dispose of the same information and understanding of political and business activities and initiatives. The equal base is lacking completely. Due to the increasing interrelationships of aspects of the Politeia as well as the Oikos with regional, national and international levels the overview from the position of the Agora is decreasing as well.
- Staff-members of the Communicationcentre have at least two responsibilities: (1) to develop this overview and to make it accessible for members of the Agora, and (2) to develop and apply modern communication techniques to make the world of the Oikos

¹⁹⁷ Binckhorst is a part of the quarter Laak of The Hague

and Politeia transparent for the Agora. This refers to the 'methodology of communication'.

- To create an accessible and attractive public building for citizens and other residents to get information, to make contacts with existing groups, cooperations, projects in the quarter of Laak, to be assisted to use provisions from education, health care and cure, sport etc systems, to develop this public building as a point of crystallization for experiments, initiatives, local festivals, community based markets etc.
- The academia should be very active to support all related processes and points of departure for understanding what exactly takes place in order to enhance all processes in such a way the complexity and full potential of this quarter contributes to 'sustainable urban development'.

6.4.2 *The start of the Communicationcentre as innovative project*

Thanks to the final acceptance of the application for starting the Demonstrationproject – to be financed by the European Commission, the municipality of The Hague and the participants – a 'Steering-group Communicationcentre' was constituted of two members. The first was a civil-servant and the second was the director of the Institute for Well-being in the Hague, namely 'Mooi'.¹⁹⁸ The Project-group Communicationcentre stopped its work. Both members of the new Steering-group did not discuss with the members of the project-group Communicationcentre about the rational, objectives and operationalisation of this Communicationcentre. They contracted a part-time director of the Communicationcentre and two part-time communication experts for the coming three years. They published their 'Project plan Communicationcentre Molenwijk' (the name Molenwijk concerns Laak North).¹⁹⁹

We notice some interesting similarities and differences with the Project-group Communicationcentre at the start of the Communicationcentre – and see its Project plan.

With regard to the similarities in the project plan:

- The theoretical oriented notions referring to the Politeia, the Oikos, the Agora and the Academia are accepted as point of departure,²⁰⁰

¹⁹⁸ It were Joke ten Berge (the successor of Harry Nijhuis, see note-166) and Dick Hooimeijer.

¹⁹⁹ J. Visser, S. van Meeteren (2011), 'Project plan Communicationcentre Molenwijk: the Program Health, Well-being and Sport [of the Demonstrationproject] [in Dutch], (The Hague: Communicationcentre Laak North).

²⁰⁰ J. Visser et al, see note-199, p. 4.

- Also in this project plan the Communicationcentre is presented as a new socio-political phenomenon and also its objectives are accepted,²⁰¹
- The three objectives (section-6.4) have also been accepted: (1) to go beyond traditional practices with the innovative projects, (2) to interrelate these projects in order to go beyond traditional practices for creating real points of departure for citizens and other residents, and (3) to contribute to meetings and practices resulting in 'sustainable urban development' of Laak (North),²⁰²
- To strongly collaborate especially with the Platform Hacu for getting support for the three objectives mentioned above.²⁰³

With regard to the differences in the project plan:

- Compared to the work of the Steering-group Platform Hacu, this Steering-group did not refer to its own process as innovative project thus to the way it should publish discussion-papers and impressions of its policy-meetings in order to make its own work transparent. As a consequence, unknown remained from the start what the members of its Steering-group thought about the outcomes of the work of the Project-group Communicationcentre.
- From the beginning the Steering-group incorporated the innovative project 'participation' in the Communicationcentre as an aspect of this centre.
- The director and co-workers (of both innovative projects) used the building 'The Ketel' as office and meeting place for discussions with citizens and other residents. They made no plans – see project plan – how to develop their part of this building as a visual clear and attractive 'centre for communication',
- As mentioned, the project plan refers to the theoretical notions of the Project-group Communicationcentre, but at the same time it connected these notions with the World Bank's approach of the 'state', 'the market' and the 'civil society', without bothering about the impossibility to connect the different theoretical backgrounds of the notions of the Project-group Communicationcentre and the World Bank. The second applies a 'neo-liberal version' of societal processes and especially the role of citizens and other residents as 'atoms of society'.²⁰⁴
- The project plan is not represented by Figure-13 of the Project-group Communicationcentre but rather by a circle figure: a small middle circle in the middle referring to the Communicationcentre; the second one enclosing the first one and

²⁰¹ J. Visser et al, see note-199, p. 5.

²⁰² J. Visser et al, see note-199, p.5

²⁰³ J. Visser et al, see note-199, p. 9.

²⁰⁴ This point is elaborated in the study by L.J.G. van der Maesen in 2012, see note-38.

referring to community groups and local practitioners of education, health care, sport, micro-economic activities etc; the third one enclosing the second referring to political institutions on city level, public institutions of the city and business.²⁰⁵ This changed a dynamic societal presentation of processes into a more static societal presentation.

The EFSQ commented that priority should be given to practical start of the Communicationcentre and that the outcomes of coming activities will deliver points of departure to discuss the significance of the similarities and differences as summarized above.²⁰⁶

6.5 The Communicationcentre Laak North in 2012

[forthcoming shortly]

7. Communication and dissemination: the International Journal

7.1 General activities

Also in 2011 and 2012 a lot of attention was dedicated to disseminate the outcomes of the work carried out:

- At the website of the European Foundation on Social Quality
- In the EFSQ's working papers (see the notes),
- In a manifold of reports (see the notes).

At the website of the European Foundation (at this stage IASQ), specific attention was dedicate to the start and the elaboration of the International Journal of Social Quality.

7.2 The International Journal of Social Quality

As announced in the previous Annual Report the EFSQ (with support by the Institute of Social Studies) and the Zhejiang University launched the new International Journal of Social Quality as successor of the European Journal of Social Quality. The new journal is also to be published by Berghahn Journals in New York and Oxford.²⁰⁷ The journal will publish papers that address crucial problems encountered by societies of the contemporary world. The

²⁰⁵ J. Visser et al, see note-199, p. 8.

²⁰⁶ L.J.G. van der Maesen (December 2011), Letter about the first 'project plan' of the Communicationcentre Laak North, Amsterdam/The Hague.

²⁰⁷ See: www.journals.berghahnbooks.com/ijsq. The editors are: prof. Ka Lin (Zhejiang University), prof. Des Gasper (ISS), dr Laurent van der Maesen (EFSQ) and prof. Dan Mao (Zhejiang University). Helma Verkleij is the journal's manager (EFSQ). The chair of the Advisory Board is prof. Alan Walker.

journal will be a platform for addressing interconnected issues concerning, for example, health care, education, employment, migration, precarity, ageing, pensions and citizenship seen as aspects of the interrelations of societal circumstances, processes related with the development toward the overall sustainability (or preventing this development) and sustainable urban development. The investments in this journal aim to create a strong scientific community which is connected with social quality thinking, its theoretical, its methodological and its practical (policy relevant) aspects, as well as the comparison with other approaches (capability theory, social capital, quality of life, human security etc).

7.2.1 The content of Volume-1/Issue-1

This introduces the journal. Explained is that the increasing collaboration between researchers across Asia-Pacific and Europe has stimulated an evolution of perspectives and raised new sets of questions to pursue alongside the earlier ones. Among the new questions raised are: How far is the European-originated social quality theory useful to understand circumstances, trends and challenges elsewhere? In this issue accent is given to relate social quality thinking with different aspects of societal circumstances and to start a comparison with other relevant approaches all over the world. Argued is that the human security approach like the social quality approach offers a way to upgrade the over individualistic notion of humanity found in the UN's human development approach. Notwithstanding this, the question is raised if both notions – about the 'human' and the 'social' - are products of European thought or do they go beyond?

7.2.2 The articles of Volume-1/Issue-1

- 'The Editorial',
- 'Visions of the Sustainable Welfare Society: Extending Social quality into an Asian/Developmental Context' (by Yoshinori Hiroi),
- 'Globalization and Ageing in India' (by Arvind K. Joshi),
- 'The Social Quality Citizenship: Three Remarks for Kindling a Debate' (Ton Korver),
- 'The prototype of Social Quality and its Applicability to Asian Societies (by Ka Lin),
- 'The Individual and the Social: A comparative Study of Quality of Life, Social Quality and Human Development Approaches' (by David Phillips),
- 'The Human and the Social: A Comparison of the discourses of Human Development, Human Security and Social Quality' (by Des Gasper),

- 'Rethinking the Human and the Social: Towards a Multiverse of Transformations' (by Ananta Kumar Giri).

7.2.3 The content of Volume-1/Issue-2

The endeavour is made to connect social quality thinking with the scientific discourse on characteristics of the 'globalized world'. In this world societal trends, problems, and challenges come not only from national states but also from beyond. We can no longer treat the nation as the largely self-enclosed 'society' cum 'economy' cum 'polity' that was typically assumed in the social (including economic) sciences in the eighteenth and nineteenth centuries. The scale of flows of messages, ideas, hopes and values, commodities and finance, of short-term visitors, pathogens, weapons, and technologies, and of longer-term and permanent migrants and refugees, has massive implications for economic, political, juridical and sociological perspectives, including for the social quality approach and public policy.

7.3.4 The articles of volume-1/Issue-2

- 'The Editorial',
- 'Critical engagements of NGOs for Global Human Rights Protection: a new Epoch of Cosmopolitanism for Larger Freedom?' (by On-Kwok Lai),
- 'Good Governance, Social Quality, and Active Citizenship: Gawad Kalinga in the Philippines' (by Alex B. Brillantes jr. and Maricel T. Fernandez),
- 'Workplace Innovation, Social Innovation and Social Quality' (by Peter Oeij, Steven Dhondt, and Ton Korver),
- 'En-Gendering Insecurities: The Case of the Migration Policy Regime in Thailand' (Philippe Doneys),
- 'The theatre of Human Trafficking: A global discourse on Lao Stages' (Roy Huijsmans),
- 'Exploring the Relevance of Fraser's Ethical-Political Framework of Justice to the analysis of Inequalities Faced by Migrant Workers' (by Bina Fernandez).

7.3.5 The content of Volume-2/Issue-1

New subject areas of discussion are put into the footlights in accordance with the change of the international climate of academic debates. Then years ago, the main focus of these debates was located on the themes of welfare state vs. welfare society, social policy vs.

economic policy and the individual concerns vs. 'the social'. As demonstrated in previous issues, the continuous social quality work in Europe and the Asia-Pacific has led to new issues including development toward sustainability, sustainable urban development and social (or societal) innovation entering the debate. A source of inspiration was the Rio conference of 2012 on the sustainability of human existence on earth. It offered a global forum for experts and policymakers to analyse societal trends. Argued is that we may notice an increasing isolation of these issues and it can only feed the need for a technical rapprochement which will undermine a wider integrated view on evaluating current developments. Which indicators do dispose of a heuristic meaning for exploring these issues in an integrated way, thus going beyond the isolation. Ideas about 'social progress', are they really functional for stopping this negative tendency?

7.3.6 The articles of Volume-2/Issue-1

- 'The Editorial',
- 'Evaluating the Quality and Legitimacy of Global Governance: A Theoretical and Analytical Approach' (by Tim Cadman),
- 'A Legitimate Freedom Approach to Sustainability: Sen, Scanlon and the Inadequacy of the Human Development Index' (by Andrew Crabtree),
- 'Economic Performance, Social Progress and Social Quality' (by Peter Herrmann),
- 'Social Innovation, Local Governance and Social Quality: The Case of Intersectoral Collaboration in Hangzhou city' (Young Li, Ying Sun and Ka Lin),
- 'Models of Elderly Care in Japan and The Netherlands: Social Quality Perspectives' (Rachel Kurian and Chihiro Uchiyama),
- 'The Social Quality Approach in a Pluralist World' (Jan Berting).

7.3.7 The content of Volume-2/Issue-2

This special issue features empirical papers from Australia, Hong Kong, Taiwan and Thailand. The data presented in this special issue originate from a large-cross-cultural research project investigating social quality across six Asia-Pacific societies: Australia, Hong Kong, Japan, South Korea, Taiwan and Thailand. The survey employed for the research was developed and validated by the Asian Consortium for Social Quality and in particular, academics at Seoul National University. The questionnaire was developed from the research by the European Network Indicators of Social Quality (ENIQ). Although each society used

the same instrument, different methods of data collection were used based on those deemed most appropriate in each society.

7.3.8 The articles of Volume-2/Issue-2

- 'Editorial' (by Samantha B. Meyer, Paul R. Ward and Raymond K.H. Chan),
- Investigating Australians' Trust: Findings from a National Survey (by Samantha B. Meyer, Tini C.N. Luong, Paul. R. Ward, George Tsourtos, and Tiffany K. Grill),
- 'Social Capital and Civic Engagement in Urban China' (by Kang Hu and Raymond K.H. Chan),
- 'Social Exclusion Experiences of Atypical Workers: A Case Study of Taipei' (by Fen-ling Chen and Shih-Jiunn Shi),
- 'Social Inclusion in Southern Border Provinces of Thailand (by Surasit Vajirakachorn),
- 'Trust and Social cohesion, the Key to Reconcile Thailand's Future (Thawilwadee Bureekul and Stithorn Thananithichot),
- 'Can Information and Communication Technology enhance Social Quality (by Claire Wallace).

8. The Foundation's infrastructure

In the year 2011 and 2012 the European Foundation was also engaged in two projects, financed by the European Commission. The first concerned the Demonstrationproject of the city of The Hague (between September 2011 and September 2014). The second concerned the research about the outcomes of the Jiaxing model in the Zhejiang Province of China (between 2011 and 2015).

Thanks to this participation the staff members of the EFSQ in 2011 as well as 2012 were;

- Dr Laurent J.G. van der Maesen (director)
- Drs Helma Verkleij (manager of the EFSQ and editorial manager of the International Journal of Social Quality (part-time),
- Drs Robert Duiveman (part -time), engaged in the Demonstrationproject,
- Drs Chris Müller (part-time) engaged in the Demonstrationproject,
- Drs Kai Wang (part-time) engaged in the Jiaxing project.
- Dr Peter Herrmann (advisor)

At the end of 2012 discussions started with Eurispes In Rome to extend the attention of social quality work to the Asian-Pacific work and Russia and further. This implied a change of the EFSQ as legal body into the IASQ as legal body with a potential attention to all continents. The objectives remained the same. Herewith it followed the change of the European Journal of Social Quality into the International Journal of Social Quality.

The Accountants Spaargaren in Amsterdam took care of financial reports with regard to 2011²⁰⁸ and 2012²⁰⁹.

The members of the board in 2011 and 2012 were:

- Prof. dr Alan Walker, chair
- Dr Laurent van der Maesen, director
- Mr. Jan Winkelhuijzen, treasurer
- Drs. Jaap Westbroek
- Prof. Harry Nijhuis
- Prof. Kees Knipscheer
- Prof. Teun Jaspers

²⁰⁸ Spaargaren (2011), '*Financial Report of the European Foundation on Social quality*', (Amsterdam: Spaargaren).

²⁰⁹ Spaargaren (2012), '*Financial Report of the European Foundation on Social Quality*', (Amsterdam; Spaargaren).