

levens  
kracht

levenskracht

maak jezelf nu ook levenskracht



Alternatives for the 'Tippelzone'

Stadhuis - Eindhoven



a holistic approach  
considering all the stakeholders involved



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**stakeholders**  
informing the public is important



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Coins & Cards

Eindtoeren & Stopplaatsen  
- CLOSING

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communication strategy  
informing the public

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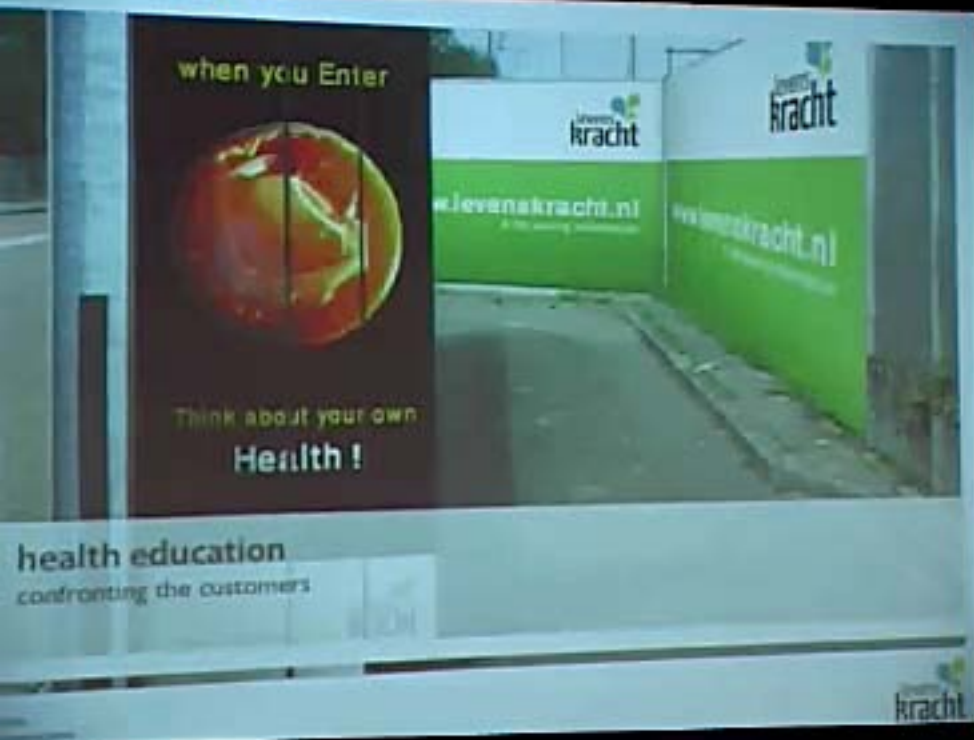
## stakeholders

health education for the customers



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levenskracht  
one face to the customer



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- NEWS
- NONPROFIT
- SELECTION  
AGENCY
- BISS
- INTERNET  
BIZ
- PHILICE
- PHILICE

levenskracht

- generalisatie
- generalisatie
- generalisatie
- generalisatie
- generalisatie
- generalisatie



Levenskracht - a new organization  
cooperation will focus the existing competences

levenskracht



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strategies

### Co-creation methods

Participation of the  
citizens in the  
decision-making  
and  
implementation  
process

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**Flexible system**  
Not a "One size fits all" solution  
Individual and distinct needs  
demand customized offerings

**Co-creation  
methods**  
Participation of the  
women creates  
motivation and  
ownership

strategies



### Long-term perspective

- > no immediate solution
- > changes over Time
- > fall-back Security System

### Flexible system

- Not a "One size fits all" solution
- Individual and distinct needs demand customized Offerings

### Co-creation methods

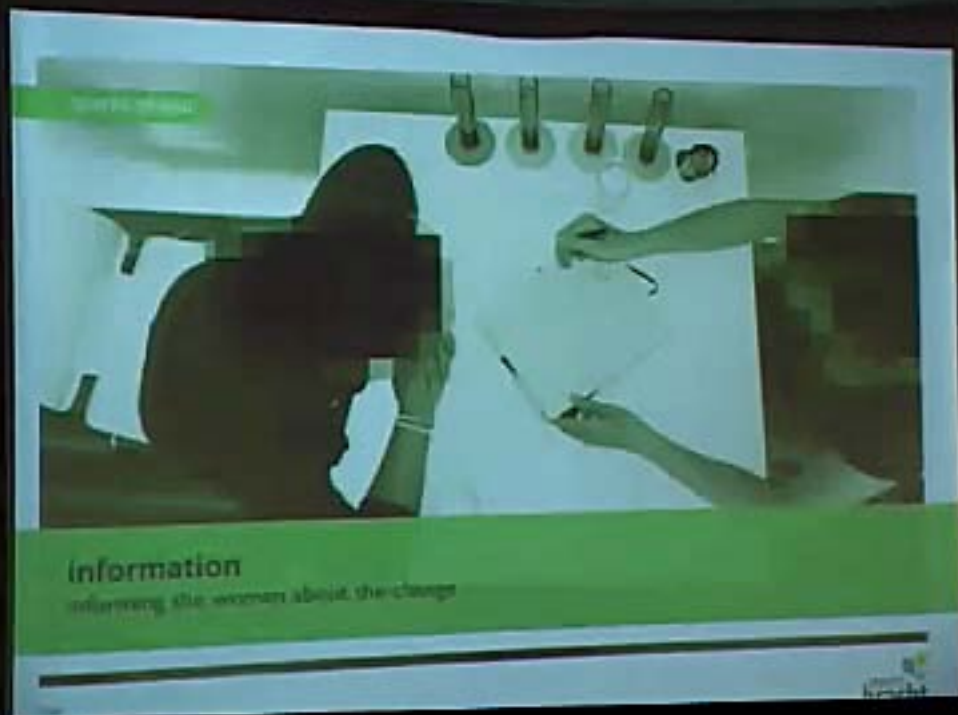
- Participation of the women creates motivation and ownership

strategies



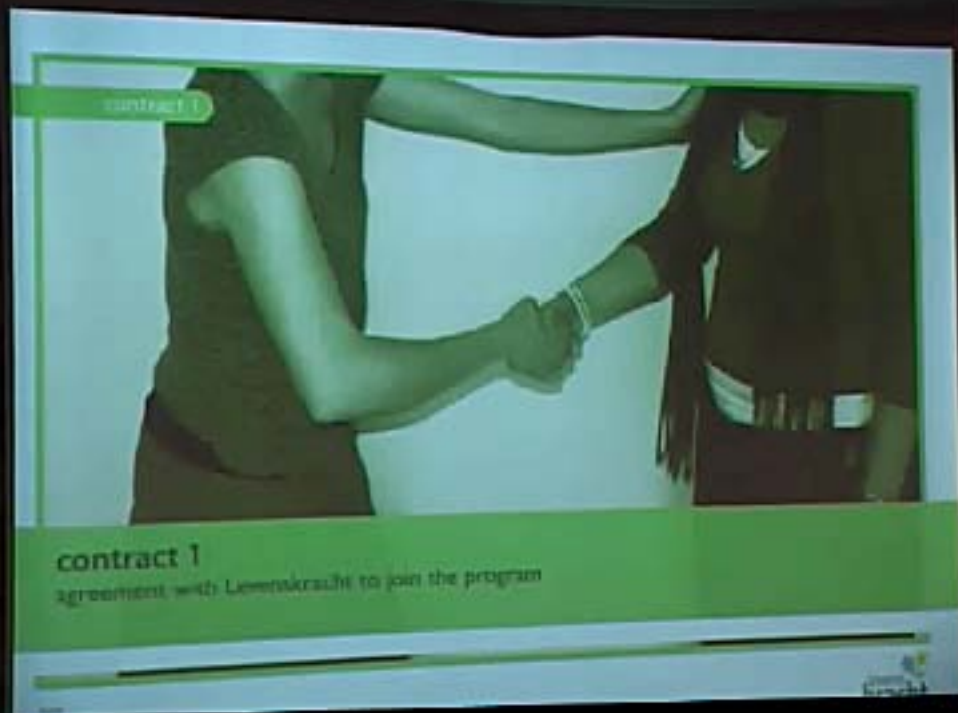
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Alternatives for the 'Tippelzone'

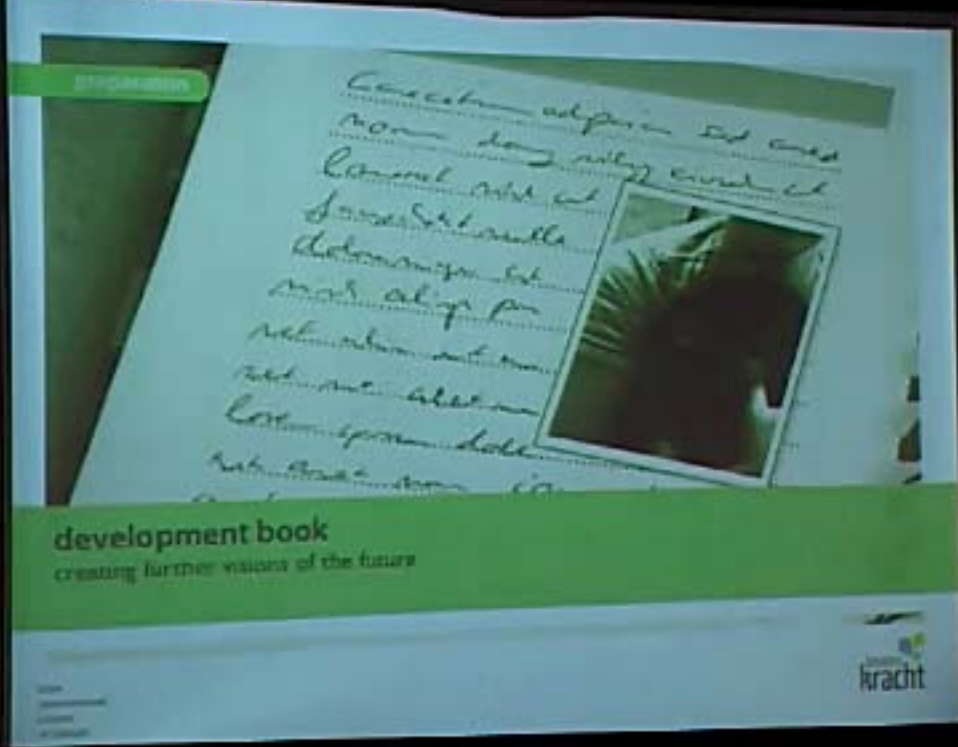
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Alternatives



## making future plans

the caretakers develop a plan with the women

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### weekly time schedules

the caretakers create a structure in the women's lives



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educational programs  
courses, workshops and degrees



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rewarding

rewards and credits for success



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Workshop Credits

Health Education

attended on: 22-04-2009

200 CREDIT POINTS

Self Defence

attended on: 22-04-2009

200 CREDIT POINTS

rewarding that gives a perspective  
earning points for participation

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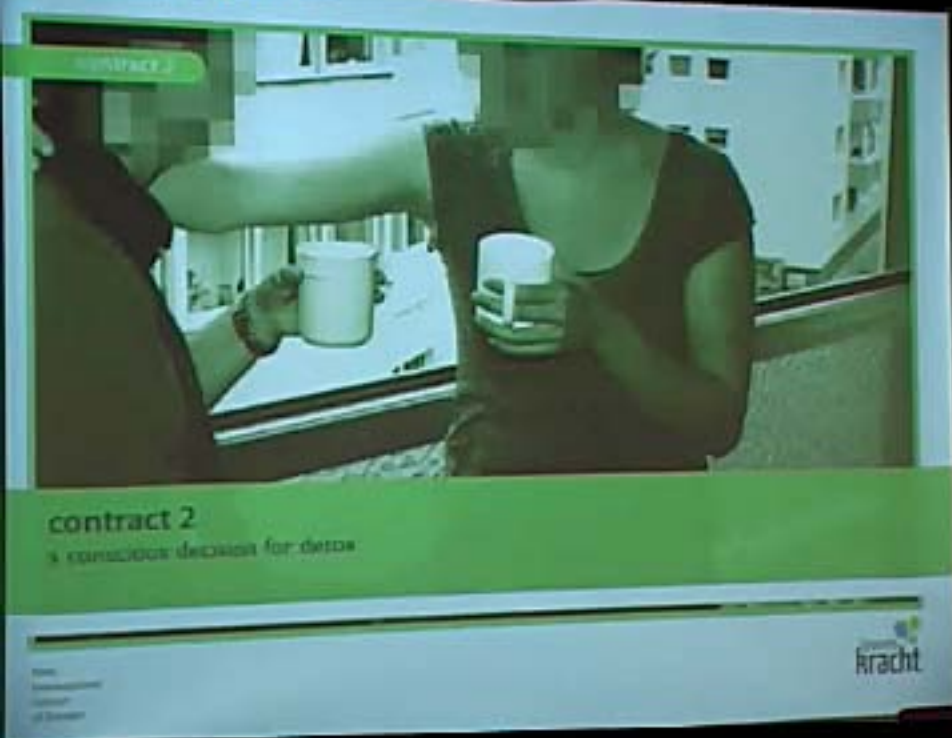
### a new social space

for the programs and workshops there has to be a new social space that is not connected to the Toppelzone



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preparation



first impressions of the life after detox  
making the future certain and concrete

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change



social detox  
clean living community

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getting involved  
earning credits as reward

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change

## jobtraining

reintegrating the women back into society



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maintaining self-responsibility  
education, job taking small steps into a self controlled life

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maatschap



### maintaining the contact

regular contact to the guardians throughout the clean living community

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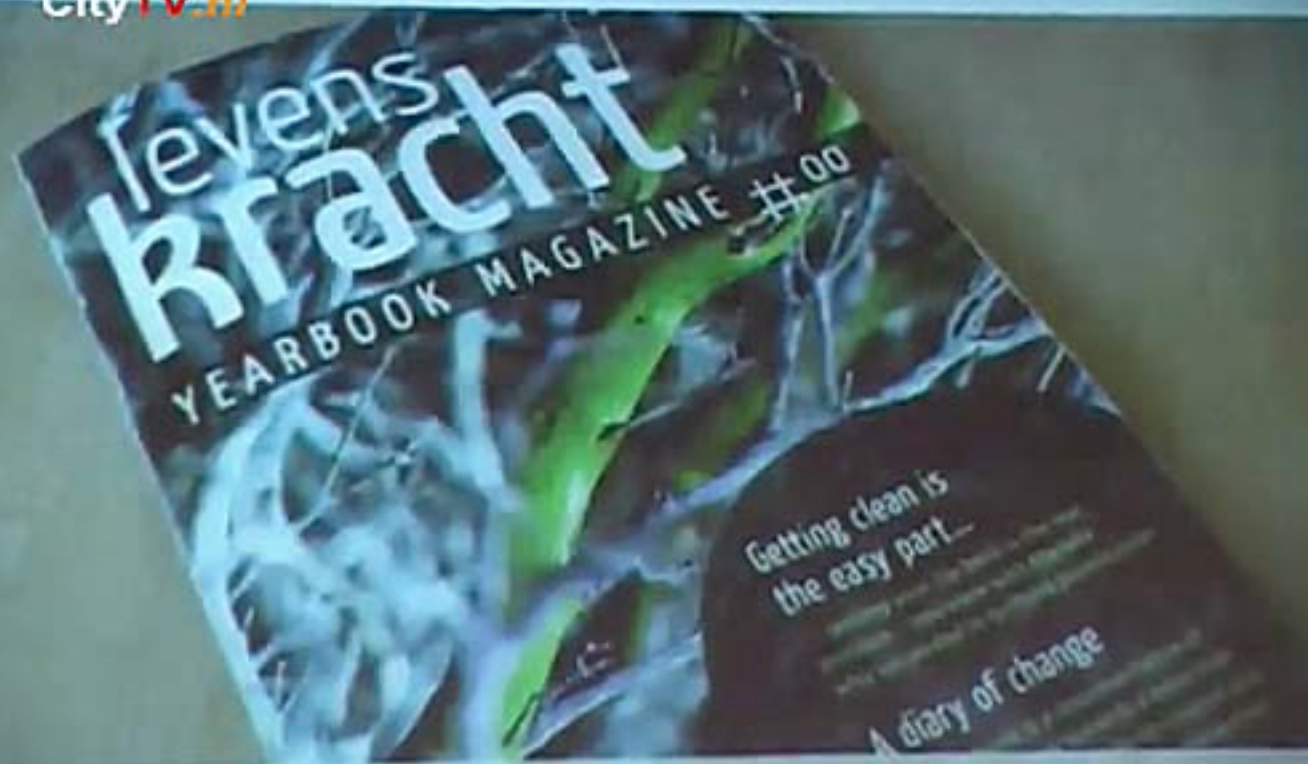
summery

the main differences Levenskracht is going to make



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Levenskracht yearbook

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