



Connecting communities
through culture



Najel Monteiro

"The ability to create something out of nothing reminds me that we never truly know what we can achieve until we try."

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Liam Noordzij

"What truly moved me was the moment I realized that art can help people and create change. That was the turning point in my journey through the cultural sector."

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About Cultuur Concreet

- We believe in the power of #cultuurdichtbij (culture closeby)
- ‘Cultuurregisseurs’ (cultural community connectors) help bringing ideas to life, empowering active residents and creative makers
- Fostering local culture for nearly 25 years
- Independent intermediary organization in Rotterdam
- Funded by the local government of Rotterdam for core services but operates entirely independently with its own vision

Main Goals & Objectives

Empowering communities with culture & bringing culture within reach of every citizen of Rotterdam, because:

- Culture enriches lives & expands perspectives
- Culture creates a shared sense of identity and belonging
- Culture reflects who we are & shapes our collective identity
- Culture helps tackle challenges & builds an inclusive and resilient city

Culture belongs to everyone, resonating with people's worlds and meeting their needs.



CULTUUR
CONCREET



MogelijkMakers PossibilityMakers



MogelijkMakers PossibilityMakers



De Buurvrouw The Neighbour



De Buurvrouw The Neighbour



Challenges

- Not everyone understands WHAT we're doing and HOW we are doing it. It's never about the organization, it's always about the people.
- Big players, including the government, often have good intentions. But we must always be wary of saviorism - the notion that we must be the rescuers, when in fact people are fully capable of creating their own change. Our commitment is to stand by the people.



Tips & Thoughts

- Start with the local context | Build on existing initiatives and adapt to the neighbourhood's unique dynamics.
- Think long-term | Aim for sustainable impact over quick wins.
- Collaborate as equals | Foster genuine partnerships, show personal commitment and focus on trust.
- Avoid 'saviorism' | Let people create their own change.
- Collaborate | Partner up for greater impact.