



Direct communication with users of Adaptation Platforms in the Netherlands

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Aim of communication with users

Tailoring platform content to users' needs

In the Netherlands we see a shift in users

- The Dutch Knowledge Portal was initially aiming at professionals/policy makers as main target group
- We see this shift/expand to other sectors and citizens

Link Triple-A: moving to the action phase, ensures that you will need to involve other audiences. Action implies engagement with users

Citizen engagement in the Dutch Caribbean

In the Dutch Caribbean topics as 'climate justice' and 'equity' are of major importance.

Culturally, it is very important on the islands to involve citizens and society early on.

-> Who and how you should engage with users is strongly cultural dependent

User engagement on the Dutch Adaptation Platforms

Targeted entrances by audience

Tailored content by target group

- Soon the different entries directly visible on the homepage (*new improvement*)
- On our 'Get started' page

Who can take action?

Everyone! We can all contribute to climate-proofing our environment: government bodies, businesses, NGOs, and residents. In addition, it is important for the education sector to focus sufficient attention on climate adaptation. The links below will point you to information for setting to work.

The pages below are only available in Dutch.

Governments



[Get started as a government body](#)

Businesses



[Get started as a business](#)

Residents



[Get started as a resident](#)

Education



[Get started as a teacher or student](#)

NGO's



[Get started as an NGO](#)

Caribbean



[Get started in the Caribbean](#)



User groups

- For portal and atlas
- To receive feedback and input for improvements
- To test ideas for improvements with the target audience

Challenge:

- In practice, for the portal it is quite difficult to find engaged users for the user group.

The screenshot shows a digital workshop interface titled "Hulpmiddelen - Discussie". It features a central workspace with several interactive elements:

- Top Section:** A horizontal scale titled "Vind je de verhaallijnen herkenbaar voor de praktijk binnen jouw organisatie?". The scale ranges from "Helemaal niet herkenbaar" on the left to "Heel herkenbaar" on the right. Five blue stars are placed on the scale, indicating a high level of recognizability.
- Middle Section:** A horizontal scale titled "Wat vind je van het idee om hulpmiddelen te structureren aan de hand van de verhaallijnen?". The scale ranges from "Slecht idee" on the left to "Uitstekend idee!" on the right. Five blue stars are placed on the scale, indicating a high level of approval.
- Bottom Left Section:** A question "Hoe kunnen we de hulpmiddelen dan het beste structureren?" is followed by a grid of pink sticky notes containing various ideas and suggestions.
- Bottom Right Section:** A question "Welke informatie wil je in een verhaallijn terugzien?" is followed by a grid of teal sticky notes containing various ideas and suggestions.

On the left side of the interface, there is a vertical sidebar with several small thumbnail images and text labels, likely representing different categories or topics related to the workshop. At the bottom of the interface, there are several more sticky notes, some pink and some teal, scattered across the workspace.

Seeking contact with target audience

- Presence at conferences
- Giving guest lectures
- Giving presentations to professionals



Collect content from users

On the portal we actively ask for content-based input from the users.

- Gather local examples



The screenshot shows the 'Kennisportaal Klimaatadaptatie' website. The header includes navigation links like 'Home', 'Actueel', 'Aan de slag', 'Kennisdossiers', 'Hulpmiddelen', 'Voorbeelden', and 'Beleid & programma's'. A search bar is present in the top right. The main content area is titled 'Voorbeelden' and contains a paragraph explaining the interactive map: 'Wat speelt er bij jou in de buurt? Hoe hebben anderen het aangepakt? Via de prikkertjes in onderstaande kaart vind je voorbeelden van klimaatadaptatie in Nederland. Wat vind je van de voorbeeldenkaart? We zijn benieuwd naar je [feedback!](#) Er is ook een [lijst met het overzicht van de voorbeelden](#) beschikbaar.'

The map displays numerous colored markers across the Netherlands, indicating different types of climate adaptation examples. A legend at the bottom identifies these markers:

- Adaptatieplan/strategie
- Impactproject
- Onderzoek
- Regionaal samenwerkingsverband
- Reguleren en borgen
- Risicodialoog
- Stimuleren en faciliteren
- Stresstest
- Uitgevoerde maatregel
- Uitvoeringsagenda

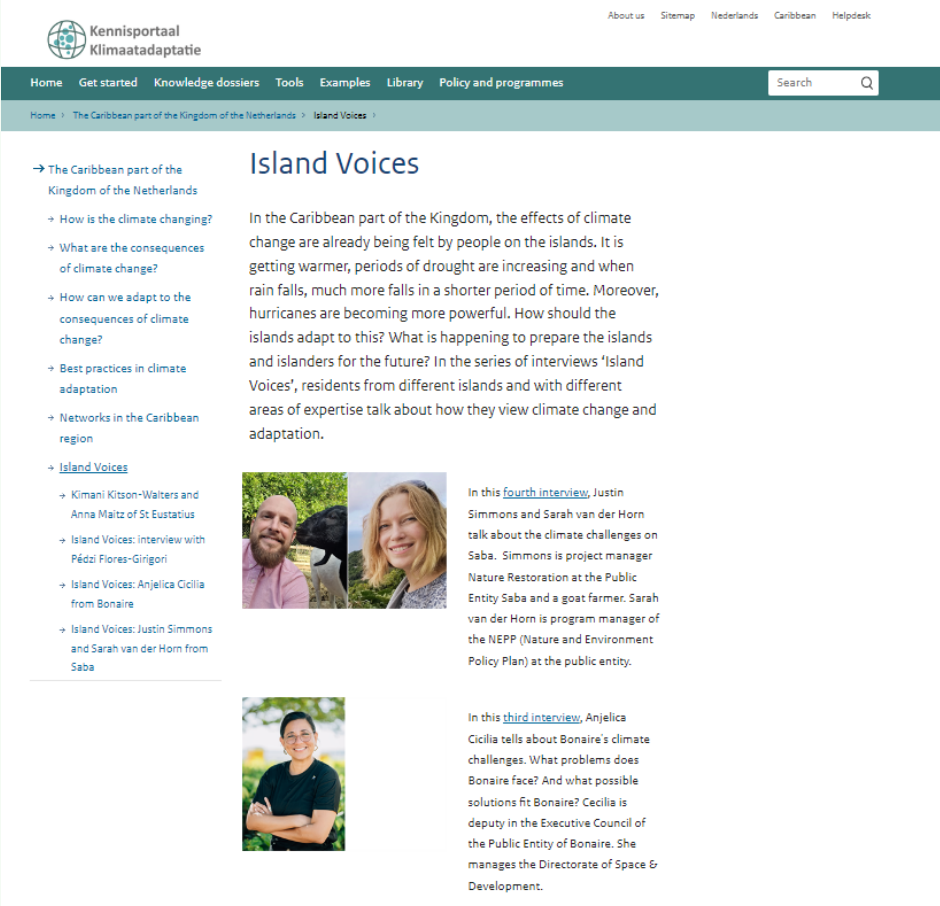
Below the legend, there are three tabs: 'Doe mee', 'Overzicht van voorbeelden', and 'Recent toegevoegd'. The 'Doe mee' tab is active, showing a link to 'Stuur ons je project en wil zoreen'. The 'Overzicht van voorbeelden' tab has a link to 'Bekijk hier het overzicht van de'. The 'Recent toegevoegd' tab has a link to 'Leiden koppelt klimaatadaptatie en biodiversiteit aan'.

Interviews from practice

Interviews about practice

On the Dutch Caribbean Portal: Island Voices.

- Residents from different islands and with different areas of expertise talk about how they view climate change and adaptation.



The screenshot shows the website 'Kennisportaal Klimaataadptatie'. The header includes navigation links: Home, Get started, Knowledge dossiers, Tools, Examples, Library, Policy and programmes, and a search bar. The main content area is titled 'Island Voices' and features a list of interview topics on the left and detailed text on the right. The text describes the effects of climate change in the Caribbean and introduces the 'Island Voices' series of interviews. Two interview snippets are visible, each with a photo of the interviewee and a brief description of their role and the interview's focus.

Island Voices

In the Caribbean part of the Kingdom, the effects of climate change are already being felt by people on the islands. It is getting warmer, periods of drought are increasing and when rain falls, much more falls in a shorter period of time. Moreover, hurricanes are becoming more powerful. How should the islands adapt to this? What is happening to prepare the islands and islanders for the future? In the series of interviews 'Island Voices', residents from different islands and with different areas of expertise talk about how they view climate change and adaptation.

Island Voices

- The Caribbean part of the Kingdom of the Netherlands
- How is the climate changing?
- What are the consequences of climate change?
- How can we adapt to the consequences of climate change?
- Best practices in climate adaptation
- Networks in the Caribbean region
- **Island Voices**
 - Kimani Kitson-Walters and Anna Maltz of St Eustatius
 - Island Voices: interview with Pédi Flores-Girigori
 - Island Voices: Anjelica Cicilia from Bonaire
 - Island Voices: Justin Simmons and Sarah van der Horn from Saba

Island Voices: Justin Simmons and Sarah van der Horn from Saba

In this [fourth interview](#), Justin Simmons and Sarah van der Horn talk about the climate challenges on Saba. Simmons is project manager Nature Restoration at the Public Entity Saba and a goat farmer. Sarah van der Horn is program manager of the NEPP (Nature and Environment Policy Plan) at the public entity.

Island Voices: Anjelica Cicilia from Bonaire

In this [third interview](#), Anjelica Cicilia tells about Bonaire's climate challenges. What problems does Bonaire face? And what possible solutions fit Bonaire? Cecilia is deputy in the Executive Council of the Public Entity of Bonaire. She manages the Directorate of Space & Development.



Thank you for your attention!

Questions? Contact us:

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