

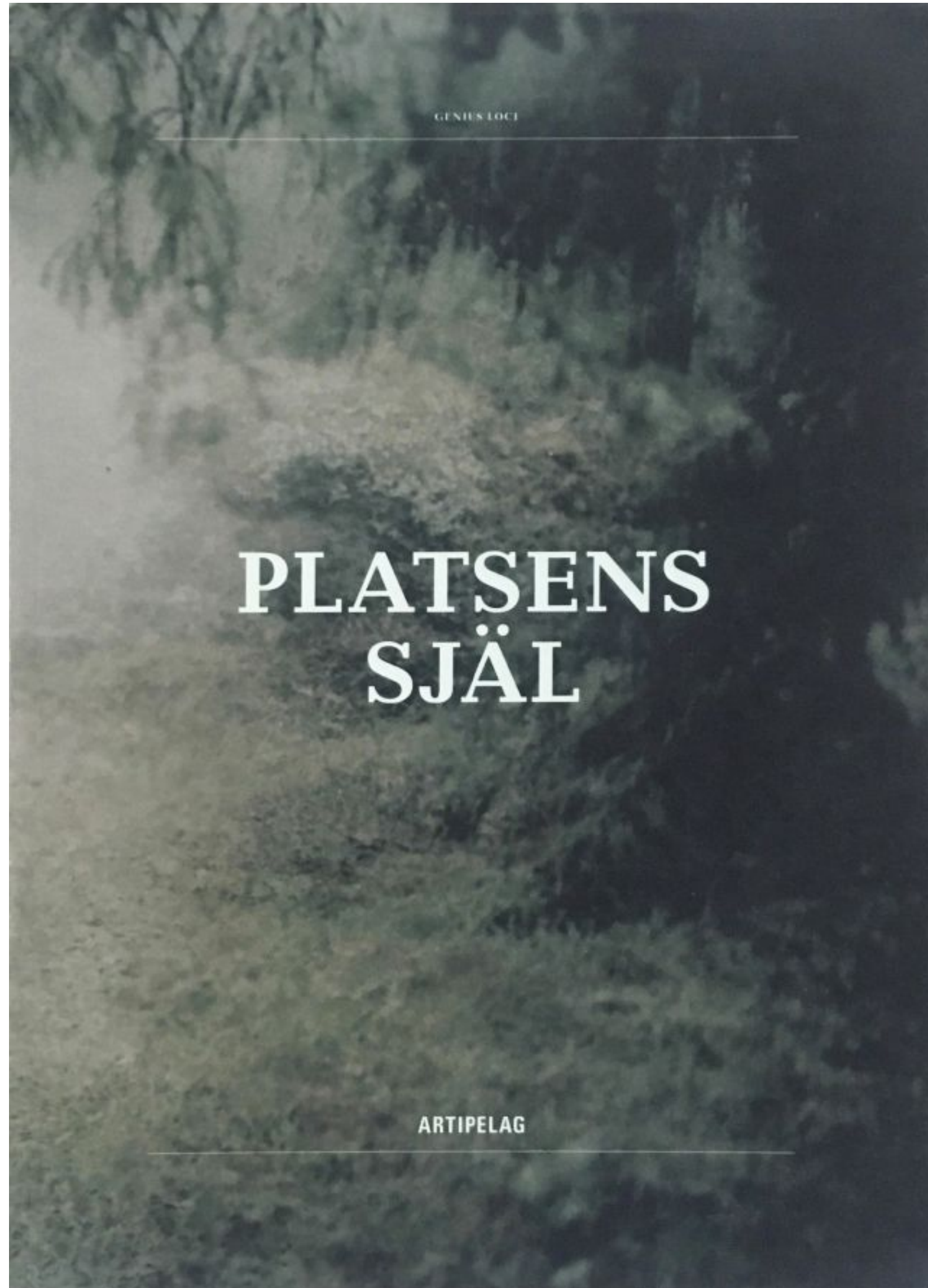
The Nordic Campus Formula

Origins, Explanation and Future



for cool places...

9th of April 2025



Introduction

- Place Branding according to IMA
- Identity Matching: Our Approach
- Perspective and Framing
- Students as the Primary Target Group

Campus Development at NHL Stenden

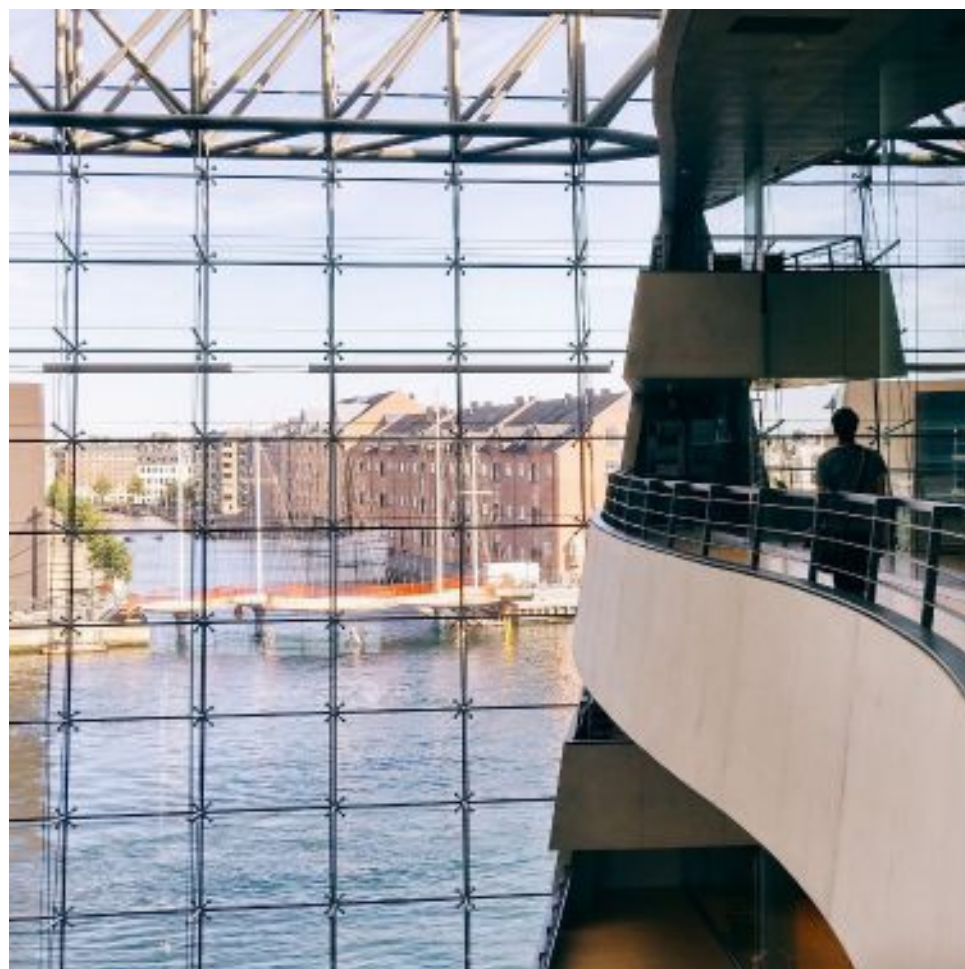
- The Olympic Games as a Metaphor
- Process Overview
- The Nordic Campus Formula
- Explanation of the Formula, Brand Values, Visual Identity, and Sub-Concepts

Introduction

Identity Matching method

Let's introduce ourselves, Paulus & Ellen...





Identity as a Collective Foundation for Development

“The world is getting smaller.” It’s a phrase often used to describe the growing access to knowledge about the planet, its nature, and its people. Information about other continents, countries, regions, and places is easily shared via the internet. For an increasing number of people, it has also become financially possible to travel across large parts of the world.

At the same time, this global growth creates pressure, driven by expanding economies, increasing international mobility, and, not least, a growing global population.

This growth brings both positive and negative effects: environmental damage, deforestation, and visible economic inequality. As a result, there is a rising awareness that we must protect and intelligently manage our natural and built environments.

This type of development comes with economic interests that are not only weighed differently across the globe, but also at a local level. More and more, these decisions are based on shared historical, cultural, and economic insights. These shared insights, held by local stakeholders, form the identity of a place. It’s not just about facts, but also about how those facts are interpreted and valued.

Identity is increasingly becoming the collective foundation upon which decisions about preservation and development are made. This extends to decisions about the design of a place, its layout, communication, and public image. Such development is only possible when stakeholders recognize one another and commit to a shared method for making these decisions.

Without sufficiently diverse or inclusive stakeholder participation, true collectivity cannot be achieved. And without a collective foundation, development lacks authenticity. In such cases, outcomes tend to reflect the views of a limited group, rather than the true identity of the place.

The word “place” here refers to any scale at which stakeholders can define a shared identity, whether it’s a neighborhood, a street, a region, a business district, or a student campus.



The Zaan Identity as Part of the Zaan Development Framework

A Place Brand is a shared development framework, based on the local identity and created together with stakeholders.

It captures the current values of a place and translates them into future ambitions. These are the **Brand Values** that guide all projects.

It brings focus, unity, and a clear direction. Projects in public space, buildings, events, and communication all help express and strengthen the Place Brand.

Marketing & Communication supports the brand, but is not the brand itself.

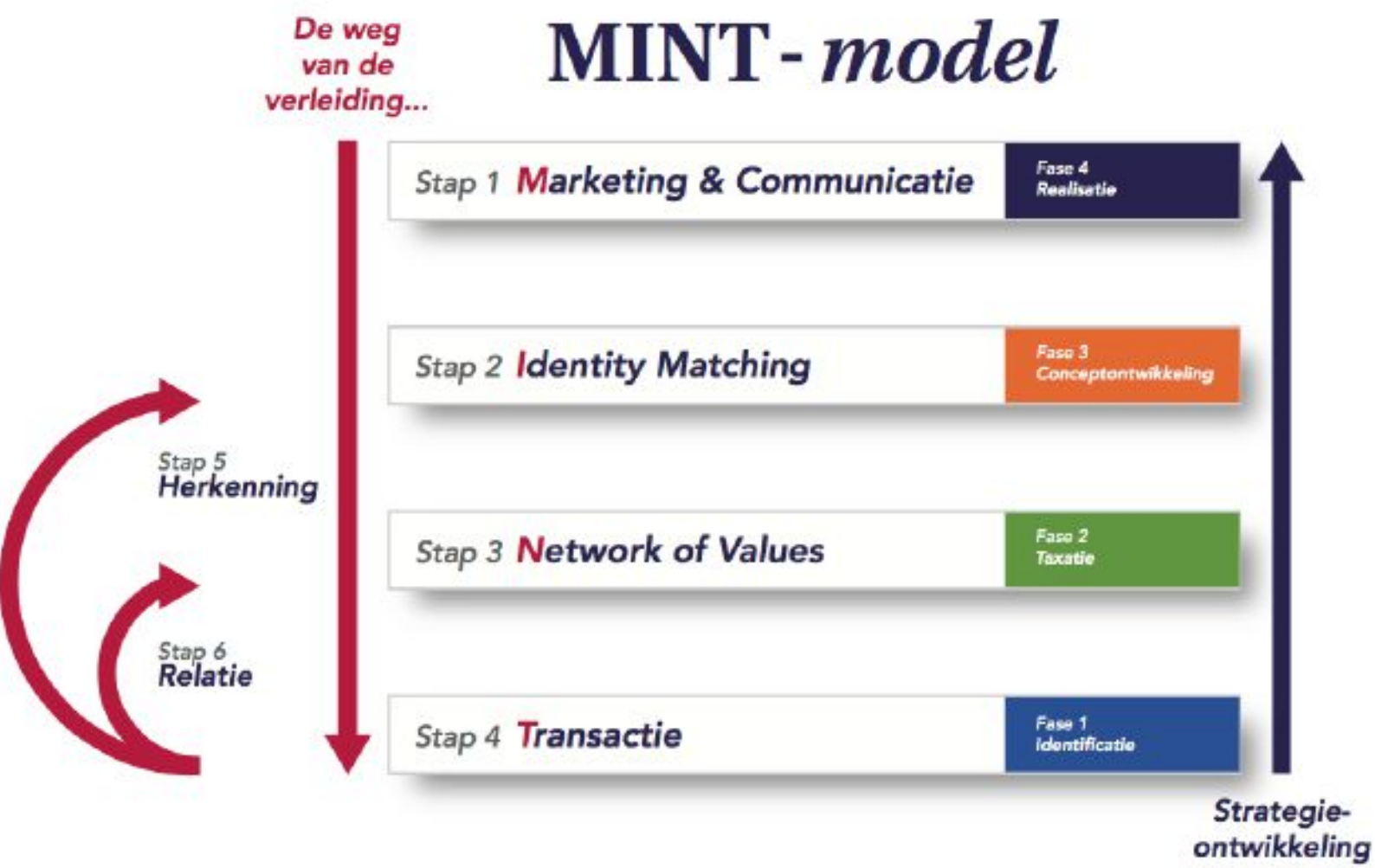


Copying Is Not the Road to Success

- Many places copy what seems successful elsewhere, without knowing their own identity
- This leads to sameness in cities, services, and architecture lacking appeal
- Ask better questions:
 - Who are we?
 - What fits us?
 - Who benefits from it?
- Clear identity must come before development or marketing
- Place Branding should be rooted in authenticity

Solution: Identity Matching Method

- Step-by-step approach
- From defining a unique identity to implementing a Place Brand



Identity Matching and the MINT Model

- Based on proven models from clinical psychology
- Offers a structured method with clear steps and result-driven guidance
- Creates understanding before, during, and after the process
- Makes outcomes more predictable and allows for easy adjustments

The MINT Model: Two Movements

The Path of Attraction (Steps 1–4)

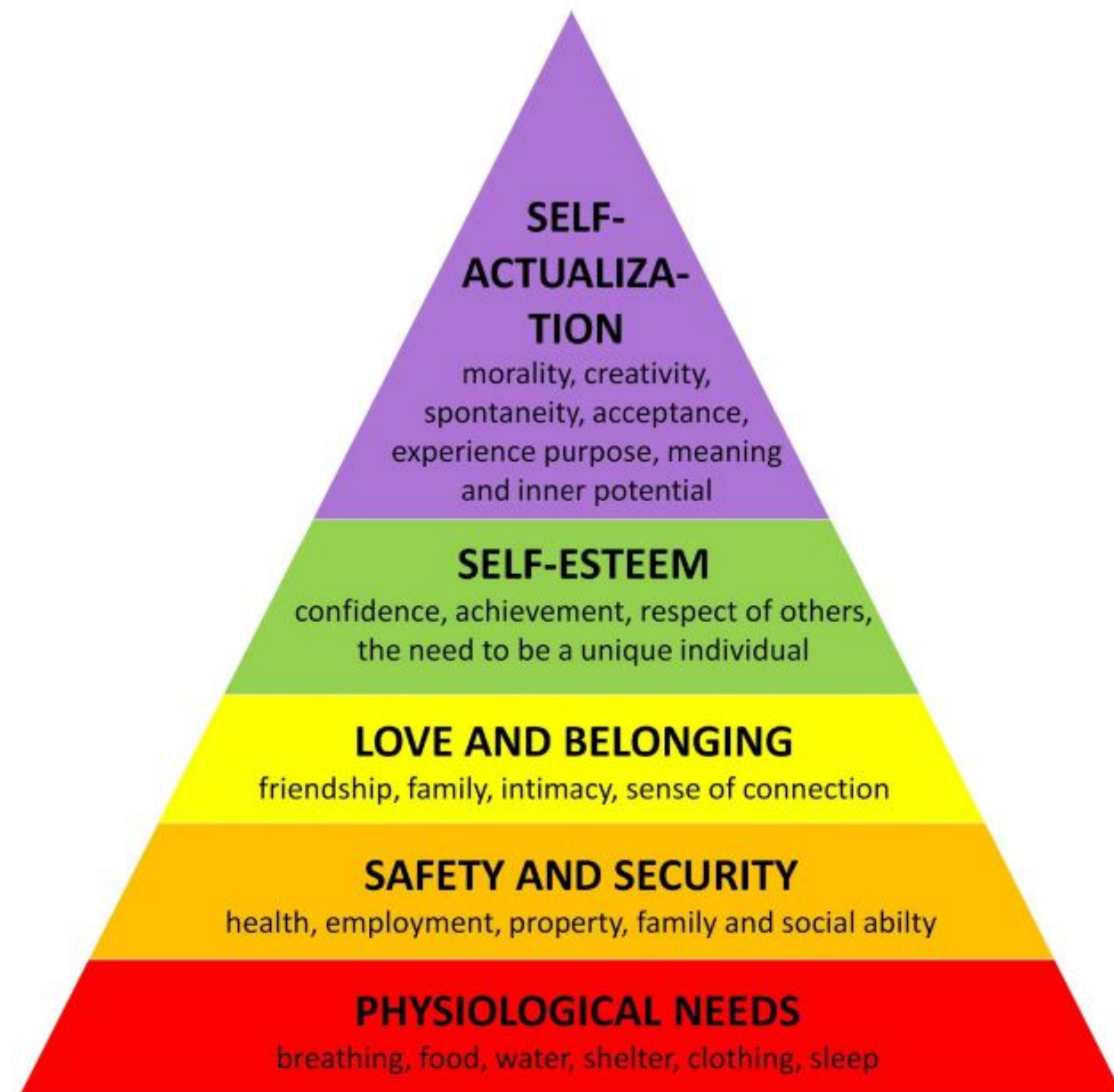
- From first contact to transaction
- Step 5–6 focus on building long-term relationships, not just one-time results

Strategy Development (Reverse Path)

- Starts with defining Identity and Ambitions (Phase 1)
- Then maps the Marketing Landscape (Phase 2)
- Followed by strong Concept and Brand creation to claim the landscape (Phase 3)
- Ends with setting goals and organizing to achieve them (Phase 4)
- Each phase includes a step-by-step plan to reach clear outcomes
- See diagram for a visual overview

Fase 1 Identificatie	Fase 2 Taxatie	Fase 3 Conceptontwikkeling	Fase 4 Realisatie
<p>MINT Transactie</p> <p>Wie zijn we? Waar zijn we goed in? Wat zijn onze ambities?</p> <hr/> <p>CPWW-onderzoek:</p> <ul style="list-style-type: none">• Place Coolness incl. Landmarks• Brandscape• Warm Welcome• Paars-factor• I/E/N-factor• BrandConcept-status• BrandManagement-status <p>Identiteitsonderzoek stakeholders:</p> <ul style="list-style-type: none">• Zelfbeeld (DNA)• Dromen• Ambities (BrandScan) <hr/> <p>Resultaat Fase 1:</p> <ul style="list-style-type: none">• CPWW-score• BrandBoard• Beschrijving ontwikkelbehoeftes• Opdrachtoomschrijving Fase 2	<p>MINT Network of Values</p> <p>Wie gaat ons aanbod waarderen? Hoe gaan we onze unieke identiteit benutten? Wat wordt ons Marketing Landscape?</p> <hr/> <p>Onderzoek naar:</p> <ul style="list-style-type: none">• Trends & ontwikkelingen o.b.v. CPWW• Kansen & Bedreigingen o.b.v. CPWW• Strategische kansen/samenwerkingen <p>Potentie-onderzoek stakeholders:</p> <ul style="list-style-type: none">• CPWW-quick wins• Onderlinge verhouding stakeholders (wie wordt 'probleem/kans-eigenaar') <hr/> <p>Resultaat Fase 2:</p> <ul style="list-style-type: none">• Omschrijving & visualisatie Marketing Landscape• Beschrijving ontwikkelpotentie• Opdrachtoomschrijving Fase 3: Masterplan	<p>MINT Identity Matching</p> <p>Hoe gaan we het gekozen Marketing Landscape claimen met een goed Destination Branding Concept inclusief Landmarks?</p> <hr/> <p>Bepalen:</p> <ul style="list-style-type: none">• Welke beperkende factoren bepalen het uitgangspunt?• Wat van het huidige aanbod past bij het gekozen Marketing Landscape? Waar zitten de gaten in het aanbod?• Welke Landmarks moeten ontwikkeld worden?• Welke verhalen kunnen gebruikt worden om het concept te laden?• Hoe zorgen we er in Fase 4 voor dat het concept aan de 5 conceptelementen voldoet? <hr/> <p>Resultaat Fase 3:</p> <ul style="list-style-type: none">• Omschrijving van een concept dat voldoet aan de 5 conceptelementen• Inventarisatie van de werkzaamheden die in Fase 4 moeten worden uitgevoerd• Stappenplan en timeline	<p>Marketing & Communicatie MINT</p> <p>Realisatie van het Destination Branding Concept Promoten van de plannen</p> <hr/> <p>Realiseren:</p> <ul style="list-style-type: none">• Organisatie conceptbewaking• Inrichting organisatie met werkgroepen• Research & Development• Start fundament Identity Book• Plan voor interne- en externe communicatie• Creatie briefings <hr/> <p>Resultaat Fase 4:</p> <ul style="list-style-type: none">• Briefings• Fundament voor Identity Book• Start Branding Cooperation• Bereiken doelstellingen

Needs as the basis for behavior -Maslov

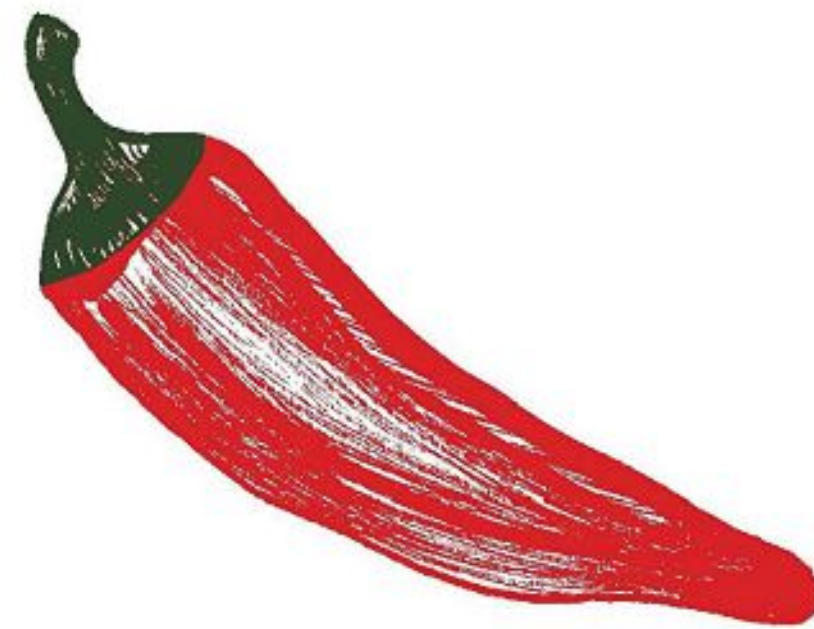


Needs* as the basis for behavior

- Needs are both physical and mental
- Fulfilling a need is the starting point of behavior (even denying a need is a form of behavior)
- The order of needs is less fixed than Maslow suggests
- Both internal and external triggers influence how urgent a need feels

**Note: In IMA's method, no strict difference is made between needs and desires. In practice, we distinguish between "need to have" and "nice to have".*

YOU'RE
SOOOO
COOL



YOU'RE HOT

The CPWW Score

The CPWW score compares a place's Coolness (**Cool Place Score-CP**) with its economic activity and hospitality (**Warm Welcome Score - WW**).

It assesses:

- What makes the place unique
- What kinds of transactions and experiences it offers
- How it compares to other places
- The strength and usability of the place as a brand concept
- How place branding is currently organized and implemented

Creating Value

A matter of perspective...

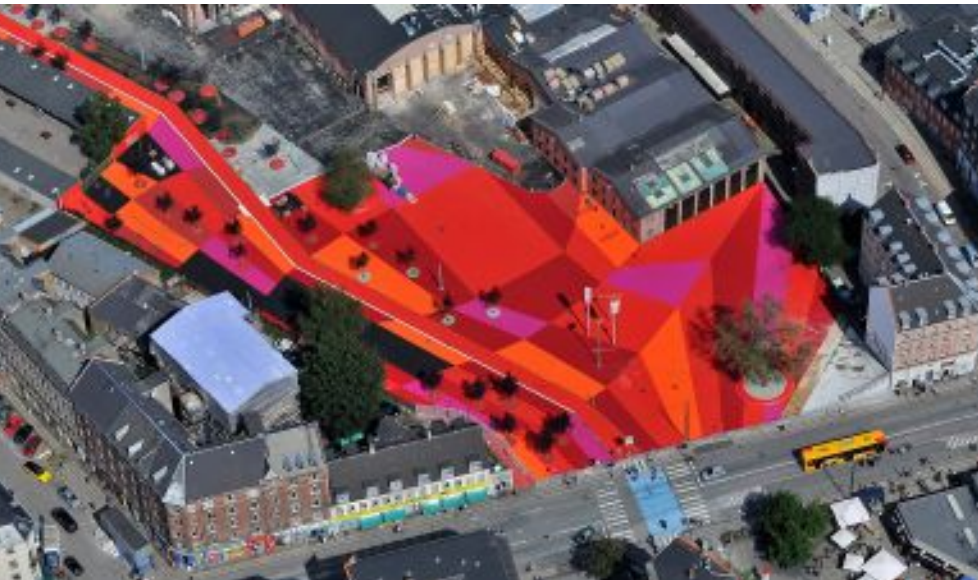
Choice of Perspective...



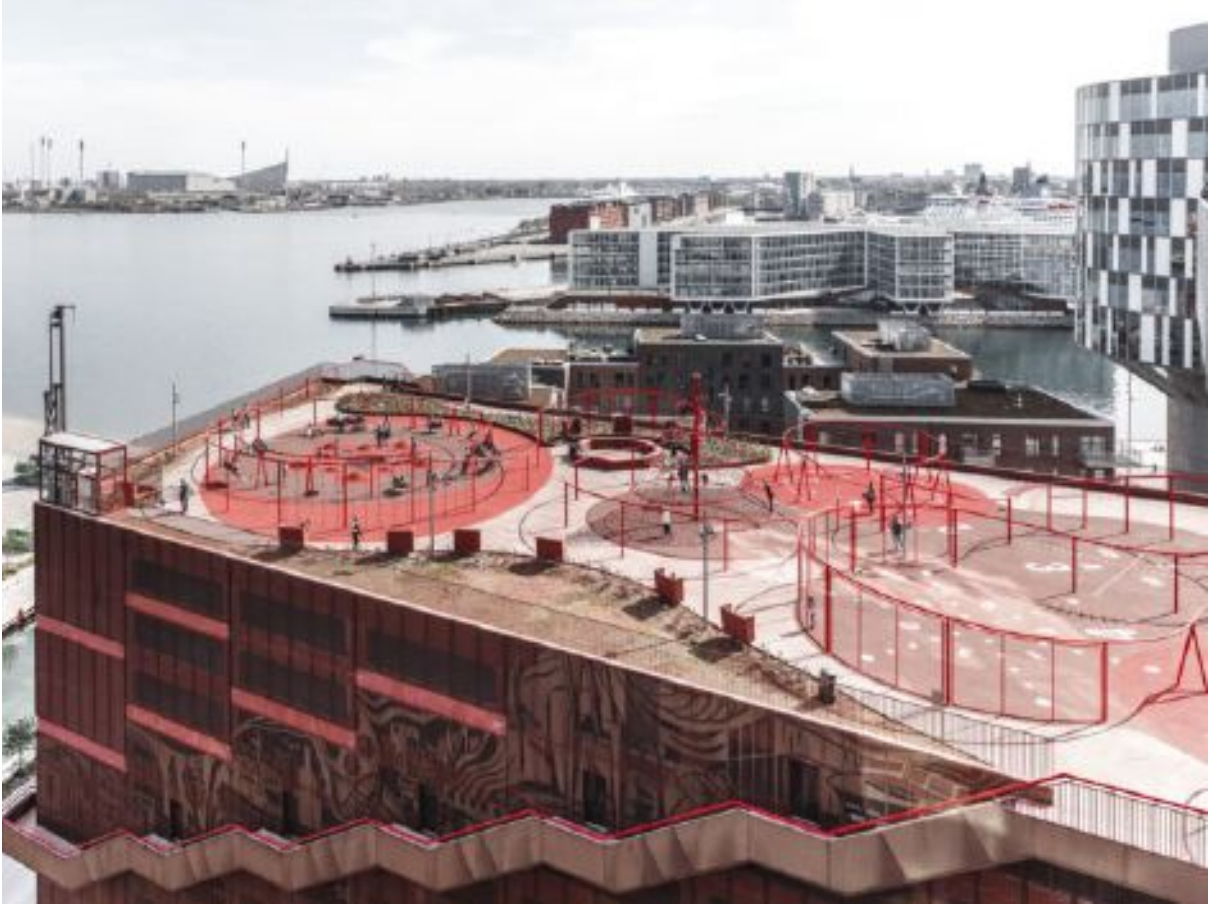
Copenhagen through the eyes of the average tourist



Choice of Perspective...



Copenhagen through the eyes of a modern architecture enthusiast



Choice of Perspective...



Copenhagen through the eyes of a foodie



Choice of Perspective...

Copenhagen through the eyes of a local



Place Identity
Creating Memories...



Many people speak with warmth and affection when they talk about their childhood. They often recall:

- Fun things they did with their family
- Friends from the neighborhood or school
- Routines like sports, clubs, school, and family activities
- The layout and feel of the neighborhood they grew up in
- The house they lived in and their childhood bedroom
- Vacations or weekend trips

Many of these special childhood places are remembered through specific details in public spaces. A school with oversized matchsticks on the playground. A playground with a rope bridge. The bronze sheep statue near the shopping center. The building with red balcony railings. The football field that turned into an ice rink in winter.

For most people, these are deeply personal and meaningful memories. Parents play a major role in these experiences. After all, they made most of the choices: where to live, which house, which school, the vacations, and often even which sports or clubs to join. The same is true for difficult or unpleasant memories.

The defining factor in both cases is that most decisions were made for you.



For Most People, Their Student Years Are the First Time They Truly Make Their Own Choices

- Which study program to follow?
- In which city?
- Whether to live on campus or stay at home?
- To live with friends or complete strangers?

It is often the first stage of life where your parents no longer decide what you do. Where you decide for yourself.

Your friends are no longer just the kids from your street, but people who share your interests and academic direction.

It is the first time you stand on your own feet, making your own decisions, learning by trial and error. It is a time you will never forget...

Many people later describe their student years as “one of the best times of their life.”

That means something.

If, during that time, a place manages to leave a positive and lasting impression on a student, the chances are high that they will:

- Return as a visitor
- Consider living or working in the region
- Come back for further education
- Never skip a reunion
- Stay connected for life and speak positively about the place to others

There is probably no stronger form of place branding than this.



Ellen Honig, Age 5, 'Vlootdagen-Navy Days', Den Helder, 1979

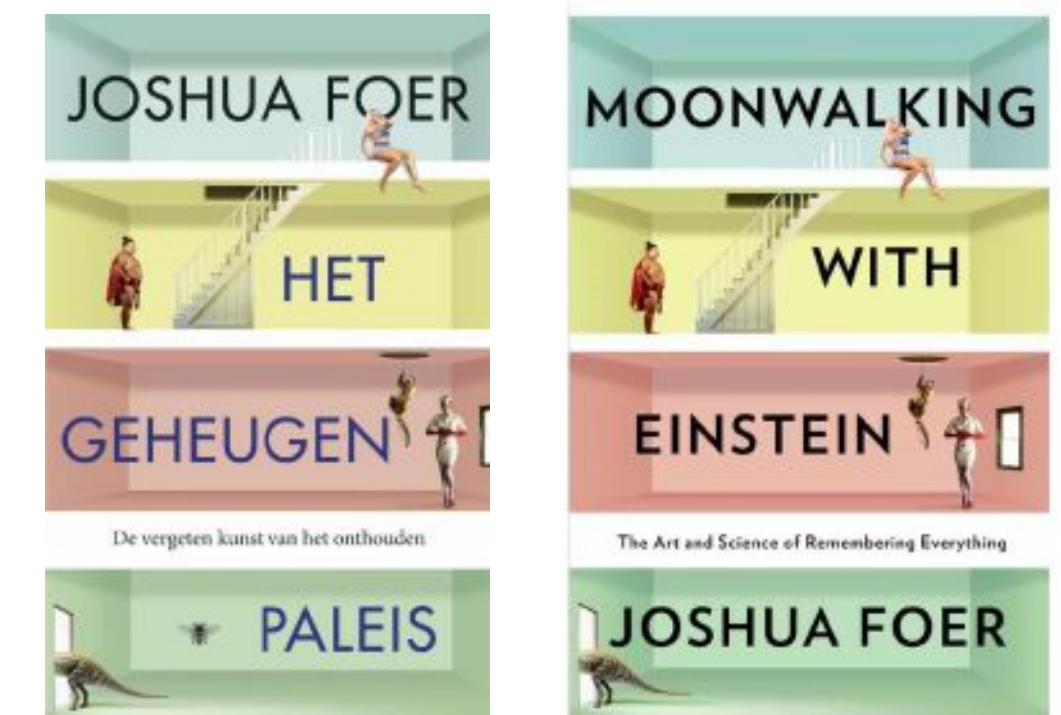
- Memories Are Tied to Places and Experiences
- Places that are not generic, but instead unique and distinctive, tend to stay in our memory longer. The memories linked to those places become stronger as well.
- Our senses play a key role in how we form and store memories. Environments that stimulate sight, sound, smell, and touch make experiences more vivid and lasting.
- Remarkable places often invite people to take photos. These images give the location an even more prominent place in memory, sometimes even more than the real moment itself.

The American Journalist Joshua Foer Wrote Moonwalking with Einstein

In this book, he describes memory techniques based on the idea that the human brain is not well suited to remember words or numbers, but is very good at remembering images and spatial layouts. This ability was once crucial for survival, such as remembering where to find food.

To remember a sequence of facts, create striking mental images and place them in familiar locations within an environment you know well. Later, all you need to do is mentally walk through that space to recall the information.

Everyone is capable of achieving remarkable memory feats using this method.





Tree Hotel, Zweden



So is putting something random like an UFO in the forrest the solution?



*the Identity of Zaanstad can Be Experienced at the Zaans Hotel
Companies in the region 'Zaanstreek' often choose this hotel to accommodate their guests.*

IMA Creates Concepts Rooted in Their Environment

Concepts that fit the Genius Loci of a place.

Why?

1. Ideas that are beautiful, engaging, and meaningful have the greatest impact when they fit naturally within their surroundings. When concepts reflect the local environment, people recognize and connect with them more easily. This helps the message stick and creates a deeper sense of place.
2. It builds local pride and encourages collaboration
 - People (students are people too...) enjoy sharing stories about these experiences with others. Local media are also more likely to write about them. Students take home great stories and gain a better understanding of the place and environment where they study. This leads to word-of-mouth promotion for the location.
 - You can also build strong collaborations with local partners, which can reinforce one another.
 - Local organizations will be more eager to link their network to a place that feels connected and meaningful.

The Nordics as a Source of Inspiration



Why are Northern Netherlands and Scandinavia sources of inspiration for the development of NHL Stenden campuses?

The way society is structured in Scandinavian countries offers many similarities to our own region:

- There are strong cultural similarities
There is a shared focus on well-being
The climate is comparable
Scandinavian countries often have to achieve the same results with fewer people. This is also true for the regions where NHL Stenden campuses are located. It connects to a wider social trend.
- We especially look to Denmark
(as it closely resembles our own context),
- but we also draw inspiration from Sweden, Norway, and

Overeenkomsten tussen Scandinavische landen

Hoewel er natuurlijk altijd verschillen zijn tussen buurlanden, kijk maar naar Nederland en Duitsland bijvoorbeeld, zijn er ook een aantal overeenkomsten tussen de Denen, Finnen, Noren en Zweden.

1. Dezelfde taal

Zowel letterlijk als figuurlijk, spreken mensen uit alle Scandinavische landen "dezelfde taal" als Nederlanders. De open en over het algemeen informele sfeer en gebruiken van Scandinavië lijken erg op die van Nederland. De voertaal bij zakelijke evenementen is doorgaans Engels, wat de meeste Nederlanders prima spreken en verstaan.

2. Punctualiteit

Scandinaviërs zijn erg punctueel. Het is dan ook belangrijk om op tijd te komen en niet vijf minuten later. Bovendien heerst sterk de mentaliteit "afpraak is afspraak". Als het onverhoopt niet lukt om op tijd te komen of wanneer een afspraak geannuleerd moet worden, is het belangrijk om dit zo snel mogelijk te laten weten om irritatie bij de Scandinaviër te voorkomen.

3. Sterke scheiding tussen werk en privé

Op de werkvloer en bij zakelijke bijeenkomsten is er over het algemeen weinig ruimte voor "small talk". Er wordt vrijwel direct over gegaan op de orde van de dag. Hier staat tegenover dat de Denen, Finnen, Noren en Zweden zeer gesteld zijn op hun vrije tijd. Om deze reden worden afspraken zo veel mogelijk in de ochtend gepland. Zo kunnen zij weer op tijd naar huis.

4. Innovatief

De Scandinavische landen worden wereldwijd gerespecteerd en geprezen om hun kennis en vooruitstrevende techniek. Scandinavië is in feite één grote kenniseconomie en er wordt dan ook veel geïnvesteerd in research en development.

5. Welvarend

Het grootste gedeelte van de Scandinavische bevolking is relatief welvarend, wat ertoe heeft geleid dat de landen alle vier een hoge koopkracht kennen.

6. Gelijkheid

Gelijkheid en democratie staan in Scandinavië hoog in het vaandel. Dit uit zich vaak in platte organisaties met korte lijnen, waardoor het relatief gemakkelijk is om in gesprek te komen met een manager of de directeur van een bedrijf, zonder dat er een tussenpersoon aan te pas moet komen.

7. E-business

Scandinavië kent een grote online business en de inwoners zijn verder dan de meeste Europeanen wanneer het aankomt op online aankopen. Zij ervaren landgrenzen over het algemeen niet als een drempel en vinden het dan ook geen enkel probleem om online iets te bestellen bij een bedrijf dat in het buitenland gevestigd is. Hierdoor zijn ook de Scandinavische winkels gedwongen om online bestellen mogelijk te maken.

The Olympic Games
As a Metaphor for a University of Applied Sciences



**OLYMPIC VALUES -
EXCELLENCE, RESPECT AND
FRIENDSHIP**

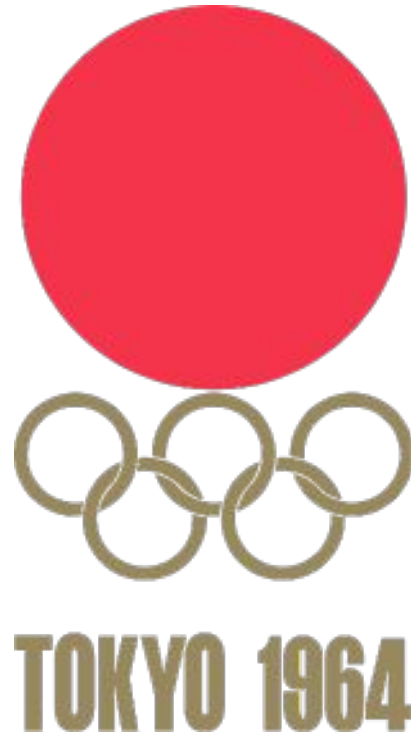
The Olympic Games

The Olympic Games are a global sports event in which thousands of athletes compete in a wide variety of sports. There are two editions: the Summer Games and the Winter Games. Both are held every four years. The Winter Games take place about one and a half years after the Summer Games, and then it takes roughly two and a half years before the next Summer Games.

The philosophy behind the Games is promoted by the Olympic Movement. This movement includes the international sports federations, the National Olympic Committees, and the official organizers of the Games.

The International Olympic Committee (IOC) is responsible for selecting the host city and deciding the Olympic program. During an IOC meeting, held seven years in advance, the host city is chosen from a list of candidates. This means that in the year following the Olympic Games, the host city for the edition after the next one is selected. Since 2012, organizing the Summer Olympics also includes hosting the Paralympic Games.

The local organizing committee must follow the Olympic rules, which are defined in the Olympic Charter. Several symbols and rituals are part of the Games, such as the Olympic flag and the Olympic flame. The Olympic Games are more than just a sports event; they are also a powerful global brand.



The Host Country (Olympic City)

The host country is responsible for organizing everything according to the standards and expectations of the IOC. It must always reflect the Olympic spirit and the core brand values of the Games.

At the same time, every Olympic city wants to put its own place, whether it's the city, region, or even the entire country, on the map.

This means creating an unforgettable experience for the athletes, but also using the Games to showcase their identity.

That's why the Olympic Games in Beijing feel very different from the Games in London.





Iconic Locations as Sports Arenas

At most Olympic Games, each sport is assigned to a purpose-built or dedicated stadium. The Opening Ceremony usually takes place in a large (athletics) stadium, where the Olympic flame is lit and the Games begin with a grand speech and celebration.

However, during the Paris 2024 Olympics, the city itself became the stage. Temporary venues were set up at many of Paris's most iconic and historic locations, turning each sport into a visual spectacle of culture and sport combined.

Viewers around the world were treated to stunning Parisian backdrops with every event. The Opening Ceremony unfolded in and around the Eiffel Tower, specially decorated with the Olympic rings, forever marking its connection to the Games. The Olympic flag floated above the city, attached to a hot-air balloon like a beacon in the sky.

Long-distance swimming took place in the (carefully cleaned) Seine River, and equestrian medals were won in the royal gardens of Versailles.



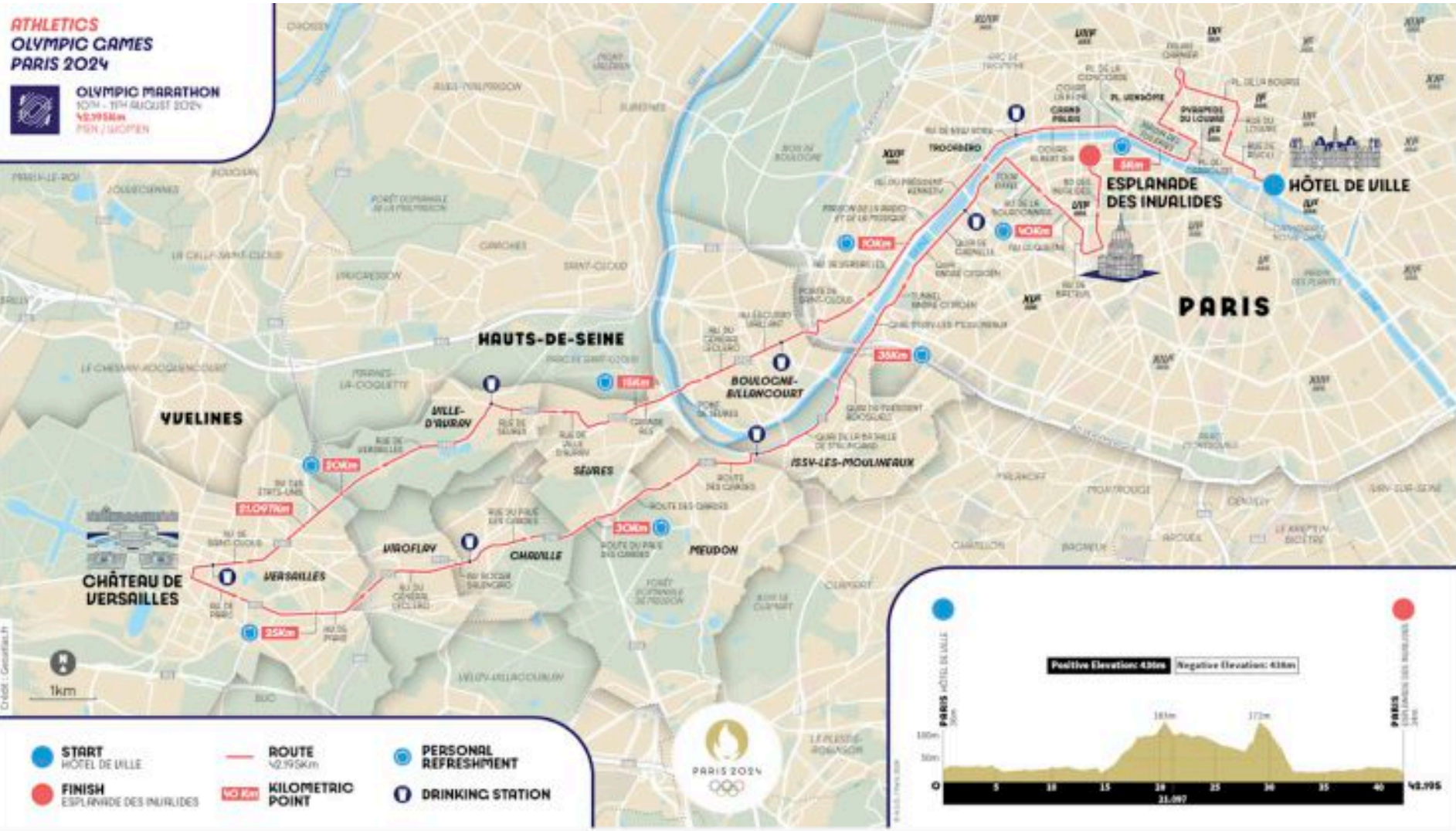
The Marathon Route

OLYMPIC ATHLETES FOLLOW IN THE FOOTSTEPS OF A HISTORIC MARCH

The Olympic marathon route pays tribute to a pivotal moment in French history: the Women’s March on Versailles on October 5, 1789.

On October 5 and 6, 1789, market women, shopkeepers, and workers from the poorer neighborhoods of Paris gathered at the Hôtel de Ville, demanding bread and weapons. Between 6,000 and 7,000 Parisian women, joined by some men, marched through the city to Versailles with the goal of bringing the king back to Paris.

That same day, King Louis XVI agreed to ratify the Declaration of the Rights of Man and of the Citizen, marking a turning point in the French Revolution.





Outfits

At the 2024 Paris Olympic Games, the medal presenters wore outfits that reflected French culture and history. These garments were inspired by the 1920s, the last time Paris hosted the Olympics.

The outfits featured unisex polo shirts, wide-legged trousers, and traditional gavroche caps, a nod to the iconic Parisian street boys of that era. This choice honored France's rich cultural heritage and gave the medal ceremonies an authentic Parisian flair.

Medal Trays

Paying tribute to Louis Vuitton's legacy as a trunk-maker, the unique medal trays were crafted by skilled artisans at the Louis Vuitton workshop in Beaulieu-sur-Layon, a region known for leather craftsmanship.

The trays feature an exterior made of the historic Damier canvas, first designed in 1888, and an interior lined with matte black leather, echoing the finish of the official Louis Vuitton torch and medal cases.

Designed to be as light as possible, each tray can hold two to six medals. These trays are part of a special collection of custom-made cases created exclusively for Paris 2024.

They perfectly embody LVMH's mission: "The Art of Crafting Dreams," and highlight their role as "The Artisan of All Victories" for the Paris 2024 Games.



Gold, Silver, Bronze... & Steel

The medals of the Paris 2024 Olympic Games are remarkable for several reasons:

Craftsmanship

Designed by renowned jeweler Chaumet, the medals reflect the elegance of French craftsmanship. They celebrate a moment that rewards a lifetime of dedication for every athlete on the podium.

Sustainability

Each Olympic and Paralympic medal contains a truly unique feature: **a piece of the Eiffel Tower**. At the center of each medal is an 18-gram hexagonal piece made from iron taken from the original 1889 structure of the Eiffel Tower. This connects the Games to one of Paris' most iconic symbols. **Allowing athletes to take home a literal piece of the city.**

Symbolism and Design

The layered structure of the medals reflects themes of unity and collaboration. Their design tells the story of connection, history, and shared achievement.

Inclusivity

The medals are also designed with accessibility in mind. They include raised patterns and braille, making them readable by touch, for visually impaired athletes as well.

The Paris 2024 medals uniquely combine sustainability, inclusiveness, and rich symbolism, perfectly aligned with the spirit of the modern Olympic Games.



A home for “oranje” (Orange, the dutch)

During the 2024 Olympic and Paralympic Games, the TeamNL House will open its doors for the first time. It’s a vibrant meeting place where sports fans and TeamNL supporters come together to experience the excitement of the Games.

Previously known as the Holland Heineken House, this iconic venue now has a new name and fresh look that better reflects the identity of TeamNL.

With the Games taking place so close to home, and the joy of celebrating together returning, a dedicated spot for Dutch fans is essential.

The TeamNL House will serve as a true Home for Oranje, a place to cheer on Dutch athletes and celebrate their achievements in unity.



The Will to Win...

During the 2024 Paris Olympic Games, Ukraine opened its first hospitality house, named "Volia Space", in Parc de la Villette. This space symbolizes Ukrainian resilience and culture amidst the ongoing war with Russia.

Visitors can enjoy traditional Ukrainian food like borscht and take part in public discussions with Ukrainian and international guests.

At the opening ceremony, which welcomed around 100 visitors, the Ukrainian national anthem was played, followed by a minute of silence to honor fallen soldiers and athletes. French Minister of Sports Amélie Oudéa-Castéra expressed her support, assuring that Ukrainians will feel safe and appreciated here.



The Olympic Games

Applying the Metaphor

The Olympic Games



European Studies

Bachelor voltijd

Wil jij kennis over Europa, Europees beleid en de Europese Unie opdoen? Wil je praktische vaardigheden leren én een brug...

Bekijk opleiding

4 jaar februari & september Leeuwarden



Civiele Techniek

Bachelor voltijd

Vind jij grote constructies zoals aquaducten, sluizen, en zeedijken interessant? Wil jij werken aan de infrastructuur...

Bekijk opleiding

4 jaar september Leeuwarden



Hotel Management

Bachelor voltijd

Wil je een uitdagende en afwisselende baan waarbij je samenwerkt met mensen uit de hele wereld? Dan is de opleiding...

Bekijk opleiding

4 jaar februari & september Leeuwarden



International Human Resource Management

Bachelor voltijd

Ben je geïnteresseerd in het gedrag van mensen? En vind je het leuk om daar meer over te leren in een internationale en...

Bekijk opleiding

4 jaar september Leeuwarden



Ocean Technology

Bachelor voltijd

Je hebt iets met water en je bent op zoek naar avontuur. Je bent graag buiten en zoekt naar afwisselend werk. Herken jij...

Bekijk opleiding

4 jaar september & november Terschelling

In Our Metaphor
The study programs at NHL Stenden represent the different sports, and NHL Stenden itself plays the role of the IOC (International Olympic Committee).

Each sport (study program) has its own rules and requires specific facilities to support learning and development.

The Olympic Games



The Athletes

Athletes must qualify to participate in the Olympic Games.

At NHL Stenden, these are the students. They have qualified to start their study programs.

The Coaches

Coaches are trained to help athletes reach their goals and bring out the best in themselves.

At NHL Stenden, these are of course the dedicated lecturers and instructors.

The Accommodations

These are the places where athletes, coaches, and the organization stay during the Olympic Games.

At NHL Stenden, these are the student residences, as well as housing for lecturers and staff.

The Olympic Village



The Olympic Village

The Olympic Village offers sports facilities and accommodation for athletes. In addition, there is a wide range of activities and services, such as restaurants, retail, medical services, transportation, and various businesses and organizations connected to the world of sports.

The Nordic Campuses – Home of NHL Stenden and More...

The different parties located on our campuses can be compared to an Olympic Village. These include education-related facilities, student housing, and businesses that seek strong connections with students and staff.

Together, they create a vibrant and supportive environment. Each part strengthens the others, they are interconnected and mutually beneficial.



NHL Stenden: Campuses with a Sense of Place (Genius Loci)

The Various Locations of NHL Stenden

Each campus of NHL Stenden follows the university’s core values and meets the required standards for education.

At the same time, every campus also has its own unique strengths, like specific study programs and its connection to the place where it is located. The identity of each campus is shaped not only by NHL Stenden’s values, but also by the local environment. This includes things that make the place special, such as its history, landscape, buildings, local companies, brands, people, culture, and other unique features.



So...



Objective

Imagine blindfolding a student and setting them free to explore the NHL Stenden campus, both indoors and outdoors.

By the end of their walk, the student should be able to tell which city and province they are in, and clearly recognize the unique strengths and advantages of this specific NHL Stenden campus.

Phase 1: Identity

NHL Stenden & Leeuwarden



What have we done

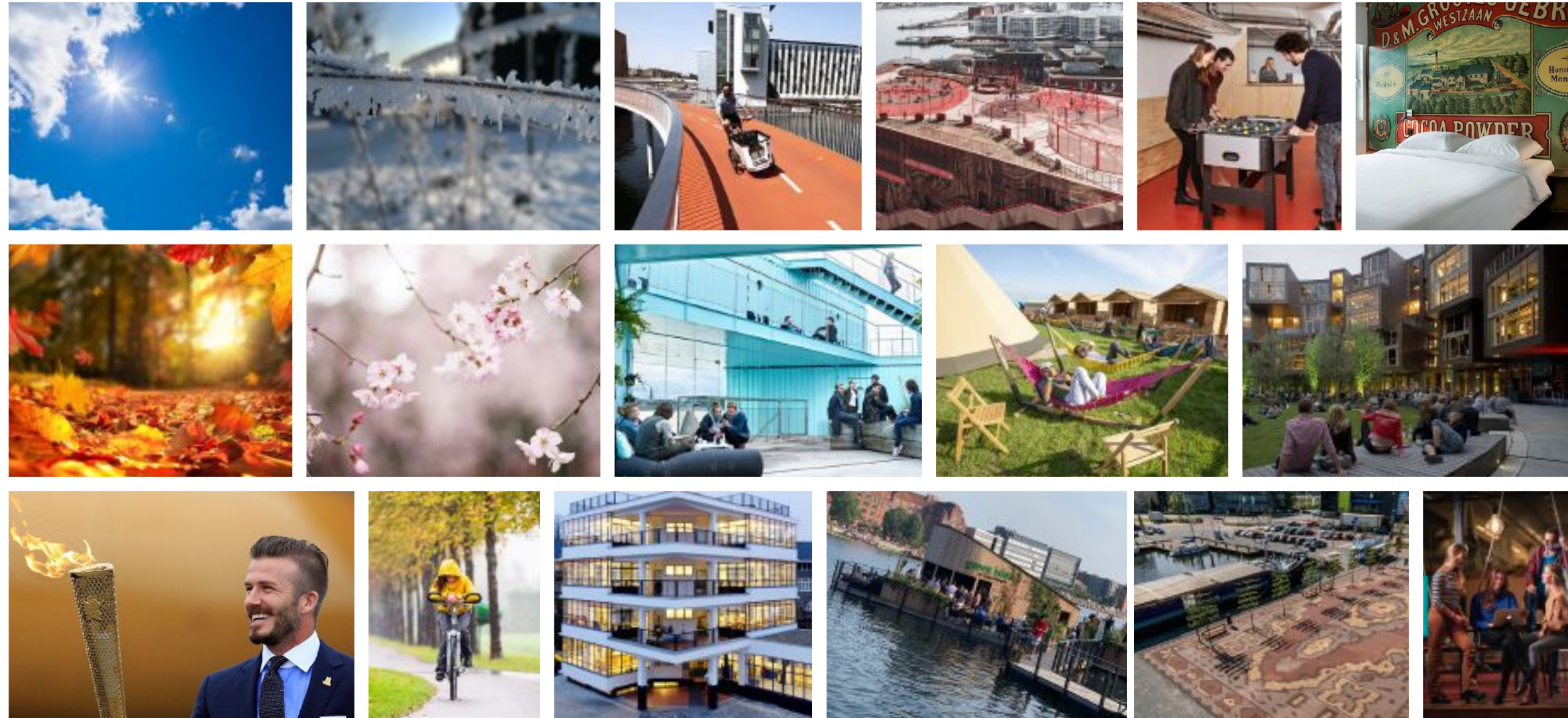
Phase 1 activities

- Workshops with stakeholders to jointly define the DNA of NHL Stenden and the specific identity of the Leeuwarden/Friesland location
- CPWW research conducted into the identity of Leeuwarden/Friesland (and later also Emmen/Drenthe and Terschelling)

Phase 2 activities

- Distinctive qualities of NHL Stenden identified through workshops and interviews
- Competitive (inspirational) research into campuses in Northwestern Europe with similar cultural backgrounds
- Exploration of broader societal trends and developments, especially those relevant to younger generations

Part one: de Nordic Campus



The Nordic Campus is built on two pillars:

1. You know where you are

Most campuses in the Netherlands lack a clear identity. It could be picked up and placed anywhere in the country, and no one would notice the difference. If you were blindfolded and placed inside the building, you'd have no idea where you were. There might be a small detail here or there that hints at the location, but nothing truly distinctive. The good news? This is true for almost every other campus as well.

That gives the Nordic Campus a unique opportunity: to be the first to really make a difference.

A campus that draws on local strengths, regional culture, and the local business community. At the same time, it is rooted in the Nordic approach, visible in the way hospitality, public space and day-to-day interactions are designed and experienced.

2. The seasons are tangible!

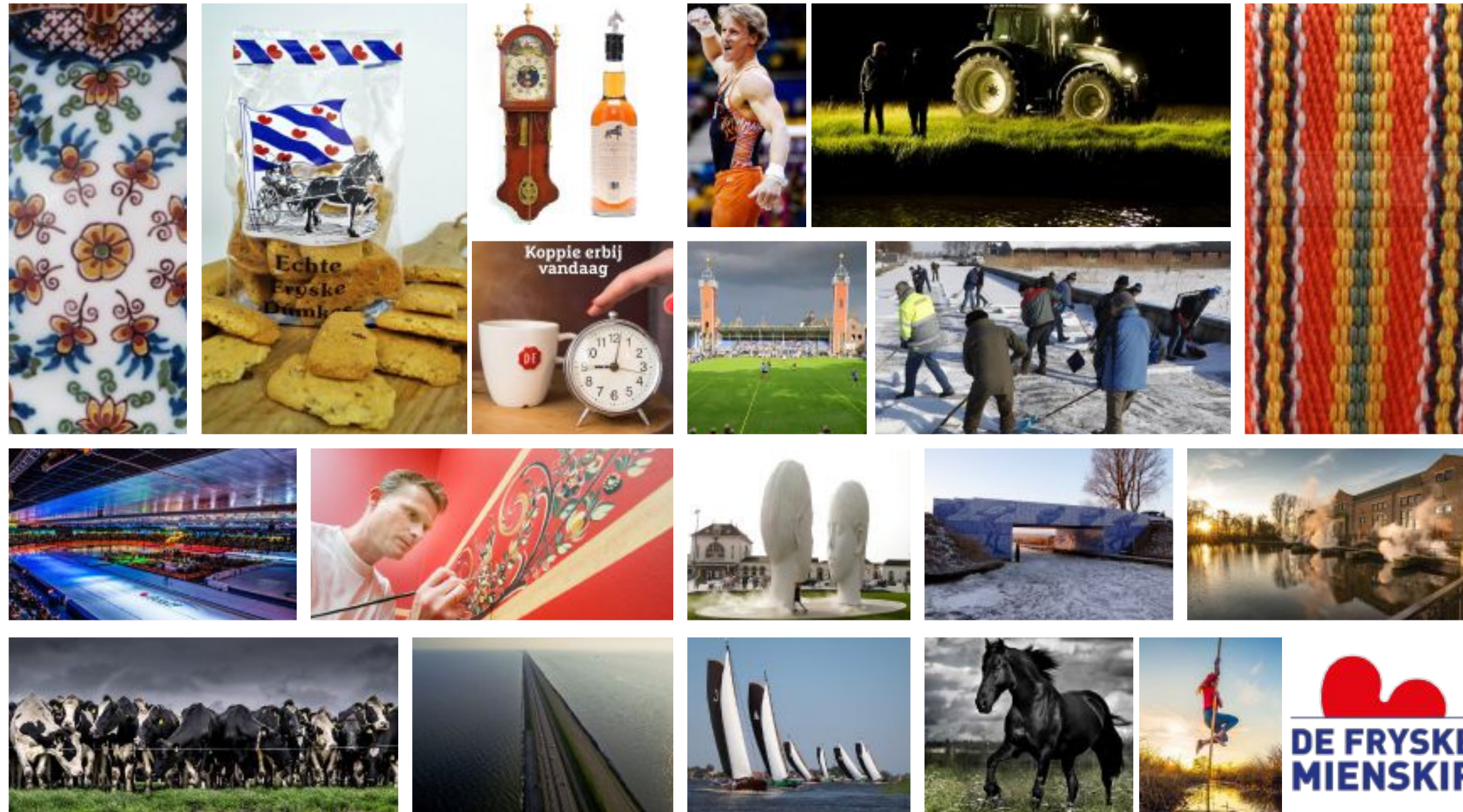
Most campuses fail to consider the Dutch climate and the potential of working with the seasons.

People do this at home, sitting under a canopy with a patio heater and cosy lighting in winter, or relaxing outside on garden furniture in summer.

This seasonal thinking, modular and flexible, like at festivals, beach pavilions or open-air theatres, should be a key ingredient of the Nordic Campus.

Rooted in identity and responsive to the seasons, that is the defining strength of a true Nordic Campus

Part two 2: Nordic Campus Leeuwarden



Helping each other and the community move forward (and in doing so, yourself too)

- Just like all Nordic campuses of NHL Stenden, the identity — the genius loci — of the surrounding region is tangible, visible and deeply felt on campus. Seasonal differences are also actively embraced. What sets this campus apart is that Friesland's Mienskip is the leading principle here
- During the concept development phase, careful thought must be given to how this can be made tangible in the public space. Additionally, the campus programming should reflect and reinforce this identity.
- Students should be able to feel, see and understand that they are in The Netherlands, Leeuwarden, in Friesland.
- Residents, companies, employees and students alike should be proud of their truly Frisian campus.
- The campus should spark curiosity in students, inviting them to explore Leeuwarden and Friesland: its culture, sights, food and drink, and its businesses.
- The campus encourages exploration, drawing students out into the province.
- Students should return home with stories.
- That's why storytelling on campus must be strong. Not just through what happens there, but through the experiences students have in Leeuwarden and the wider region.

de Nordic Campus



Nordic Campus -summary

- Nordic culture as a guiding principle
- A Nordic approach to health — encouraging movement through the right context, Nordic food
- Nordic way of interacting — collaboration over hierarchy
- Creates space for (self-chosen) moments without overstimulation
- Seasons are part of the experience, fresh air all year round
- A festival vibe — flexible, with pop-up activities
- Abundant greenery and high-quality public spaces
- Sustainable, with extensive use of natural materials
- Identity-driven development — you can see, feel and smell where you are
- Respect for local (traditional) crafts, translated into modern design and presented with flair
- Storytelling — casual, with a sense of humour
- Local businesses in the spotlight
- Every campus features a number of 'icons' — recognisable meeting points
- Sees itself as the 'host country' of the 'Olympic Games'
- Proud staff, students, residents and businesses

Nordic Campus Leeuwarden



Nordic Campus Leeuwarden – Summary

- Helping each other and the community move forward (and in doing so, yourself too)
- Meets all the criteria of a Nordic Campus (see alongside)
- Mienskip = the Frisian spirit of community, connection and shared responsibility
- Translating Frisian craftsmanship and local business into campus identity
- Pride in regional icons

Brand Values

Designed for all Nordic Campuses

1. Sense of Place

Where are you? Which elements of the region can you find on campus?

On the Nordic Campus, you truly feel where you are. If you were dropped into the building blindfolded and asked to guess your location, you'd know it instantly. This is a campus that draws on local strengths, local culture and the regional business community. All your senses are engaged to let you know exactly where you are.

Nordic Campus is the first to truly make a difference in this way.



2. Sense of Season

On the Nordic Campus, we embrace the climate and the rhythm of the seasons. Seasonal changes are not only noticeable, they're something to look forward to. Our approach is modular and flexible, much like you would find at a festival.

In winter, you might curl up under a canopy on a wool blanket, surrounded by warm lights, enjoying a bowl of fresh pumpkin soup. In summer, you relax on a garden bench between wildflowers, sipping a watermelon smoothie. Everything on campus reflects the time of year: the greenery, the food and drinks on offer, the indoor and outdoor furniture, and the overall atmosphere. These subtle signals let you know a new season has begun.

Environmental psychology research shows that seasonal cues help keep us mentally refreshed and can counter seasonal blues.

Even the internal seasons of campus life are marked — such as exam weeks, open days, and other key moments throughout the year.





3. Sense of Culture

The Nordic culture is our guiding principle — a Northwestern European way of viewing the world. This is a conscious alternative to the Anglo-Saxon or corporate perspective. We apply this cultural lens to everything we do.

It influences how we approach hierarchy, workload, health, collaboration, interpersonal relationships, sustainability, and more. With every new project, we ask ourselves what key cultural values set us apart from others, and we are not afraid to name and embrace those differences.

This approach encourages appreciation for our own culture, a deeper understanding of it, and a sense of pride. International students also learn how we see the world. At the same time, they discover that many things we take for granted are not universally shared, which fosters greater awareness, understanding, and respect for other cultures.



4. Sense of Vitality

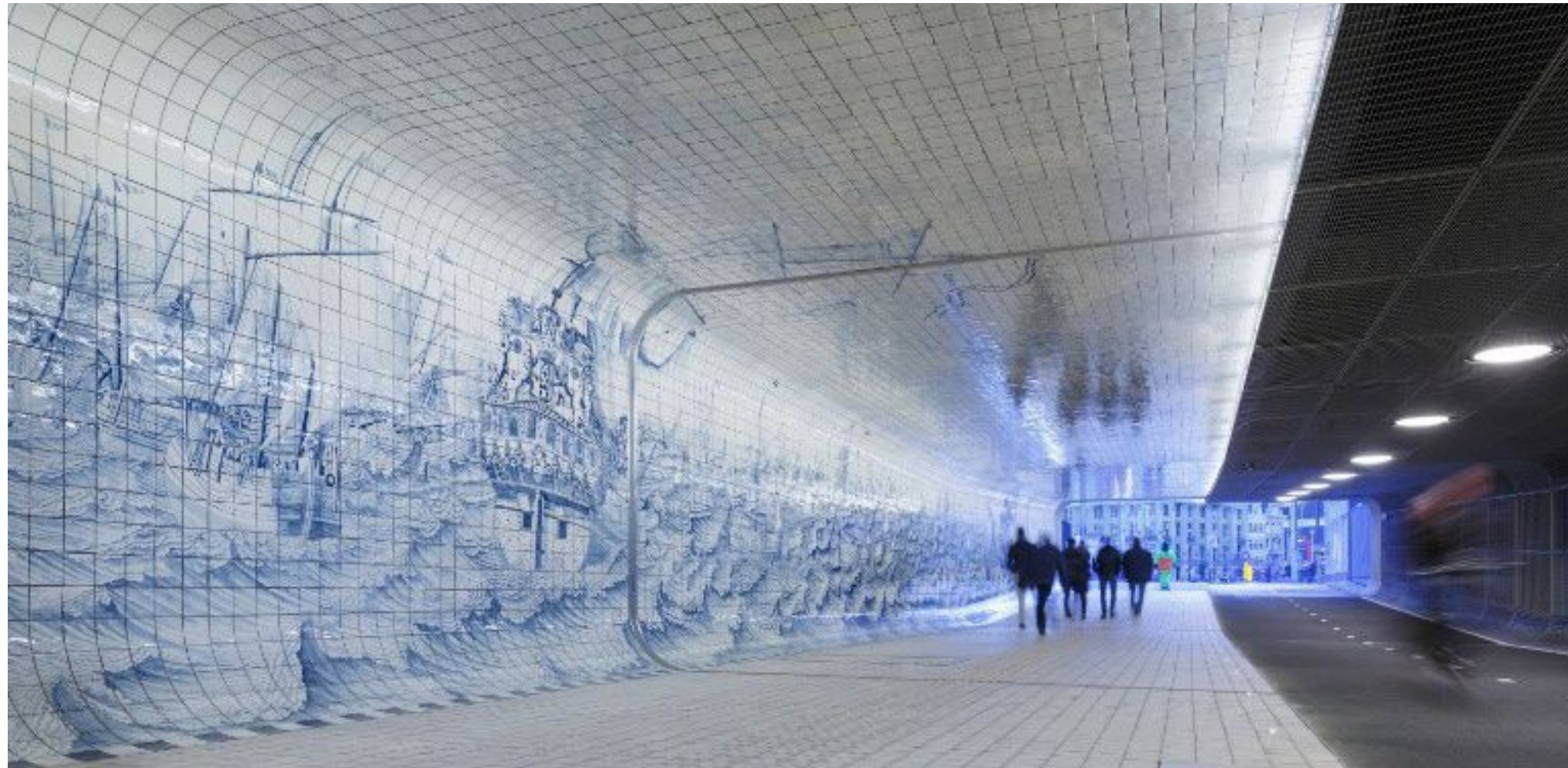
Vitality is deeply embedded in our culture, often without us even noticing. Children cycle to school or sports activities. We do our grocery shopping by bike. We strive for a healthy work-life balance. High workloads and performance pressure are balanced out by a generous number of holidays.

There is growing awareness around happiness and wellbeing in the workplace. Employers increasingly offer benefits such as company bikes, gym memberships or even massages at work.

Canteens at schools, sports clubs and workplaces are offering more and more healthy food options. Smoking bans are being extended, and there is a growing focus on stress reduction.

How do we ensure that the healthiest choices are always the most obvious ones for both students and staff on campus?

The environment should inspire personal growth and self-care, always in line with the latest insights.



5. Sense of Future

What do we carry forward from the past into the future? Traditional crafts that still feel relevant today, things that have evolved over time, and completely new ideas.

This also means that with every adjustment on campus, we need to explore the following:

- An awareness of the changing spirit of the times. We need to stay ahead!
- Which societal trends and developments can we tap into or respond to with meaningful solutions?
- Which regional practices are strong enough to apply in their current or updated form?
- What new regional developments can we build on?
- What are the most innovative materials and techniques available, and how can we use them? Can we act as a testing ground for forward-thinking ideas?
- What research is already available, and where might we need to conduct our own?
- Flexibility plays a crucial role in this.
- Future-proof development sometimes also means looking back in time (think man on the moon).



6. Sense of Cooperation

The setting encourages collaboration: among students within the same programme, across different disciplines, between students and lecturers, and between students and the regional business community. Collaboration between the university and the municipality is also key. Facilitating these connections and showcasing them through storytelling is one of the core roles of Nordic Campus.

Think of the campus as the host city of the Olympic Games.





7. Creating memories

Creating a place where unforgettable memories can take root

Experiences are most vividly remembered when they happen in recognisable, meaningful places. That's why we design the context in which memories are made, and where as many positive associations as possible can arise. This means we continuously draw on all available knowledge about how memories are formed and apply it wherever possible.

We also use techniques that stimulate all the senses on campus, creating the optimal environment for memories to take shape.

If we've applied the other six Brand Values well, Creating Memories will be the natural result.

That makes it a powerful final touchstone.

Recognisability in communication and promotion

Concept for the Nordic Campus



A closer look at the logo

Two-colored lines enhance recognisability.

Lines serve as a 'foundation' for the spatial structure,
providing a framework for positioning different providers..

Custom version of the location marker symbol.

The colour of the location circles can be adjusted.



Use of FF DIN in all caps.

Allows for small yet legible application.

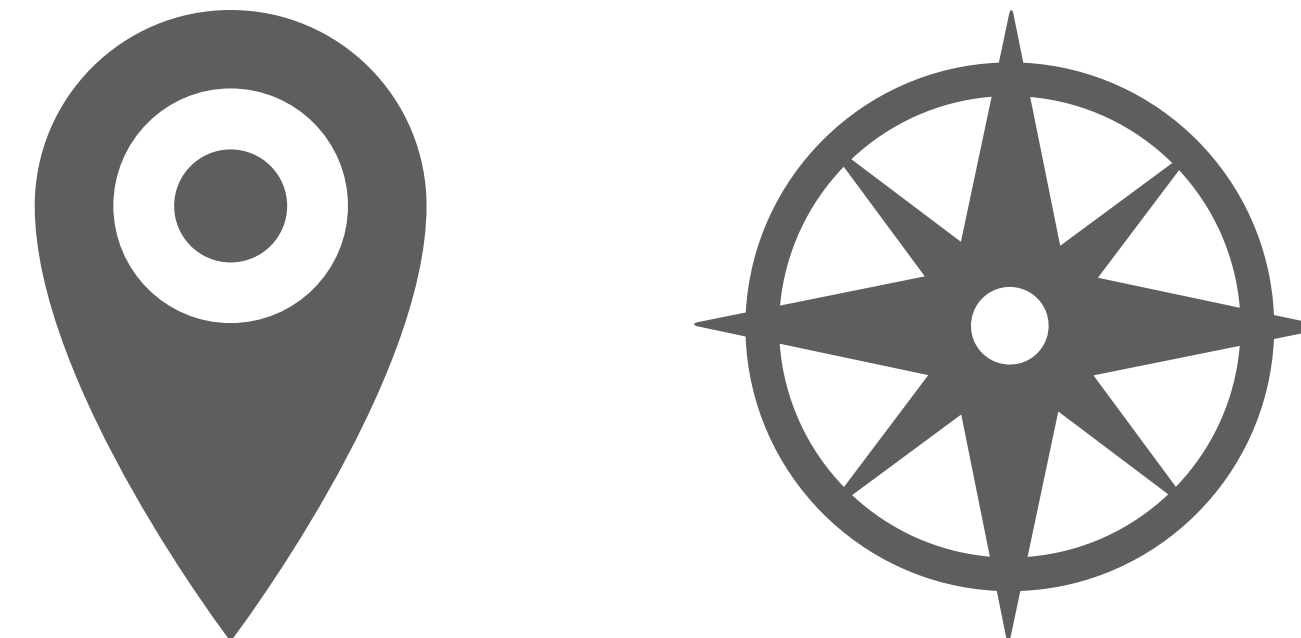
No height differences between letters.

Text is spaced more widely to emphasise an
open character.

Core visual design elements

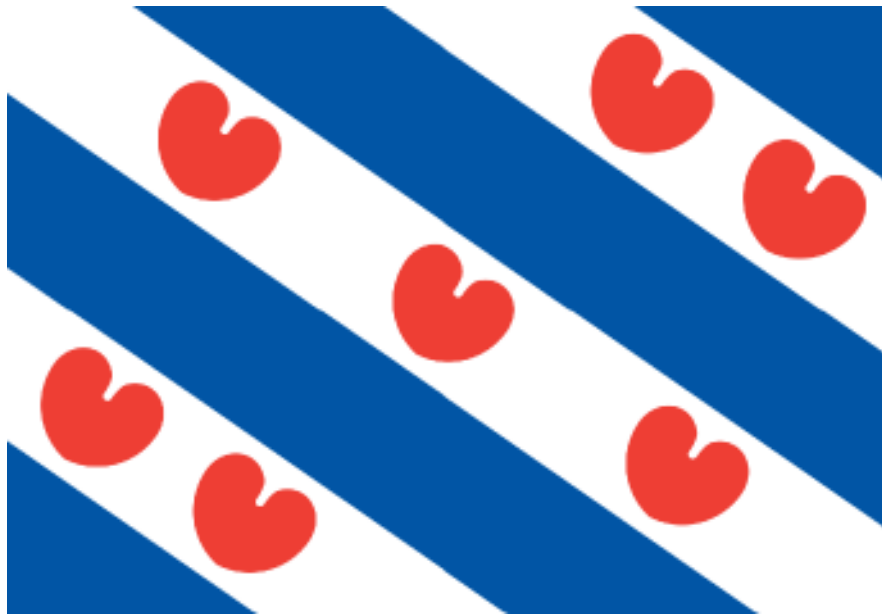


Two shades of blue: subtle, yet highly recognisable



A reference to location, helping to differentiate from the providers

Nordic Campus has multiple locations.



The visual identity can be applied across a wide range of contexts.



*Identity Matching Academy B.V.
Eosstraat 37
1076 DN Amsterdam - the Netherlands*

+31 6 27 088 943

paulus@ima.amsterdam

www.ima.amsterdam

for cool places...

