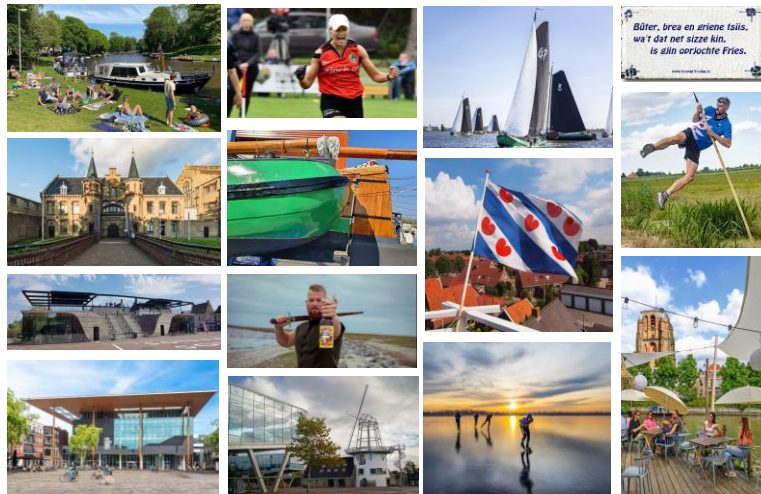






*“Helping each other and the community move forward (and therefore also yourself) ”*



## Nordic Campus Leeuwarden

How Leeuwarden distinguish itself from the other locations while 'despite' that distinction it must also be recognisable.

Research has been conducted into the **Genius Loci/identity of Leeuwarden and Friesland**. The focus is on history, language, culture and even the flag.

In addition, an inventory was made of iconic companies, buildings, crafts, products, nature and events. All highlights that are relevant to the development of the campus have been mentioned.

The research into the identity, trends and developments led to the unique claim (Marketing Landscape) for NHL Stenden location Leeuwarden: *“Helping each other and the community move forward (and therefore also yourself) ”*



## WHY CAMPUS CONNECT?

- **Development team** = Campus Connect, we do this by encouraging, implementing and monitoring the Brand Values
- **A campus is more than just a school**, we believe in connection
- **Stakeholders on campus- connect!** We not only connect students with each other, but also with the environment. This starts with various parties on campus and continues to many parties outside of it.
- **Hard work- enjoy your study time**
- **High priority on mental health**

***Mission: “A vibrant campus where you make indelible memories. An unforgettable study time and study environment in which you meet, enjoy, develop and discover.”***



Identity Board



## WHAT DOES CAMPUS CONNECT DO?

- Create a fun **program** with, for and by students.
- Participate in and supervise student assignments that contribute to a **vibrant Nordic Campus** (internships)
- **Concepting** according to the Nordic Campus Brand Values
- Establishing and maintaining **connections** with SME's, Municipalities, educational institutions and local residents for joint initiatives
- Facilitating the place to connect: **@BRÛZE**



## THE TWO PILLARS OF CAMPUS CONNECT

### 1. KNOW WHERE YOU ARE!

Many student campuses are beautifully and hiply decorated. But they all lack their own identity. How nice it is when students take the campus and the city to their hearts during the four intensive years of study. Take with you beautiful memories and enjoy coming back for the rest of your life or stay!

### 2. THE SEASON CAN BE FELT

In friesland we experience the seasons intensely. In winter time we all get the ice-skating 'virus' and in summer we use the water to sup, sail, swim etc.



# Brand Values



## Sense of Place

Where are you? What elements are found on the Campus? At the Nordic Campus, you experience where you are. If you were put down on the Campus blindfolded and had to guess where you are, you would know immediately! The Campus makes use of local qualities, culture and local businesses.

## Sense of Season

At the Nordic Campus, the climate and thus the changing of the seasons are taken into account. These are noticeable at the Campus and you can even look forward to the next season. Such stimuli keep you fresh and can prevent the 'seasonal blues'.

## Sense of Culture

Nordic culture is leading, North-West European way of looking at the world. We apply this to everything. How we look at hierarchy, at cooperation, at health, at workload, at sustainability, etc. Valuing our own culture and being proud of our culture.

## Sense of Vitality

We want balance in study, work and leisure. There is an increasing focus on happiness and vitality. How do we ensure that on campus we always make the healthiest choices for students and employees? The context should trigger you to personal development and take good care of yourself.

## Sense of Future

What of the past do we take into the future? Old crafts that are still relevant, things that have been developed further and completely new things. What trends and developments in society are at play, what regional new developments and what is futureproof?

## Sense of Cooperation

The environment invites collaboration. Facilitating these collaborations and showcasing them is one of the Nordic Campus's main tasks.

## CREATING MEMORIES AT NORDIC CAMPUS

Creating a place where indelible memories can be created. Events are best remembered in recognisable places. If we have applied the 6 Brand Values properly, 'Creating Memories' is a result of that.



# Concept development





## *Brand Concept: What are the ingredients of the brand?*

### *1. Distinctive Value*

The results of Phase 1 and 2. The unique identity that forms the foundation of the Marketing Landscape used to serve the market. It fills a gap in the market by offering something of real value and difference.

How do we safeguard this for the selected target groups?

By defining Brand Values as guiding criteria for consistency and relevance.

### *2. Added Value*

Products, services, and context that are unique to the chosen Marketing Landscape. A well-structured brand pyramid with the right balance between statement, specialty, and volume products – including Landmarks.

Identify the current Landmarks as well as potential or yet-to-be-developed Landmarks and Statements.

### *3. Recognisability (Aligned with Own Identity, Marketing Landscape & Brand Concept)*

*Recognisability in communication and promotion:*

A coherent and complete package – including communication materials, logo and visual identity, website, photography, public space design, and street furniture. Everything should be aligned and recognisable as part of the same brand world...

*Recognisability in what is being offered*

The Marketing Landscape serves as a framework for (further) development of the product and service portfolio. This ensures coherence and recognisability across everything that is offered.

### *4. Storytelling*

Which stories will we tell the world? How and where will we communicate them?

### *5. Lifecycle Management*

What is the starting point, and how do we manage the phased development, growth, and maintenance of the brand over time?

What needs to evolve, when, and why – to stay relevant and aligned with the brand's core?

## Concept Vitality trail

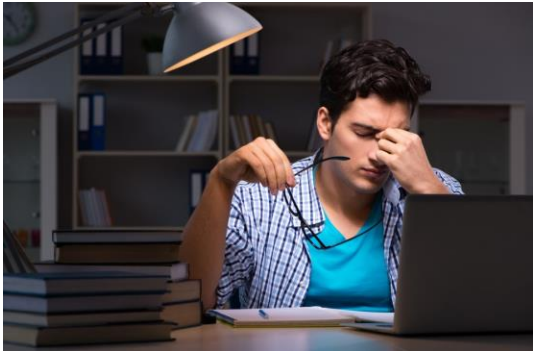


**On-line**

**Off-line**

# Why Vitality trail (Social trends & developments)





## Being too busy

It seems that nowadays, the trend is 'being busy'. Full schedules, days of overtime, sleepless nights... It all seems to be normal.

We live in a society where a lot is demanded of us. There is a lot of **pressure** at school, work and in our personal lives.

Being busy no longer makes an impression. Because being continuously on costs a lot of energy. You are in a constant racing mode where there is no time for pause, reflection or evaluation.

Cause for concern: 68.9% of students experienced high to very high pressure

A quarter of students suffered from burnout symptoms



## Noise & Incentives

Throughout the day, we are influenced by all kinds of incentives. People are extremely sensitive to noise.

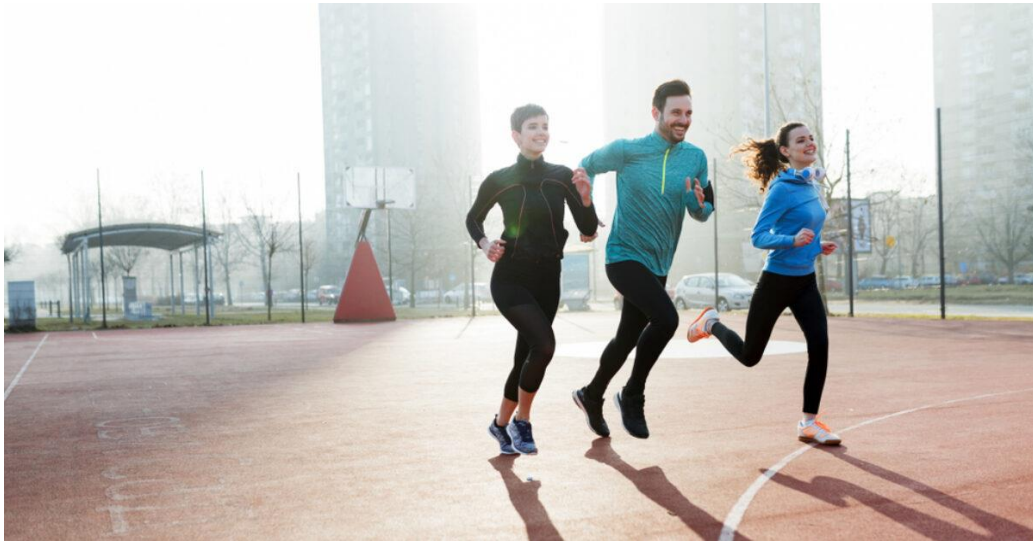
If we are not online, advertising in public spaces does demand our attention.

Often, we unconsciously absorb this for a long time and don't even notice ourselves how tired we have become by it.

Our coping quality drops when we are tired. If we have 'a lot on our mind', we can cope worse with ambient noise.

Recovering/relaxing

You recover faster from 'overload' in an environment where you are completely away from your normal surroundings (nature scene, aquarium, being in nature)



## Effects of sport and exercise on mental health

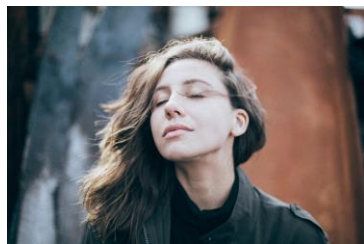
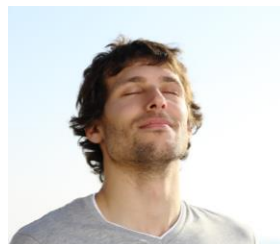
Besides the commonly known physical effects, exercise also has effects on mental health.

- Exercise reduces the risk of symptoms of depression.
- Students often feel more comfortable and have more belief in their own abilities after exercise.
- It is known that sport and exercise can also boost mental well-being through social interaction, social support and moving together
- Exercise causes positive changes in mood and emotions. It can bring positive emotions, such as 'fun' and 'feeling good'.
- Exercise helps to gradually release the stress hormones and feelings we experience. This ensures that we recover from the stressful situation and are better able to deal with new stress triggers in the future.

# Distinctiveness



# Off-line



# On-line



## Vitality Trail

Nordic Campus Connect has developed the Vitality trail in 2 concepts to get students moving. After extensive research into social trends and developments, we have arrived at the following concepts:

The overall distinctive character of this Nordic Vitality Trail Leeuwarden is the ON-LINE and the OFF-LINE

The Vitality Trail is more than a walking or cycling route - it is an experience. A path that gets body and mind moving, in the middle of an urban environment that flows seamlessly into nature. Along the route, you experience recognisable elements that make the trail unique.

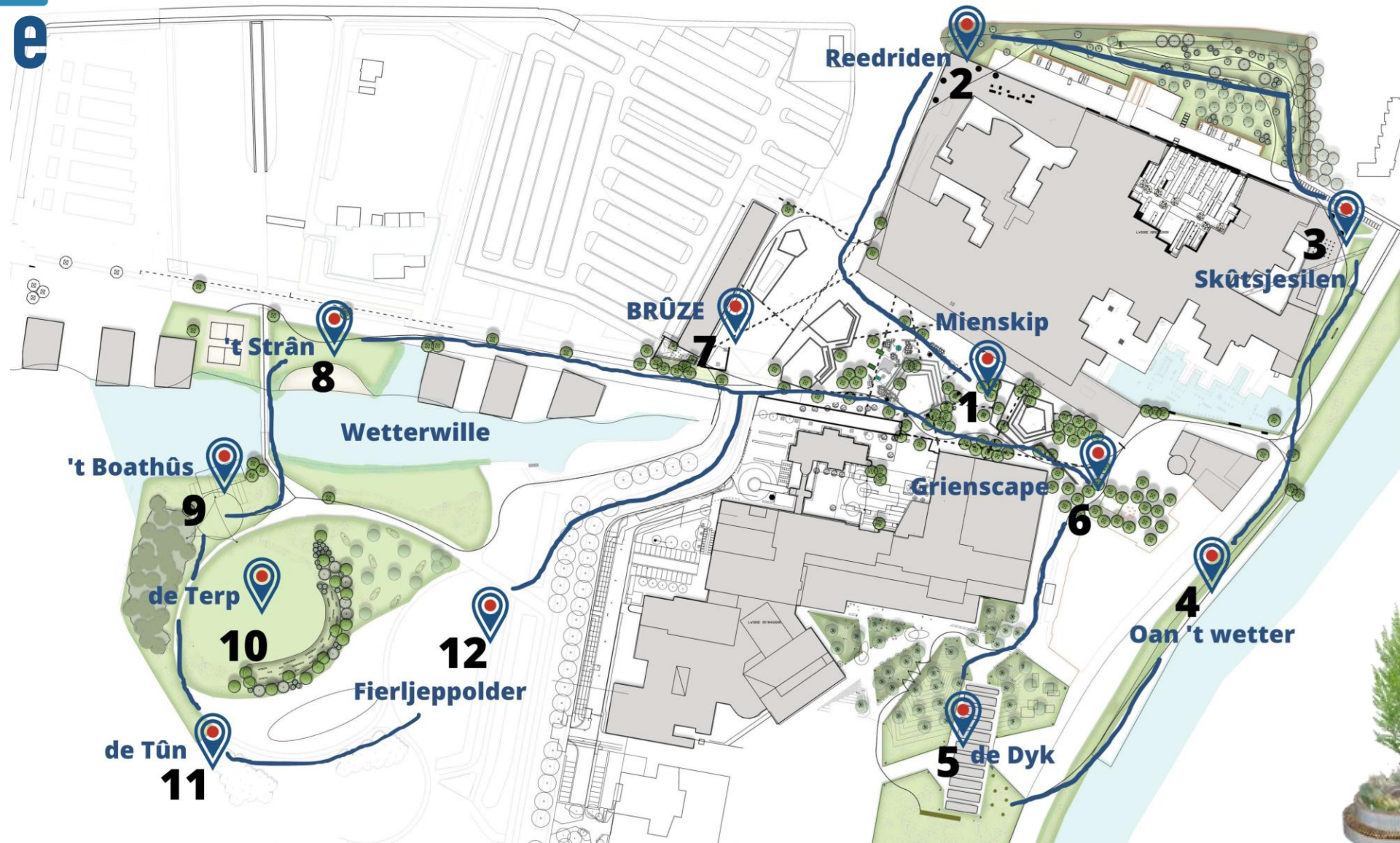
## Off-line

- No traffic noise or advertisement along the way
- Recharge, clear your head: this benefits your study performance
- Leave your phone at home on this part of the trail!
- Space for relaxation and exercise
- Staying in balance in this busy world

## On-line

- Vibrant and energetic, with exercises along the way, lots of commotion and activities
- The On-Line stimulates the senses
- On the On-Line you use your phone to find the exercises or program
- Feel alive and meet new people

# On-line



# Added value





The sections below are highlighted with an explanation of what we will develop in this, divided into the offline and online trail.

- Frisian Sports & recreation
- Natural elements
- Art & Culture
- Wayfinding
- Catering: food and drinks



## Pointer

The startpoint of the Vitality trail on our campus is a special bench in the shape of a pointer.

The spot where vitality, connection and relaxation come together. Here you lunch with colleagues, exercise in the open air and start the Vitality Trail. Thanks to the Frisian plants and tree, the decor changes every season, which makes this place extra lively.

We are proud of this place, where everything comes together in one powerful symbol of Vitality and Connection.

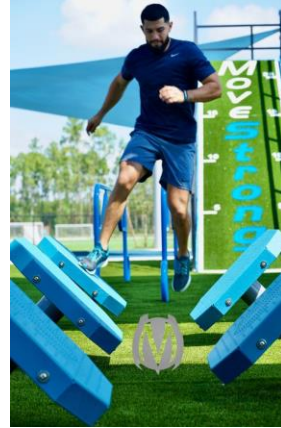
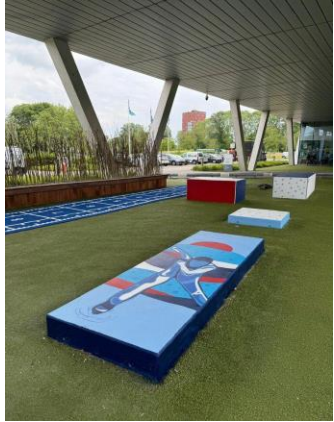
Urban-natural style of the street furniture. Benches, information panels and play elements.



## skûtsjesilen

Skûtsjesilen is much more than a sport, it is a vibrant Frisian tradition and an annual highlight that connects people of all ages. Every year, thousands of enthusiasts gather along the water to admire the power, speed and teamwork of the skûtsjes. It is a celebration of pride, culture and community, deeply rooted in our Frisian hearts.

At our Skûtsje point on campus, you will train the muscles you also need when skûtsjesilen, our Frisian sport witch we are very proud of. Overlooking the Dokkumer Ee, here you make work on your vitality. Each exercise is inspired by the strength, balance and cooperation of skûtsje sailing. A sports place where Frisian pride and physical fitness come together.



## Ice skating

The Elfstedentocht is a legendary skating route of almost 200 kilometres along 11 Frisian towns, only ridden when the ice is strong enough. It is a rare, almost mythical event that moves entire generations. More than a race, it is a test of willpower, togetherness and Frisian pride, a journey that stays with you for life.

At this sports spot on campus, we connect with the Frisian iceskating: Reedriden, a sport deeply embedded in our culture.

Think of the silence of the ice, the power of movement and the magic of the Elfstedentocht. Here you train not only your muscles, but also the perseverance and focus that skating requires.

The exercises are inspired by the movements of ice skating, so that even without ice you stay connected to this ancient Frisian sport. A place where tradition and future come together, right in the middle of our campus.



## Fierljeppen

Fierljeppen has its origins in the Frisian meadows and ditches, where farmers used to cross the land with a pole. What started as a necessity grew into a real sport, full of competition and spectacle. Competitions have been held since the 18th century, revolving around who jumps the furthest and most beautiful. Fierljeppen is pure, tough and steeped in Frisian determination. A tradition that teaches us to literally and figuratively take the plunge.

At this sportpoint on campus, we pay homage to fierljeppen, the spectacular Frisian sport where strength, technique and guts come together. Here you will train the explosive jumping power, balance and coordination needed to fly across the water with a long pole.



## Stranded (Gestrand)

The Frisian Wadden Islands are true hotspots on our coast. The islands a unique place to relax, discover and recharge. here you feel the power of nature and the connection with the Frisian landscape. The Wadden is a world heritage site, and rightly so, it is our pride and joy, a place where you go back to the essence for a while.

This is where you come together at the beach on Campus.

The name of this pop-up catering establishment is therefore "Stranded".

On the beach is a sea container here you can sport, relax and order some goodies. All products you can buy are local, honest and healthy. At 'Stranded', you will not only get your tasty drink but also a SUP board or beach volleyball.

A pop-up catering establishment that breathes vitality.



## Dykes and Mounds (Terp)

The Frisian dykes and mounds tell the story of a people who have lived with and against water for centuries. The protectors of the land, built by hands that worked together in the spirit of the *mienskip*, the Frisian community.

That collective strength still lives on. In Fryslân, we build together, caring for each other and for our environment. The dikes and mounds are more than landscape elements, they are symbols of resourcefulness and connecting.

This is the place on campus where everything comes together - where we not only sport and meet, but also experience culture and art. Between the lines of the Frisian landscape, the dikes and mounds, here we celebrate our history and give space to new stories. From exhibitions to events, from silence to inspiration, here the *mienskip* lives in art and creativity. A place where past, present and future meet, in the middle of the campus, in the middle of Fryslân.

# Recognizability





Off-line

On-line



## Recognisability of the Vitality trail

The Vitality Trail is a recognisable, inviting route that brings together Frisian culture, exercise, nature and healthy choices in a unique way.

- Urban-natural style of the street furniture. Benches, information panels and play elements.
- Frisian sports along the trail, such as skûtsjesilen, ice skating, fierljeppen and kaatsen.
- The trail makes clever use of the Frisian vegetation/ nature. Plants that also contribute to the biodiversity.
- A clear style of communication/ signing everywhere along the route, recognisable logos and an accessible communication style ensure clarity.
- Vitality is also on the menu. Healthy, local and tasty dishes boost your energy levels.

# Storytelling



## Frisian sports



## Offline – digital detox



## Skûtsjesilen - sails





## Partner NOC NSF

Sport is important for a strong and vital Netherlands  
sport makes us physically and mentally healthy  
NOC NSF is an association of sports federations with a broad  
view of sports development  
NOC NSF has the ambition to become the most sport-loving  
country of the world

NOC NSF picked three sport related places in the Netherlands to  
support, the Vitality trail is one of them!  
Supporting the Vitality trail for 5 years as a partner

# Lifecycle management





## Sportfield on carpark

On top of the carpark a sports field which not only connects to the Campus but also to the neighbourhood. To all corners of the Campus, the sports field extends to invite the neighbourhood to play sports and exercise here.

Advantage: people come from all corners by car to exercise there. Parking facility is very good.

- Continuous improvement and maintenance

# Concept BRÛZE



# Why BRÛZE

## (Social trends & developments)



Why?



## LONELINESS

From our research it appears that around 80% of the students in The Netherlands feel lonely. Studying is hard work, your life is changing which can lead to insecurity and stress and may cause mental health issues.

## ONLINE ADDICTION

The influence of social media on your self-worth can be big. The stream of images on these platforms show you the ideal version of how life can be. Comparison can be tricky.

## FLUID

Where do you feel at home? How do you stay true to yourself? What is it that makes you, you? For students it can be very hard to be flexible in a world that changes so quickly and constantly.

# Distinctiveness





## BRÛZE

BRÛZE is like a "second home"!

The place that is open day and night and where you are **always welcome**. Where the inside is extended with the outside. This is our Frysian Mienskip-feeling.

A typical Frysian café where you can not only study or work, but also do nothing, **relax** on the couch, play games, and cook together on the terrace. Escape from the daily hustle. This is what makes it a place to completely relax and **feel at home**, away from all obligations. A dutch quote: good people will come through the back door

BRÛZE's **24/7 terrace** really adds something special - it gives students and other guests the opportunity to prepare meals together, and enjoy each other's company in a relaxed way. It invites to spontaneous encounters and allows you to enjoy the **fresh air** Friesland has to offer 365 days a year!

The **outdoor kitchen** gives a huge boost to the sense of community on campus, it also stimulates sustainability and local involvement.

BRÛZE will be the place to just 'be' in Leeuwarden and on Campus.

# Added value



## Added value



## The elements of the added value

The sections below are highlighted with an explanation of what we will develop:

- Interior
- 24/7 Terrace
- Sparkling activities
- Food and drinks



## Wall: Home away from home

### Welcome home

Everyone has fond memories of home or their surroundings. A wall of memories is a wonderful way to create a personal and warm atmosphere, as if you were at home. Every student can hang photos, small paintings and works of art on this wall. Bringing everything together creates a unique whole that tells stories and evokes emotions. The wall gives a feeling of security and home every time.

A wall of memories really comes to life when people talk about them and by sharing those stories, special conversations arise. It is a place where everyone can add their own memories and share their experiences, making the wall a unifying element. There is a polaroid camera where everyone can take their best picture right away and hang it up.

Campus Connect also hangs pictures or a flyer here of all the great events and beautiful memories we make with students.



## Frisian entrance

The entrance from the main entrance to BRÛZE is already an experience to walk through. The corridor as an exhibition space for the Fries Museum, a place where history and art come together. The entrance is a real eye-catcher, built from authentic Frisian materials. Think handmade tiles with typical Frisian patterns, combined with old sayings in Frisian that welcome visitors and make them curious.

Inside the corridor, exhibitions alternate, each with its own theme highlighting Frisian culture, history or modern art. From paintings and photographs to small sculptures and textile art, the space is flexible and adapts to each exhibition. The compact size of the corridor creates an intimate atmosphere, making visitors feel closer to the art and stories. A walking route that not only transitions between spaces, but also gives you an instant Frisian welcome.



## 24/7 terras

A terrace that is always open. A cosy and accessible meeting place where we never have to turn people away because of closing times.

At closing time of the indoor area, we only close the window-wall, so that people sitting outside can remain seated. People who were sitting inside, we can offer a place outside.

This way, we give everyone the feeling that they are always welcome, and that we want to offer a place that makes this possible. Hospitality is paramount here.



## The backdoor

Good people come through the backdoor!

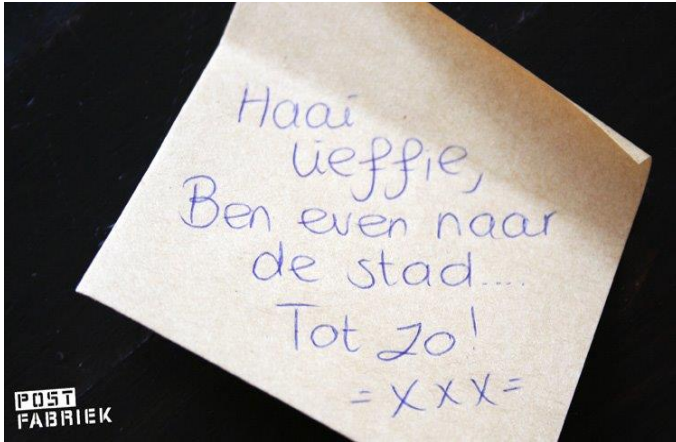
The back door of our café is not just any door. It is a symbol of coming home. Here you don't have to ring the bell or come by appointment, the door is always open. Just like you take the back door at home, where the real conversations begin and where you just kick off your shoes without thinking.

With us, the back door is a sign that you are welcome, that there is always a place for you, no matter the time of day. This is where you walk in for a cup of coffee, a good story or just to catch your breath. Because good people, they come after. And once you're inside, it immediately feels like you never left.

# Recognizability



## Recognizability

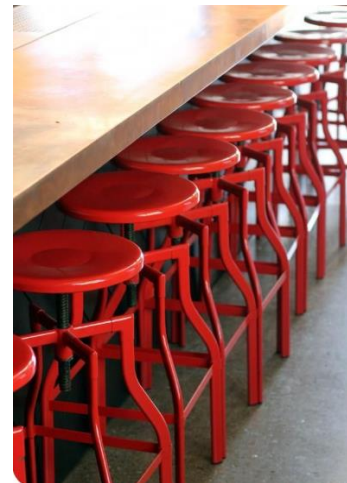
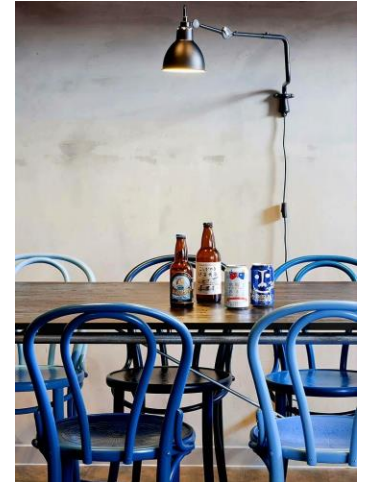


## Recognizability of BRÛZE

- Own and unique
- Second-hand and soulful
- Homely vibe
- Informal communication
- Handwritten

# Storytelling

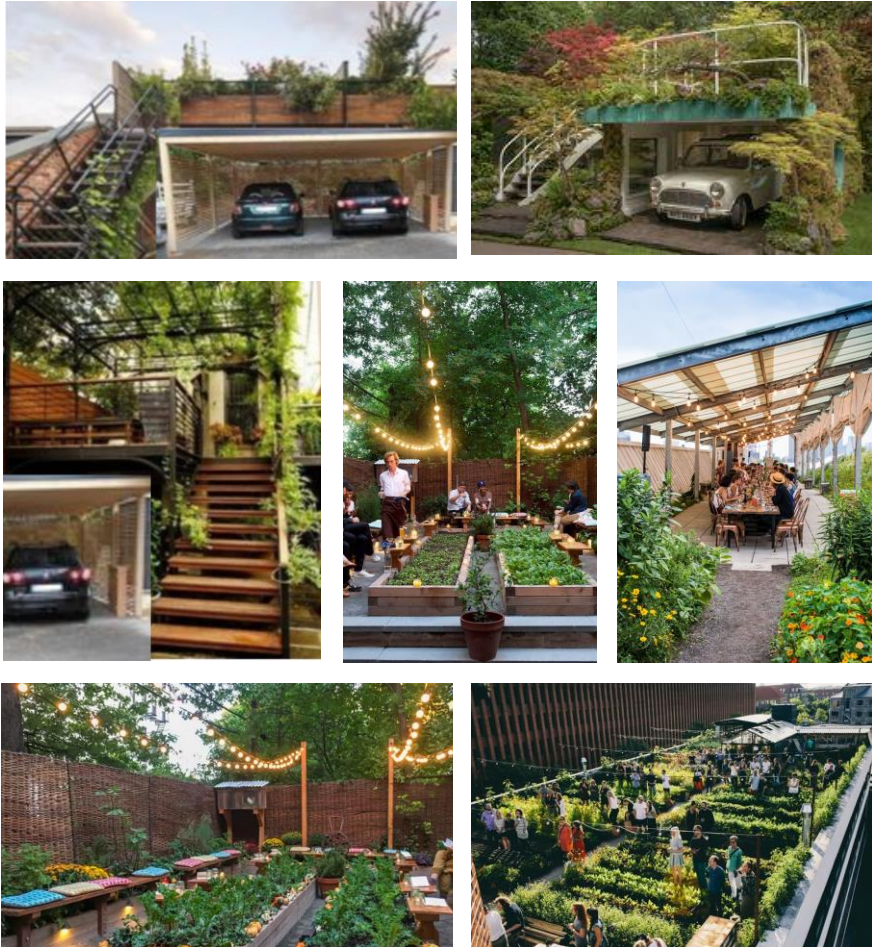




# Lifecycle management



## Concept development



## Concept development of BRÛZE - up stairs

- Up stairs
- Parking lot
- Watching the stars
- Movie nights
- Herb garden

# Program & Events Leeuwarden



# On-line

## Events with, by and for students

# Off-line



**Bloom Fest**

**DATE** 11 March

**LOCATION** café BRÜZE

Painting plantpots | Planting seeds | Making macramé keychain | Smoothietasting | Making a birdfeeder



**Spread the love**

**DATE** 14 februari

**LOCATION** café BRÜZE

Straapwafel decorating | Candle decorating | Photo booth | Making valentine's day | Decorating wine bottles | Creating memories



**FILM AND FOOD EXPERIENCE**

**DATE** 10 February

**LOCATION** Café BRÜZE

**TIME** 18:00 - 20:30

Eat what you see on screen during Ratatouille!

Get your tickets of €6 p.p in BRÜZE



**MONDAY CRAFT CREATIONS**


**DATE** 07-04-2025

**LOCATION** Café BRÜZE

**TIME** 12:00 - 16:00

Embroidery | Moodboards | Make dreamcatchers | Coloring

Go offline for one afternoon



**Mindful Monday**

Recharge & Reconnect in the Testweek

**DATE** 20-01-2024

**LOCATION** Café BRÜZE

**TIME** 11:00 - 16:00

Make latte art | Paint ceramics | Make bracelets | Go offline for one afternoon



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**VOLUNTEERS WANTED!**

**DATE** 10 February

**LOCATION** Café BRÜZE

**TIME** 17:30 - 21:00

Do you need volunteer hours and do you want to help with a fun movie night?

- Help behind the bar
- Serve food
- Help clean up

Send an email to: [cliff.witsenburg1@student.leuwarden.nl](mailto:cliff.witsenburg1@student.leuwarden.nl)



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## And the students who join the events!



