

# Vlissingen - Kenniswerf

## Client and challenge

The client is the municipality of Vlissingen.

The challenge is researching and developing solutions to improve student and alumni retention, creating a campus for students and improving the image of Vlissingen.

## Proposed innovation

Create a dedicated event space at the HZ Garage.

A flexible, student-centered venue that encourages community-building, creativity, and engagement.

## Process

Research: literature review, online survey, interviews and problem interviews.

Findings: limited job opportunities for internationals, housing shortages, lack of suitable events.

10 best ideas

Event space

- ☐ On-campus events
- ☐ Beach sports league
- ☐ Green space
- ☐ Affordable events
- ☐ International meetup
- ☐ Event questionnaire
- ☐ Social media promotion
- ☒ **Event space**
- ☐ Student meals
- ☐ Business event

## Results

Implementing this space will lead to changes in how HZ University engages with its students and the surrounding community.

It will shift part of its operational focus toward fostering social cohesion, student well-being, and co-creation.

It promotes a sense of belonging and community ownership, encourages cultural and social interaction, and helps build a more vibrant and inclusive local identity.



## Future steps

Piloting the concept on a small scale, identifying a test space, and beginning early-stage collaborations with local stakeholders.

Gathering feedback from students and tracking usage will help refine the concept before full implementation.

