



# Utrecht Plan Einstein

MLC Conference Integration  
of migrants  
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*Where, after all, do universal human rights begin? In small places, close to home - so close and so small that they cannot be seen on any maps of the world. Yet they are the world of the individual person; the neighborhood he lives in (...). – Eleanor Roosevelt (1958)*



## UIA Call: Integration of Migrants & Refugees

- EU Urban Agenda: Urban Innovative action Direct Funding from the European Commission to cities on innovation.
- 1e call: 378 requests, 18 granted
- 4 on migration/integration: Antwerp, Vienna, Bologna, Utrecht
- Utrecht: **Plan Einstein**. Utrecht Refugee Launch Pad

## Polarisation & Tension in Society



Pictures in Newspaper: *Grimmige sfeer bij azc-bijeenkomst Overvecht*, Telegraaf, 11-01-2016

## Information Evening in Neighbourhood (01/2016)



RTV Utrecht 21-01-2016

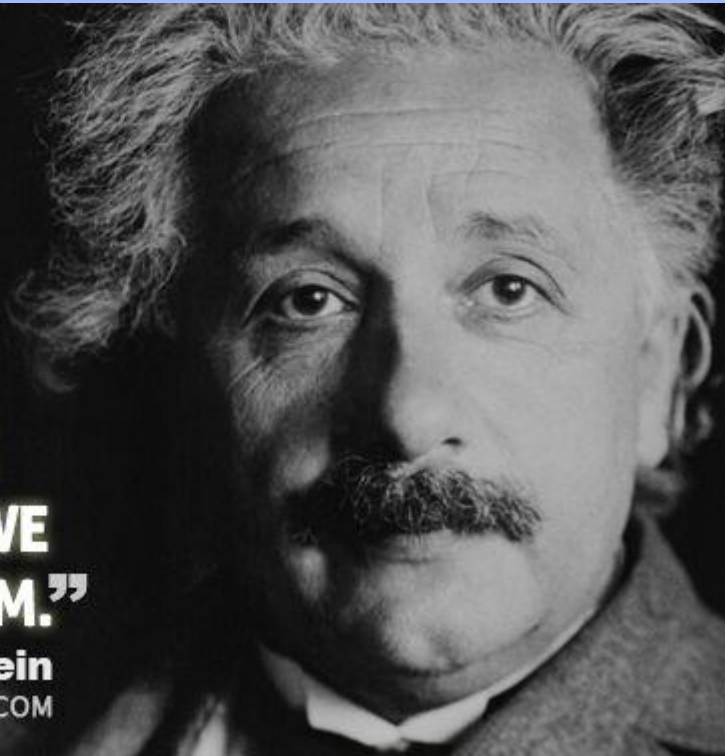


**The Urban Development Network**  
Inspire, innovate and exchange

## Innovative solutions

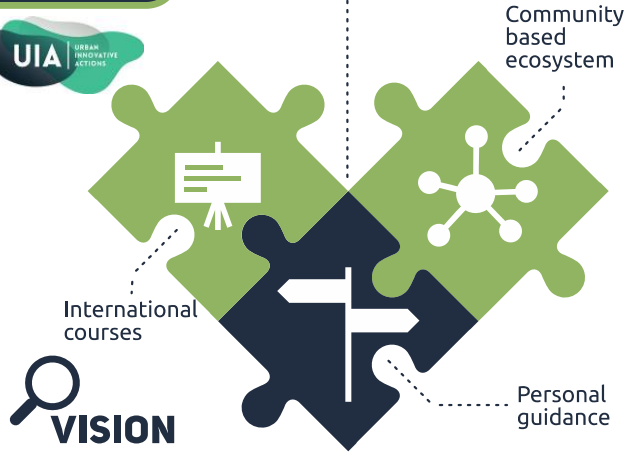
**“WE CANNOT  
SOLVE OUR  
PROBLEMS  
WITH THE  
SAME  
THINKING WE  
USED WHEN WE  
CREATED THEM.”**

**Albert Einstein**  
ADDICTED2SUCCESS.COM

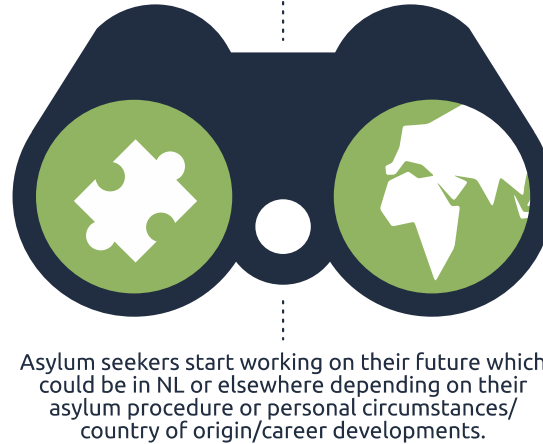


# UTRECHT REFUGEE LAUNCH PAD

## SELF-NARRATIVE RECONSTRUCTION



## FUTURE-FREE APPROACH



## CREATE A SAFE ECOSYSTEM FOR INTEGRATION AND RECONNECTION



# UTRECHT WELCOMING CITY



#together



# INCLUSIVE SOCIETY

## Utrecht Plan Einstein / Refugee Launch Pad

- 4 pillars:
- Activate from day 1 (personal development)
- Inclusive
- Future proof
- Ongoing line
- Business English, International Entrepreneurship, Build your own Future, ICT courses My first E-mail Inclusion program university, conversation Dutch language, voluntary activities (eating, sports, culture), Data analysis with econometry instead of only social.



## Innovative Partners:

- Municipality of Utrecht
- University of Utrecht, School of Economics & Utrecht Centre for Entrepreneurship
- People University
- Social Impact Factory
- Socius housing
- Refugee council
- University City of London and University of *Oxford* Centre on Migration, Policy and Society

## The Building, in the Beginning



## SOCIUS Youth: Living Together

- 400 Asylum Seekers
- 38 Young People
- Strong Connection to the Neighbourhood



## Living Together



## Working together



## Learning together



## Results Oxford University evaluation:

200 people neighbourhood learning together with 260 refugees  
260 participants with 50 individual coaches and 160 experience days with 200 companies

24 workshops e.g. building networks

3 challenges and 4 batches Build your own business.

10 participants started their own business in catering

94% neighbourhood now have a neutral or positive attitude

Free open spaces: Plan Einstein hubs in city of Utrecht



## What is the magic formula?

- Create an organic ecosystem between neighbourhood and asylum seekers
- Find a common denominator for activities in which both are interested
- Honour a level playfield in all those interactions
- Get the best people you can find to do the job
- Be sure they have a sense of humour
- Involve young & bright people







## The Creation of a new space.





## Thank You for your Attention!

Transferable locally within the Netherlands, National parliament adopted a motion about Plan Einstein) + Europe (Belgium, Milan)

For more information please go to:

[Http://www.uia-initiative.eu/en/uia-cities/utrecht](http://www.uia-initiative.eu/en/uia-cities/utrecht)

Facebook: plan-einstein or [Plan Einstein \(plan-einstein.nl\)](http://plan-einstein.nl)

Euronews:

<http://www.euronews.com/amp/2018/05/23/breaking-down-barriers-between-locals-and-refugees-in-utrecht>



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