



## This is DOM

DOM is a collaborative method empowering villages and municipality to create *joie de vivre* on an equal, structural and effective basis.

DOM enables optimal cooperation, co-creation and a fully integrated village development.

**The DOM method is *the way to realise government and citizen participation. A DOM is not top-down or bottom-up, it is through the middle: making choices together and having the freedom to explore opportunities within the existing frameworks. A process of co-creation. The DOM method focuses on supporting this process and not on financing the implementation of an initiative.***

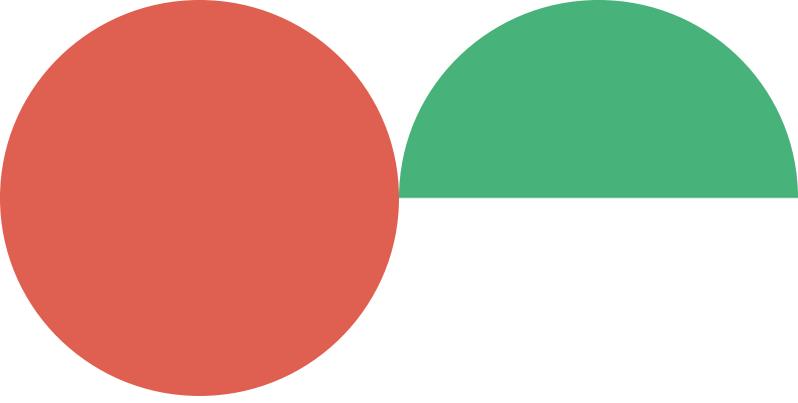
DOM originates from the desire to regenerate run-down village areas in Northeastern Fryslân by cooperating with its communities. This is now becoming more widely used: for social and heritage issues, housing, agriculture and more. DOM is a method that supports this collaboration process and can be used for several policy areas and as an integrated approach to relevant issues.

## Therefore, a DOM!

By introducing a DOM method, a continuously positive movement is created in a village where residents are actively involved in improving their own living environment. By setting up a DOM project with other residents, they learn what can be achieved, what a village is able to do itself, when help from the municipality may be needed and how collaborations can be formed. The DOM method helps to preserve and enhance the quality of life in a village. By working together on concrete ideas and projects, a village can strengthen their future prospects.

**Vested interest - village:** residents become active, enthusiastic and decisive. Their self-organising capacity is strengthened, people achieve more themselves. There is earlier and improved contact with the authorities.

**Vested interest - government:** working together with the community on the quality of life in their village. Allowing the freedom for community initiatives. Visibly involved. Public support. Different policy areas have earlier and more regular contact with those for whom they work: the residents. This is energising and provides job satisfaction.



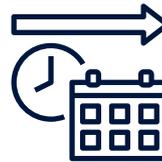
## What makes DOM stand out?



We are a collaborative method, not a liveability initiative



Equivalence, with an independent connector



Structural long-term cooperation

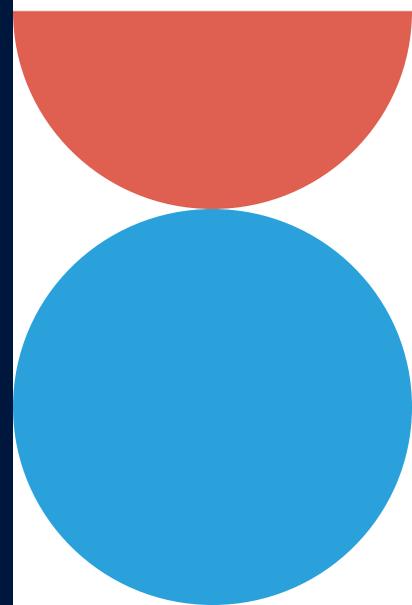
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**DOM's key success factor!**

The DOM method can be used for complex problems and/or when many stakeholders are involved. This is especially true where the conversation between the village(s) and their municipality does not automatically arise. The independent connector will be able to activate, stimulate, enthuse and motivate.

## DOM method - features

- Concrete and focused
- In tune with people's everyday life
- Participating, from an intrinsic motivation
- A positive approach: opportunities and enthusiasm
- Pro-active: developing together, right from the start
- Clarity about the frameworks
- Equal, each with their own role, with respect for each other
- Building a permanent development engine, project based working
- Focused on the future and future-proof
- Practical and understandable
- GO FOR IT!





## The DOM method - principles

### To collaborate



The basis of a DOM: together. Everyone is equal and respects each other. Creating trust and the right atmosphere is essential for the success of a DOM. This will create understanding for each other's values and interests.



People meet in the middle. Opportunities are seized: the DOM and the government proactively look for solutions together. The government supports and does not assume control. A DOM is about co-creation.



Linking parties is an essential part of the DOM method. An independent person who supports this process is crucial. This connector is independent from both the DOM and government and helps both parties to listen to and understand each other and ensures the process runs smoothly.

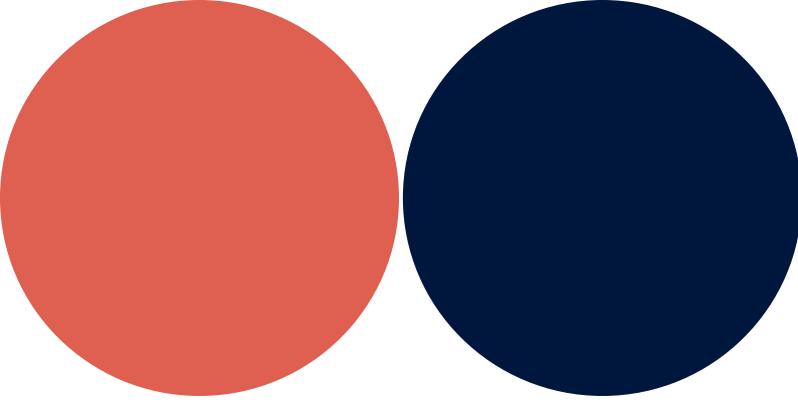
### Project based



A DOM works towards a concrete result in a project based manner. This result-orientated way of working means agreeing what the final result entails and at what point this is achieved, it also includes go-no-go moments. This way, expectations are clear from the start.

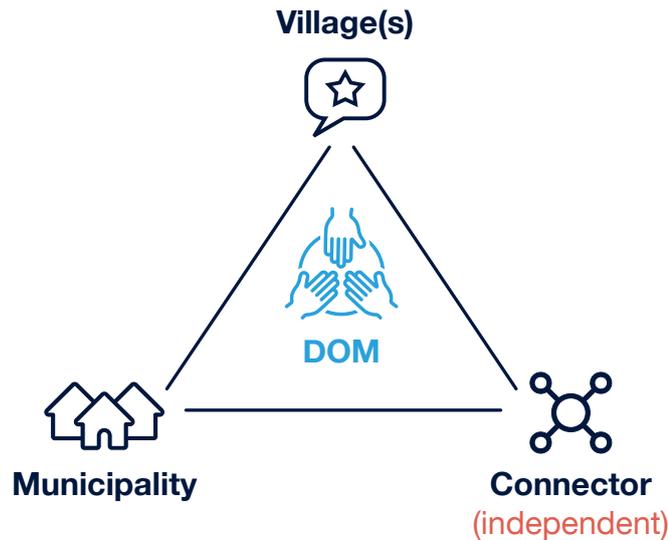


The government steers and lets go; is clear about existing boundaries and is actively involved in finding opportunities within these boundaries. Much is possible, however, not everything. In addition, the government is flexible and will let go, this will give a DOM the opportunity to formulate a solution in due course which fits within the agreed frameworks.



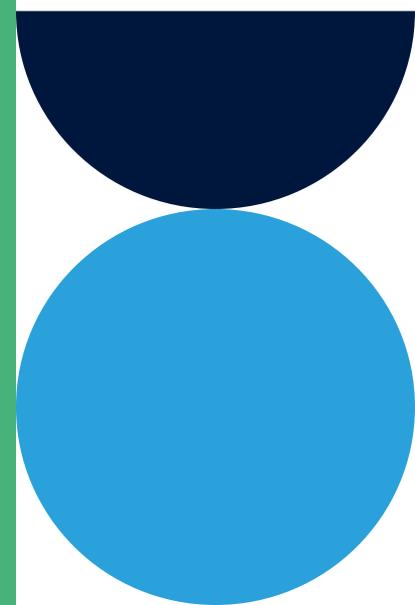
### **The independent connector is the key to success!**

The DOM method's key to success is an excellent connection between the DOM and the municipality(s). Experience shows that an independent connector can make an invaluable contribution to this. This creates a solid triangle of village, municipality and connector. We refer to this independent connector as the DOM thinker.



## **The DOM thinker activates, stimulates, enthuses, motivates:**

- Has strong communication skills and is empathetic
- Knows how to bind people, is charismatic
- Actively seeks contact with all those involved
- Not afraid to start a conversation as well as having a listening ear
- Able to get to the heart of the matter quickly
- An agile mind for linking differing interests
- Knows how to bring people together, a networker
- Familiar with the workings of a village, knows the village dynamics
- Has a broad interest, adaptable
- Has vast experience with processes and projects
- Is independent



## DOM – how to start

1



### **Council commitment**

Firstly, it is important that municipality councillors agree to start a DOM in their municipality. Their commitment is necessary to gear up the municipal organisation towards this and to find sufficient funds for the process.

2



### **Connector as initiator**

Subsequently, it is expedient to appoint an independent connector to make the process run as smoothly as possible and to help the village(s) and municipality to continue setting up the organisation of the DOM.

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### **Setting up the municipality or region's organisation: a DOM team**

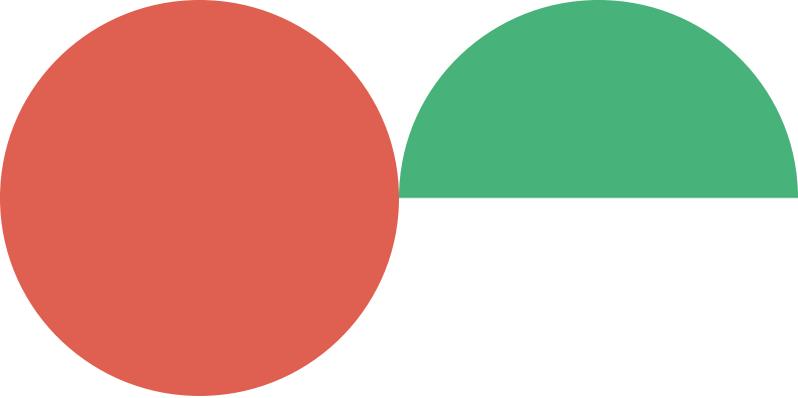
The municipality or region formulates their own set of rules for the DOM method before setting up their own organisation in line with it. This means appointing a DOM coordinator who internally coordinates DOM related business and is the first point of contact for general DOM matters. In addition, it is expedient to appoint a contact person in each policy area who can be approached with questions or be involved in initiative tables. The municipal village coordinators play an important role as the first point of contact for the DOMs. This creates a municipal or regional DOM team.

4



### **Choosing the village(s)**

The next step is to choose in which village the DOM method will be used. Either a village or the municipality can take the initiative. The municipality often makes the first choice at the start though. It is important that the criteria for choosing a village are clear and transparent - with a link to the policy goals. An important DOM success factor is a village's willingness to act, in addition to urgency.



5



### Starting a DOM

To enter into a conversation with a village is the first step. The connector, with both the DOM and village coordinator, takes the initiative. The approach is to see what is happening in the village and to discuss what improvements can be made. These conversations often result in an urgency and enthusiasm for specific matters that the village wants to act on. Following on from that enthusiasm, more residents want to be involved, based on their own intrinsic motivation.

Now the DOM project can start! The DOM is the backbone and engine for various developments. A DOM project is usually driven by four or five village residents. Additionally, various working parties are working on different developments. There is active cooperation between the working parties and the local village association.

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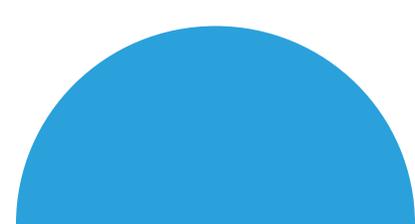


### Working together, in accordance with the DOM method

**Initiative tables** | Plans and ideas are exchanged between the DOM and the municipality, through the DOM team member who is the contact person for that particular DOM, most likely the village coordinator. This person can, for example, arrange for a DOM to join an initiative table where representatives from various policy areas are having a multidisciplinary meeting to present and discuss their plans and to brainstorm.

**Hiring experts** | A DOM can utilise the municipality's expertise, however, is free to hire experts themselves. There is a government budget available for each DOM specifically for this.

**Sharing knowledge** | The connector, together with the DOM coordinator, can stimulate knowledge exchange between various regional DOMs by organising, for example, a regional table, an information market or a DOM café.



## DOM – added value, literally and figuratively

The DOM provides added value, literally and figuratively, by sharing knowledge, inspiring each other, creating more clout together and, through budget availability, supporting the process in the villages.



Sharing knowledge



Inspiring



More clout together



### Process budget - DOM | subsidy scheme

A DOM has access to a minimum of € 12,500 from the province of Fryslân provided that the municipality or region matches this amount. This means that a minimum of € 25,000 is available to a DOM to support the process. Villages can, for example, use this to hire experts. The province of Fryslân has set up a DOM subsidy scheme specifically for this purpose.

### Connector Contribution

The province of Fryslân believes that the independent connector is a crucial factor for the success of the DOMs. Consequently, for the first year the province is giving € 5,000 per DOM, for this connector. For the next two years, € 2,500 is available per DOM, provided that the municipality or region at least matches this amount. This is also regulated in the same subsidy scheme.

**Tip: appoint the same person as connector for several DOMs.**

### DOM thinker pool

The independent connectors are also referred to as DOM thinkers. It is important to find the right people who have the required competencies. A DOM thinker pool is therefore being set up, the first connectors have already joined and are now able to share experiences. This way we can continue to develop the DOM method. DOMs can find their connector in the DOM thinker pool.

**Initiative table:** various policy areas from a particular municipality with a DOM project meet to look together for opportunities and solutions for a desired development in a village.

**Regional table:** various DOM projects meet to learn from and inspire each other as well as to network. At these regional tables, the main focus is on how the process runs in the DOMs.

**Information market:** Mainly concerns the content. DOM projects can obtain knowledge from field experts, gain inspiration from other DOMs and share their own knowledge.

**DOM café:** Mainly providing networking and meeting opportunities. An opportunity to look for connections between DOMs or between a DOM and their municipality.

### DOM programme team as a source of information

Setting up a DOM project is a dynamic process: it is like going on an expedition. A DOM needs time and space to grow which is the DOM Programme Team's experience. Their ambition is to roll out the DOM methodology throughout Fryslân. They are happy to share their experience and help others who would like to proceed with the DOM methodology.

The Programme Team helps municipalities and regions to start up the DOM methodology. The team subsequently supports and advises all those involved: the DOMs, the connector and the municipal and regional DOM teams.

The Programme Team makes connections between different regions where the DOM method is being used, and shares developments and opportunities from the province, the national government or Europe.



### **More information**

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