

[illegible]

SUMMARY:

City Goals

- 3 | In conversation with the city
- 4 | This is the Eindhoven of the Future
- 5 | The 6 city goals in detail
- 11 | How do we proceed with this?

Travel report

- 13 | Travel report
- 15 | About the activities
- 16 | Approach
- 18 | Fase 1: Collect ideas
- 24 | Fase 2: Top 040
- 27 | Fase 3: City goals
- 31 | Facts and numbers
- 32 | Locations visited

Eindhoven is buzzing, a city that is developing rapidly. More and more people are finding their way to our city, to live, work, study or just visit. And that's hardly surprising, since Eindhoven has a lot to offer. It's a nice place to live, with lots of greenery. There's a friendly atmosphere and there are many shops and events to visit. The city is experiencing economic growth, which leads to opportunities for employment and for new developments. We are working together on the future here.



IN CONVERSATION WITH THE CITY

All these developments come with changes. We are proud of the Eindhoven we know now. At the same time, we dream about how we can make the city even better in the future. For that reason, we - Eindhoven Municipality and a great many partners - entered into conversation with the city: how will the city look in 15 to 20 years? Which direction will we take?

We asked Eindhoveners in every part of the city how they see the future of their city. **What do we want to keep? What could be better, and can we strengthen? And what might we add to the city?** The quest resulted in a lot of great conversations and led to six city goals - ambitions for the city, that will make sure that in the future, Eindhoven will remain a great city to live, work and spend time in.

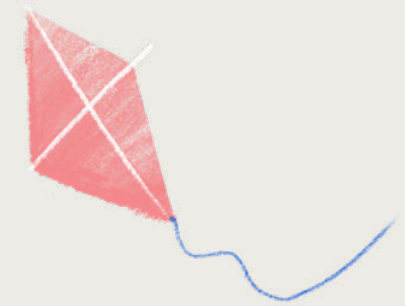
THIS IS THE EINDHOVEN OF THE FUTURE

A variety of people find their homes in the Eindhoven of the future. There is enough housing. The city is pleasant and safe, with lots of greenery and lovely waterside spots to relax at. The city is easily accessible. There are good cycle and hiking paths and public transport is accessible and reliable. The Eindhoven of the future remains an innovative city. A city of makers and technology. A place where new ideas are dreamt up and where we work on tomorrow's economy. International but still with the village character that can be felt in the various city districts. People continue to look out for each other and meet up; in their neighbourhood, at the school gate, during sports activities, at events or in the city centre. Eindhoven was, and is, developing. It's a lively city filled with energy, encounters and new ideas.

In the Eindhoven of the future...



**... we notice each other
and feel at home.**



**... it's liveable and
safe.**



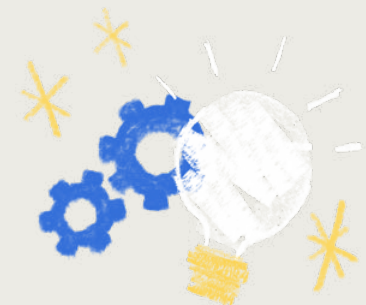
**... there is suitable
accommodation for all
ages.**



... it's green.



**... the city is easily
accessible**



**... Eindhoven is the city of
innovation, technology
and design.**

IN THE EINDHOVEN OF THE FUTURE WE NOTICE EACH OTHER AND FEEL AT HOME.

In the Eindhoven of the future, we look out for each other. Brabant hospitality and the friendly atmosphere mean everyone feels welcome. Eindhoven is an open and colourful city where all kinds of cultures meet up. Culture, sports and meeting places liven up the city and make sure people can get together. Theatre, drama and music associations bring colour to the city. Events such as carnival, King's Day, PSV football matches or evenings out on Stratumseind bring people together. Libraries, neighbourhood social clubs, weekly markets, associations and sports clubs also create connections between neighbours with differing backgrounds. Each city district has its own character and feels like a village in a big city - a village where people look out for each other and where people feel at home.



WHAT WOULD YOU LIKE TO KEEP?

The welcoming character must be kept.

The typical Brabant ambiance in Eindhoven, with traditional bars and a joie de vivre ethos.

WHAT WOULD YOU LIKE TO STRENGTHEN?



To my mind, the diverse and international character is the city's strength, but it does need to be maintained. That way, we can make sure it stays a strength.



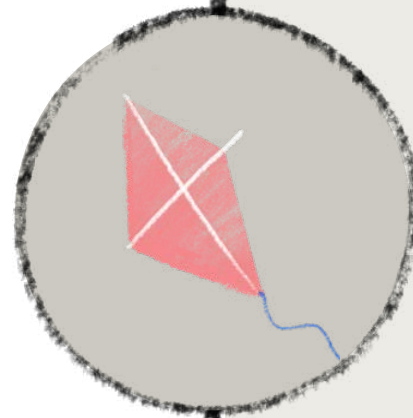
WHAT WOULD YOU LIKE TO ADD?

More events such as DDW, Glow and the Marathon, because they're where all of Eindhoven gets together.

More arts. Collaboration with large Dutch art galleries to borrow collections from them from time to time so we can view them here in Eindhoven.

THE EINDHOVEN OF THE FUTURE IS LIVEABLE AND SAFE.

You feel at ease in Eindhoven. The city is accessible to everyone. It's clean and tidy and the streets are pleasant. Public places where you can enjoy sports, games or meeting up with people add to the nice atmosphere in the city. We look out for each other here and for our own district. That adds to the safe feeling on the streets. We join forces to make sure that life is pleasant in Eindhoven.



WHAT WOULD YOU LIKE TO KEEP?

Keep the ambiance in the city centre, the conviviality, the small scale of it all, the hospitality. That's necessary because Eindhoven is going to grow fast.

WHAT WOULD YOU LIKE TO STRENGTHEN?



Make sure there are good public spaces like parks and playparks. They get people out of the house and talking to each other.

Reduce litter in the city; while the city develops the streets mustn't be allowed to deteriorate.

Improve the feeling of safety on Stratumseind.

Reinforce that safe feeling by looking out for each other.

Making neighborhoods more appealing through attractive and vibrant shopping centers. Examples include Strijp-S, Woensel Shopping Center, Tongelre and the Kastelenplein.

IN THE EINDHOVEN OF THE FUTURE THERE IS SUITABLE ACCOMMODATION FOR ALL AGES.

Together, we make sure that Eindhoven remains a pleasant city, where everyone looking for suitable accommodation can find it. From young to old, rental to buying and small to large homes. That way, young adults can move out of the family home. Families have a good place for their children to grow up. There will be enough accommodation available for singles. And senior citizens will live in suitable accommodation in a nice location.

In Eindhoven, we take a smart approach to existing space and housing. There is more accommodation, both in the social sector and in the free market. We view the housing market with an open mind so that new accommodation solutions remain possible.



WHAT WOULD YOU LIKE TO KEEP?

Preserve small-town living and big-city activities.

WHAT WOULD YOU LIKE TO STRENGTHEN?



New-build houses and apartments have to be adapted to the kind of residents (singles, seniors, childless and families).

Strengthen the housing market: more and affordable housing for starters.

Provide more student residences.

Simplify the process for splitting homes, converting other kinds of building and adding upper storeys on top of existing housing.

THE EINDHOVEN OF THE FUTURE IS GREEN.

If you look around you in the Eindhoven of the future, you'll see greenery everywhere. Trees, plants, flowers, inhabited by birds and other animals. It's nice to hike, play sports or just unwind in nature in Eindhoven. It adds to the connection between all kinds of people and makes Eindhoven really a nice city to live in. Squares, roofs and districts are green and together with the parks, they form the green lungs of the city. And that in turn contributes to clean air.

Unwinding in the green nature is also possible on the waterside. You can sit quietly at a number of places along the River Dommel and the canal. And elsewhere there are things to do on the waterside - a beach, for example.



WHAT WOULD YOU LIKE TO KEEP?

Special focus on the amount of greenery, the River Dommel, Genneper Parken and the other city parks. Greenery invigorates and allows people to recharge there.

WHAT WOULD YOU LIKE TO ADD?



Add some nature to Strijp-S, like the field of grass next to Ketelhuisplein. A central spot where you can meet up with other city dwellers and enjoy the sun surrounded by greenery.

Connect green parts of the city to create broad green corridors between the various city districts, where you can enjoy cycling, strolling or playing.

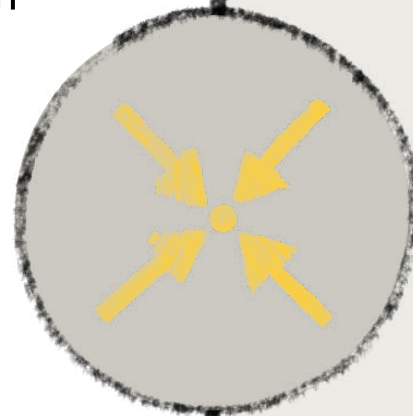
Botanical gardens would be wonderful. A peaceful spot, beautiful plants - kind of a green oasis.

More unspoilt nature where children can go adventuring - less of the neat and tidy.

THE EINDHOVEN OF THE FUTURE IS EASILY ACCESSIBLE.

Eindhoven is an easily accessible city. Traffic flow is good in and around the city. In addition to buses, there are now other forms of transport which keep the city easily accessible. All residents can travel by public transport.

Lots of people use the many good cycle and hiking paths. It is safe on the pavement and the road, paths are accessible and maintained well. That way, everyone can safely use public roads and move around the city.



WHAT WOULD YOU LIKE TO STRENGTHEN?



It's important that the streets and cycle paths are safe. Good street lighting is also important.

Make sure the city is more accessible by car.

Improve public transport, it must be either cheaper or free.

Everything should be accessible by bike.

WHAT WOULD YOU LIKE TO ADD?

A promenade running from Strijp-S to the city centre.

A tram line and metro network for 'greater' Eindhoven.

Use cable cars as a means of transport.

THE EINDHOVEN OF THE FUTURE IS OF INNOVATION, TECHNOLOGY AND DESIGN.

When you think of Eindhoven, you think of opportunities, developments and possibilities. New ideas are dreamt up in Eindhoven. Pioneering work is done and new technologies are developed. We're proud of the international character that comes with this. You'll find many creative spots and start-ups in the city. Companies can grow and flourish here.

As a city, we're proud of our history and identity which are a testament to creative thinkers and makers. We're proud of Philips which in addition to industrial heritage also gave us a rich legacy of innovation and creativity. And we're also proud of the collaboration between businesses, government, educational institutes and social organisations, working together on the city's future.



WHAT WOULD YOU LIKE TO KEEP?

Keep the city's DNA, because we've experienced similar changes in scale before and they proved that Eindhoven can handle them.

Keep industrial complexes. Eindhoven is an industry city and that should remain visible in the city.

WHAT WOULD YOU LIKE TO STRENGTHEN?



Brainport: the heart of development, innovation and international potency. A collaboration in which not only the city, but the whole region makes a difference.

The pioneering nature of the city: we're a bold and frontrunning municipality.



WHAT WOULD YOU LIKE TO ADD?

More creative breeding grounds such as Sectie-C, Strijp-S and the former Stroomhuisje.

HOW DO WE PROCEED WITH THIS?



Now comes the next step: getting to work on the city goals! That too is something that the municipality does jointly with the city, residents, industry and organisations that wish to take part. We join existing networks and activities and the approach varies per city goal. In 2026, the plans will be drawn up with all the residents and organisations wishing to collaborate with us. The municipality plays a driving role in this but is merely one of the organisations involved in the implementation.

In addition to carrying out city goals, the discourse on the future of our city will continue, by means of dialogue, debate and creative activities, for example. That will keep many residents, organisation and other interested parties inspiring each other with new ideas about the future.

We form the Eindhoven of the future together.

READ MORE ABOUT HOW THE CITY GOALS WERE FORMULATED





TRAVEL REPORT

In order to ascertain what people find most important for the Eindhoven of the future, residents, social and cultural organisations, knowledge institutes, industry and the municipality, held talks in the city for a whole year in 2024. We call this collection of residents and organisations ‘the city’.

This report describes everything that happened and how it ultimately led to new city goals. These goals, which the city can get working on, indicate how the city should look in 15 to 20 years.



ABOUT THE ACTIVITIES

The aim of the activities is to get different people entering into dialogue with each other about the future of the city. To have them inspire each other and be inspired. And lastly, to have their ideas worked into new goals for the city.

One important starting point is that not only the municipality, but also organisations in the city, organise the activities. Throughout the process, organisations prove to be happy to work on this. That way, many people are reached who are generally less inclined to attend municipal residents' evenings.

In addition, the activities:

- Trigger new perspectives of the city
- Inspire
- Are positive
- Require openness: everything can be said, as long as it's said respectfully
- Are accessible to a broad public
- Are varied, so that a many different people can take part
- Need to make clear to the participants what will happen with their ideas and how they contribute to new city goals.



APPROACH

WE WORK ON CITY GOALS IN THREE FASES:

FASE 1

We engage in dialogue with each other and collect ideas about the Eindhoven of the future. This took place between September 2024 and May 2025. In that dialogue, there are always three central questions:

- What already exists that should **be kept** in the future?
- What should **be strengthened**?
- What should **be added** in order to remain a great city in the future?

These discussions took place in all sorts of ways: as dialogues, school assignments, creative sessions, and during network meet-ups, in conversation in the street, at a festival and many more activities.

FASE 2

We put together a list, together with residents and organisations, of the 40 most valuable ideas for the city: The Top 040. We shared that list with the city early in July 2025.

FASE 3

Developing the city goals. During a whole month, residents, organisations and visitors can indicate which parts of the Top 040 they find most important. We will make new city goals of those points.



OUR THREE QUESTIONS:



WHAT WOULD YOU
LIKE TO KEEP?



WHAT WOULD YOU LIKE
TO STRENGTHEN?



WHAT WOULD YOU
LIKE TO ADD?

FASE 1

ENGAGING IN DIALOGUE WITH EACH OTHER AND COLLECTING IDEAS ABOUT THE EINDHOVEN OF THE FUTURE.

A dialogue with senior citizens in the restaurant at Vitalis. Young people who put together a magazine detailing their wishes for the future. Drawing new ideas on the tables during the Winter Market in the Muziekgebouw. In conversation, using illustrations, with people with a mild intellectual disability. A project at secondary school. A 24-hour assignment for civil engineering students at TU/e. Entrepreneurs in dialogue during a network meet-up.

These and many other activities took place in the space of nine months, to collect new ideas about the future of the city. And sometimes just to talk to each other about the shared future. To inspire each other, meet up and share views with each other.

The activities were organised by the organisations themselves as far as possible. That meant that many residents were reached, some of whom may not have thought to attend a municipal information evening to give their opinion. One great example is a class of first-year Summa Social Work students, who took to the streets to ask people in the district what they find important for the future of the city. It resulted in primary school pupils making beautiful drawing of their dreams for the future, senior citizens describing what they find important, refugees sharing their views and families having conversations about this with each other at home. The students shared the stories they heard.

NUMBER OF ACTIVITIES:
more than 70

NUMBER OF PARTICIPANTS:
more than 3,500

NUMBER OF ORGANISATIONS:
more than 100

NUMBER OF IDEAS COLLECTED:
more than 4,000

WHEN:
September 2024 through May 2025

START FASE 1



At **Pak the Vibe** pupils make films about the future Eindhoven



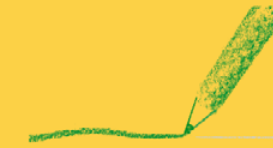
Innovationcafé #1: designers duo Kiki en Joost and Hans van Rossum share their vision of the city



Pak de Vibe pupils interview Robert Strijk about congested cycle paths



The **Raads werkgroep** exchanges ideas about the process



Residents Survey: residents offer their opinions about life in Eindhoven



Toekomstdialogoog #1 in Woensel-Zuid



Fontys students in dialogue about the Eindhoven of the future



Pupils at Christiaan Huygens School present their videos about the future



Innovationcafé #2: Ankita Durani, Joseph Zekry and Walter Baets share their innovative ideas



'De Verderkijker', an artwork by Alex Vermeluen, is exhibited in the city hall (stadhuis)



Students of Civil Engineering at the TU/e and Design Academy work on 'Eindhoven Utopia' for 24 hours



People with a mild intellectual disability contribute their ideas



Toekomstdialogoog #2 in Strijp



Innovationcafé #3: Fien Dekker and Stan Kerkhofs share their view of a resilient city



At the **Merhaba Eindhoven!** festival, visitors share their ideas for the future



Van Maerlant Lyceum pupils build their own apartment of the future



At the **Cultural Creative Winter market**, visitors share their ideas about the city



Kick-off of the Eindhoven talk show '**Eindje van de Week**'



The **Nationale Toekomst** course is for everyone who wants to 'future-think'



Pupils of Eckart College construct their own city of the future

DECEMBER



Innovationcafé #4: designer Piet Hein Eek offers his vision on the city



Toekomstdialoog #3 in the city center



An **Ode to Eindhoven** on Radio 1, written and read out by Toine Verberne



Toekomstdialoog #4 in Gestel



New Year's reception where visitors share their ideas

JANUARY 2025



Lucid students from TU/e Industrial Design share ideas about the process



Summa students start up a project about the Eindhoven of the future



The **Raadswerkgroep** exchanges ideas about the process



An **exhibition** of the 24-hour challenge by Civil Engineering and Design Academy students

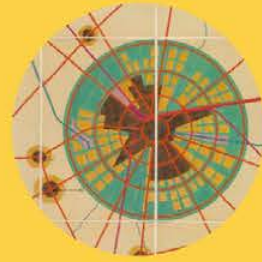


Toekomstdialoog #5 in het centrum

FEBRUARY



Toekomstdialoog #6
in Meerhoven



The Architecture Centre organises a meeting on 'Upscaling and bio-based'



MKB-Eindhoven shares its vision on the city during a network meet-up



Van Maerlant Lyceum pupils present their ideas to the Mayor



Jong 040 makes mood boards and a magazine about our future city



Social organisations breakfast together and dream about future Eindhoven



Toekomstdialoog #7
in Woensel-Zuid



The Sportraad and sports counsellors exchange ideas about sports in the Eindhoven of the future



Jong040 makes mood boards of future Eindhoven



Eckart College pupils present their ideas to the Mayor

MARCH



Toekomstdialogen #8, 9, 10 en 11 in Strijp, Tongelre, the city center and in Blixembosch



Youth from JC Blixems present their Eindhoven of the future



At the **Brabant International Expo** there is a focus on the future of the city



Toekomstdialoog #12
in the city center



At the **Inwonersplein**, we ask residents our 3 questions

APRIL



At the **Weekend School**, children share their image of the Eindhoven of the future



In dialogue with **entrepreneurs and representatives of industry** about their vision of the future



Residents with differing religions and beliefs exchange their thoughts on the future of the city



A radio spot on **Studio040** appeals for people to offer ideas on future Eindhoven



Summa and Fontys students research 'Eindhoven, student city'

MAY



With help from the **Ontdekkabriek**, more than 500 children built their Eindhoven of the future through the year



40 Summa College students talk to around 500 Eindhoveners about the future

JUNE



TO FASE 2



HET EINDHOVEN
VAN DE TOEKOMST

WINNAAR

JOUW EINDHOVEN VAN DE TOEKOMST

GEWONNEN PRIJS: MAAK HET MEE WORKSHOP VAN DE ONTDEKFABRIEK VOOR DE HELE KLAS

ONTDEKFABRIEK

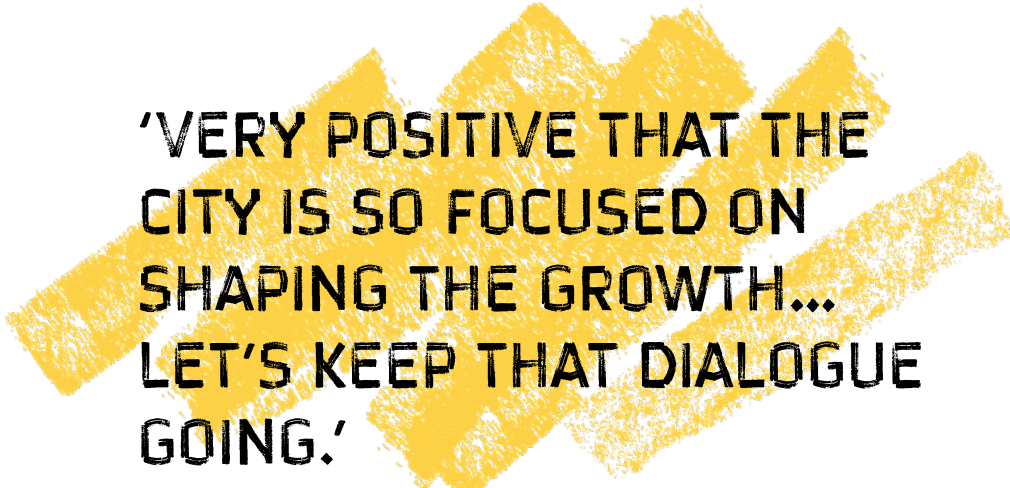
FASE 2

FROM 4,000 GOOD IDEAS TO THE TOP 040

How do you reduce more than 4,000 ideas down to the 40 most valuable ones, down to a Top 040? Eindhoven's social designers were up to the challenge! After extracting all the topics that were mentioned multiple times, we had more than 500 valuable ideas. During three intensive meetings, residents and people from various organisations and associations exchanged their thoughts on which themes were the most important for the city.

Not from their own perspectives, but from the point of view of another Eindhovener. Thanks to the fun and creatively designed meetings with podcasts, caps and refreshments, the participants succeeded in reaching a small selection of the most important ideas. The result of all that hard work is the Top 040, which contains the 40

ideas that the city feels are the most valuable. About what should be kept, what should be strengthened and what should be added to the future of the city.



'VERY POSITIVE THAT THE CITY IS SO FOCUSED ON SHAPING THE GROWTH... LET'S KEEP THAT DIALOGUE GOING.'

- PARTICIPANT JUNE MEETING

NUMBER OF ACTIVITIES:

3 grote bijeenkomsten

WHERE:

in het Evoluon en in de Bunker

NUMBER OF PARTICIPANTS:

50

NUMBER OF IDEAS COLLECTED:

040!

WHEN:

Juni 2025

HOW:

with caps, podcasts and good conversations



What do you want to add to the city?
Locatiin: Evoluon

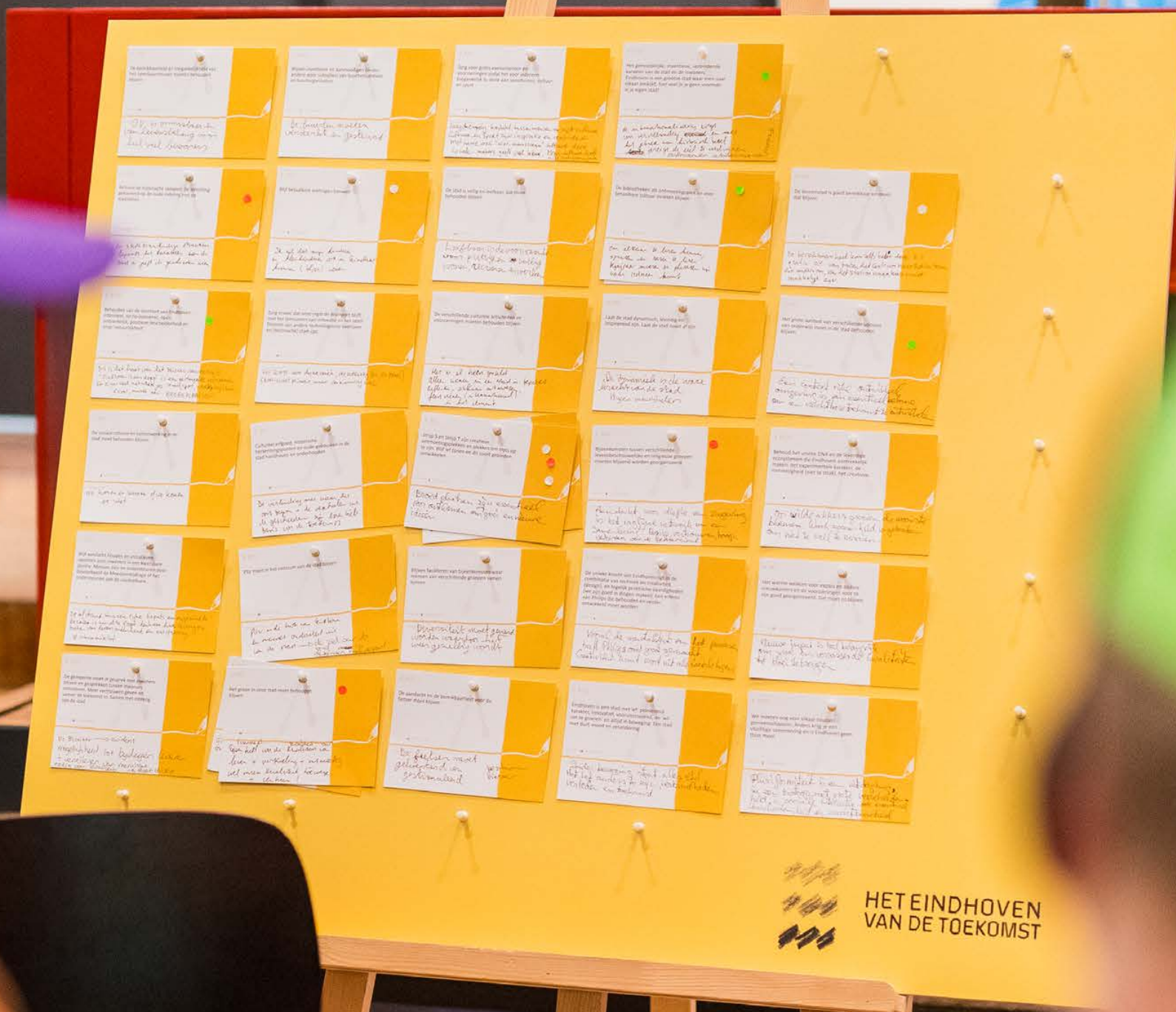


What should be kept for the city?
Location: Bunker



What should be strengthened?
Location: Evoluon

➔ JUNE 2025 ➔



HET EINDHOVEN
VAN DE TOEKOMST

FASE 3

NOW FOR THE CITY GOALS !

What do you find the most important thing for the Eindhoven of the future? In this stage, people indicate which of the points in the Top 040 they find most important. Online and in various places in the city.

An XXL Twister on 18 Septemberplein, for example, with the points from the Top 040 and next to it, a giant Jenga. They attract a lot of attention from passers-by, who fill in their personal top 3 by way of the QR code. At weekly markets and other places in the city, people can express their preferences in person. Specially designed signs ensure that this is also possible for people who have some difficulty reading or speak another language. New ideas are stuck on a bright yellow car that's soon covered in coloured stickers full of great ideas. Various flash mobs attract lots of attention on

Friday and Saturday in the shopping centre.

On the Instagram and LinkedIn accounts of #Toekomst040, reels appear that are widely shared by many of the organisations involved. Studio 040 shares street interviews on social media and on their television channel. The main roads in the city are lined with digital signs showing images of Toekomst040. And lastly, the digi-panel is approached: a large group of residents who are regularly interviewed about topics affecting the city.

In total, more than 4,800 people let us know what they find most important. The topics most frequently mentioned become city goals.

NUMBER OF DIFFERENT
ACTIVITIES: 14

The appendix shows where these activities took place.

WHERE:

in the city centre, in the neighbourhoods and on social media

NUMBER OF PARTICIPANTS: 4,800

WHEN:

mid-August till mid-September

HOW: with Jenga, Twister, large selection boards with cards and short videos on Instagram, the www.toekomst040.nl website and LinkedIn.



Submitting a top 3 using the QR code.



And old-school live on Woenselsemarkt.



With new ideas throughout the city

➡ AUGUST 2025 ➡



Twister on 18 Septemberplein.



XXL Jenga on 18 Septemberplein.

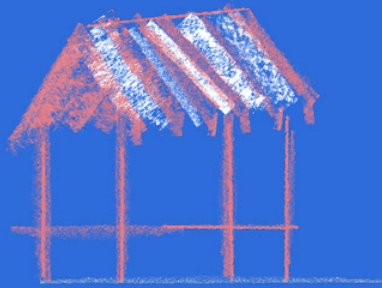


Digital signs in the city.

→ ————— SEPTEMBER 2025 ————— →



FACTS & NUMBERS



100+
ACTIVITIES
ATTENDED



8.000+
PEOPLE CITY:

FROM WHICH:



4.000+
IDEAS
COLLECTED



100+
BUSINESSES



40+
SOCIAL
AND CULTURAL
ORGANISATIONS



10+
PRIMARY AND
SECONDARY
SCHOOLS



35
DIFFERENT RELIGIOUS
AND PHILOSOPHICAL
ORGANISATIONS

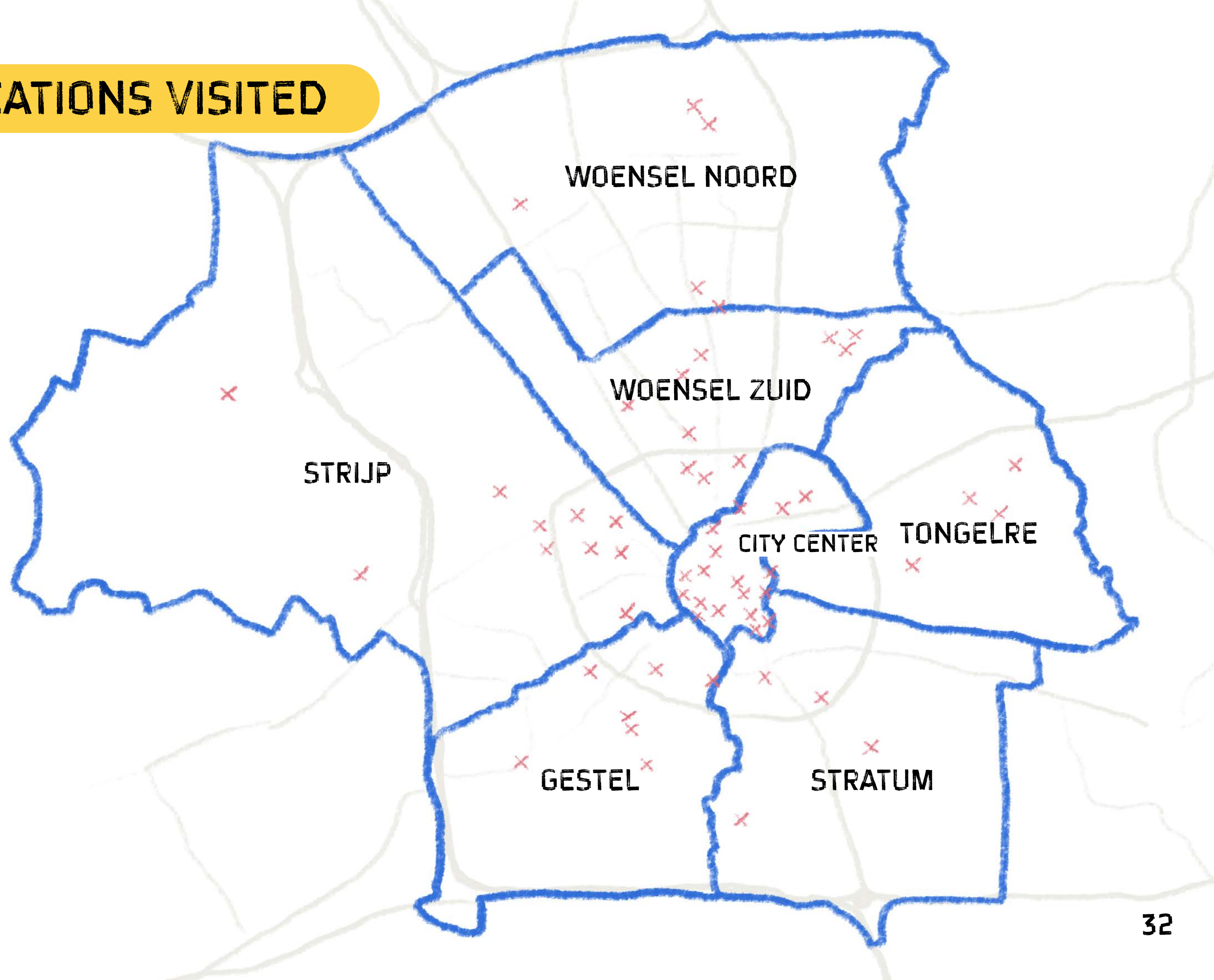


10+
DISTRICT SOCIAL
CLUBS, YOUTH CLUBS
AND
NEIGHBOURHOOD
CENTRES



MANY
STUDENTS FROM
SUMMA COLLEGE,
SINT LUCAS, FONTYS
AND TU/E STUDENT
ASSOCIATIONS

LOCATIONS VISITED



**CHECK OUT THE CURRENT STATUS
AND LATEST INFORMATION ON THE WEBSITE:**

WWW.TOEKOMST040.NL



**HET EINDHOVEN
VAN DE TOEKOMST**