

Brand positioning of Fryslân



Self-determining  
Cooperative  
Meaningful



# Brand positioning of Fryslân

## **Why a brand positioning?**

Fryslân is a brand. This brand has evolved through the ages and is still evolving every day by everything we do and what we – and others – say. We should use the image of Fryslân more consciously, both in Fryslân and (far) beyond. This brand positioning serves to support our own identities, our own stories and our own propositions. As individuals, as organisations and as governments. As an ‘iepen mienskip’ (open community). It is a foundation on which we can build if we work together.

## **How did this brand positioning come about?**

Commissioned by Innovatiepact Fryslân and Provincie Fryslân, Robert Govers, Lianne Lugies and Martin Boisen (For the Love of Place) have developed a brand positioning for Fryslân. Residents of Fryslân have contributed to this: Frisians from the arts and culture sector, science, education, business and the government, as well as Frisians who are active outside the borders of the province and the Netherlands. The result of all this is summarised here. To everyone who contributed: thank you. The real work can now begin!



# Identity

Fryslân as a community developed through a struggle for freedom, with equal parts of stubbornness and cooperation. This is why our egalitarian society revolves around reliability, a sense of responsibility and wilfulness. The focus is on the collective. We live in smaller communities and enjoy working together when possible. As for our unwavering persistence, we are only too happy to use it to fight for something we believe in. When it comes to the collective interest, we work with all our hearts and buckle down to get it done. There is a collective light that never goes out in Fryslân. Using short lines of communication, we manage to achieve a lot. We rely on each other: a word is a word, and we keep ours. Quality goes without saying; this is a prerequisite for something to be 'best genoch' [good enough]. This forms the basis for the Frisian 'iepen mienskip' [open community].





# Identity Symbols

Fryslân and the open landscape are closely connected. The West Frisian Islands, the Wadden Sea, the open terp and clay landscapes, the IJsselmeer coast, the Lake District and the Frisian forests are just a few examples of our rich nature. This exists in harmony with our characteristic Frisian villages and eleven cities. We Frisians have always been in close interaction with the land and the water. This didn't just shape Fryslân, it also formed the Frisian mentality, and through that the Frisian culture, economy and society. The Frisian identity is felt every day in our own language, traditions, sports and rich history. These living symbols makes us feel proud and distinguish Fryslân from (the rest of) the Netherlands.





# The essence of our brand

In the Fryslân cooperative we do not wait for things to happen. We take the initiative and start working together to do the right thing.

We take the initiative  
Self-determining

And start working together  
Cooperative

To do the right thing  
Meaningful





# Self-determining Selsstjoerend

positively stubborn · down-to-earth · autonomous

Frisians have a hands-on mentality. Rather than waiting for others to come up with a solution, we set about the task at hand ourselves. We do this in our own way. We will often do this just slightly differently compared to elsewhere. If the space does not exist, we will take it anyway. Fryslân put concepts such as 'bottom-up', 'agile' and 'triple helix' into practice long before they were coined. We always start from our own strengths and convictions and then organise what is necessary. If we all benefit, we will roll up our sleeves and get on with it. To us, this is the logical thing to do.





# Cooperative Koöperatyf

connecting · sticking together · egalitarian

“  
In Fryslân the connection  
is sustainable. Once we  
are in contact, it is for  
the long haul

”

We work together as a community and look after each other. We consider it a good thing that we need each other and are therefore happy to engage with each other. Whether you are a known or unknown Frisian, whether you are the mayor or the baker, we treat you the same. We are approachable and get on with things without fuss. We get a great deal done with our short lines of communication: efforts start small and can become big. We trust each other and are champions in combining self-interest and the common interest: to Frisians, this usually comes down to the same thing. Because we are happy for each other to have success, there will be cross-pollination between people and sectors. This has been happening for centuries and will always remain important for Fryslân.



“  
We need our  
hearts to get  
moving  
”

# Meaningful Betsjuttingsfol

purposeful · essential · intrinsic

In Fryslân, we will become active when something seems meaningful to us. Especially if it is important for the bigger picture. More is not always better here: that which is good, should be really good. We are happy to ensure that everyone benefits, creating broad prosperity and a good balance between development and rest. In Fryslân it is not about the dot but about the horizon. We use our resourcefulness to improve our living environment. This makes us healthier and happier. This is important for Fryslân, but also for the Netherlands and the rest of the world. The solutions we come up with here can often be applied elsewhere. This way, we take part in the global momentum, while staying true to ourselves. Not only do we want to do things right, but we also want to do the right things. What we do here should matter.



Do you want to know more  
and get started with the  
Frisian brand positioning?

Then contact us at  
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