

Module 1 - Context

Assignment Week 2: Off the beaten path

Introduction

During week 2 you will work in groups of 3-4.

Each group will choose one of the shopping centers/streets from the overview below and conduct a physical mapping exercise of food outlets in the area according to a ‘healthfulness score’.

Preparation

Bijlmerplein shopping centre [Bijlmerplein - Google Maps](#)

Ganzenhoef Amsterdam ZO [Ganzenhoef, Amsterdam - Google Maps](#)

Osdorpplein shopping centre [Osdorpplein - Google Maps](#)

Banne Centrum (north) [Winkelcentrum Banne Centrum - Google Maps](#)

Gelderlandplein shopping centre [Gelderlandplein - Google Maps](#)

Amsterdam Oost [Eerste Van Swindenstraat - Google Maps](#)

Amsterdam Old-West/West [Kinkerstraat - Google Maps](#)

Amsterdam Centre [Ferdinand Bolstraat - Google Maps](#)

Amsterdam Oost [Winkelcentrum Brazilië - Google Maps](#)

Beethovenstraat [Beethovenstraat 32 - Google Maps](#)

Prior to your visit to the selected area consider its characteristics along the dimensions of equity, health, sustainability and economic prosperity.

Use neighbourhood-level data from O&S Amsterdam for health and equity dimensions.

<https://onderzoek.amsterdam.nl/artikel/gezondheid-en-welzijn-in-cijfers-2024>

[Dataset: Stand van de bevolking wijken | Website Onderzoek en Statistiek](#)

Also consider using also check this data source with various dimensions of *leefbaarheid* = liveability of the physical environment

<https://www.leefbaarometer.nl/kaart/?indicator=0&level=2&periode=8&referencemap=1&locatie=amsterdam&latitude=&longitude=#kaart>

Mapping exercise - Locatus data

Visit the selected area and assign each retail locations the appropriate health score based on the table below. Add up the total score to consider how healthy the area is. We assume that a score of 0 indicates an area with an equal amount of healthy and unhealthy options. Below zero (negative) is unhealthy, and above zero (positive) is healthy.

NB: please conduct this exercise as a group as it will take you to some places that are off the beaten track.

Presentation

Prepare a presentation for Friday 13 February with the following points:

- Briefly describe the area you visited in terms of data from O&S What was your expectation before visiting this area? Did this match with your experience?
- Present your total score of the area as well as highlighting the dominant retail outlets that drove the overall score.
- Reflect on the score in relation to the dimensions of equity and health (and more if you have the information).

Make a presentation (max 6 mins) summarizing these results.

Category according to Locatus	Score
Confectionery	-4.8
Alcohol/liquor store	-4.8
Fastfood	-4.5
Grill Room	-4.5
Gas station	-4.4
Tobacconist	-4.3
Cake/patisserie shop	-4.1
Chocolate shop	-3.9
Drug store	-3.4
Ice cream shop	-3.7
Take away	-3.2
Pancake restaurant	-3.3
Bar	-3.0
Night shop	-3.0
Café-restaurant	-2.2
Lunchroom	-1.6
Cheese shop	-2.2
restaurant	-2.2
butcher	-1.2
Delicatessen shop	0.1
Mini supermarket	-0.4
Poultry shop	-1.5
Biological/health food shop	2.1
Bakery	-0.8
Coffee/tea shop	0.5
Asian supermarket	0.9
Supermarket	0.1
Turkish supermarket	2.2
Nut shop	2.8
Fish	2.2
Greengrocer	4.9
Total	

The Locatus categorisation and scoring is based on expert opinion (50%) and objective measures of the mix of food products found in these shops (50%).