Goal

Creating a product that enables employees of Heijmans to understand what is beyond sustainability, and start on the road towards this new vision. It aimed to activate employees and create a 'social tipping point' expediting change.
The final product is a workshop for 4-6 people which takes roughly 2,5 hours and can take place at the office. This persuasive workshop sought to empower participants to envision regenerative futures and translate these insights into concrete steps that are applicable within their daily work.

Target Audience

The workshop is developed for two overlapping groups within Heijmans:
'Senior Management' and 'Intrinsically Motivated Employees'. They are aware of sustainability's relevance, they often struggle to integrate it consistently due to operational pressure, financial constraints, and reliance on established practices.

Management hasextensive experience in construction processes, and significant influence on project decisions. While aware of sustainability's relevance, they often struggle to integrate it consistently due to operational pressure, financial constraints, and existing proccesses.





Motivated employees across departments are willing to champion change. They seek practical tools, organisational support, and broader systemic understanding to overcome barriers in daily project work.

Towards Regenerative Housing

A workshop with 3 parts, that enables Heijmans employees in working with regenerative practices





Serious Game

In two realistic game rounds, participants explore the limitations of current practices and the potential of future scenarios. Through collaborative reflection, they connect game experiences to regenerative principles.

Round 1: Present Day Housing Project
The first round places participants in a simplified yet realistic version of a current-day housing project. Working within familiar constraints like a limited budget, planning pressure, and role-specific interests. Teams must design a sustainable house using cards that offer different products within 6 different categories and think about product innovation options to lower environmental impact and stay within the monetary budget. The goal is to remain within budget while keeping the environmental impact below the designated threshold. This round intentionally reflects existing practices and trade-offs, offering a safe environment to explore choices and negotiate across roles and get out of their working mindset.

Round 2: Future Scenario (2035)
In the second round, participants shift into a near-future context aligned with upcoming regulations and Heijmans' strategic ambitions, to keep it 'most advanced yet acceptable' (MAYA). Product options, environmental impacts, and prices change accordingly, and new elements such as ecosystem services are introduced and impact the targets that each role decribes.
Participants must design a house with zero or even positive environmental impact, navigating new opportunities, stricter norms, and systemic consequences. This round allows them to experience regenerative principles before these are formally introduced.









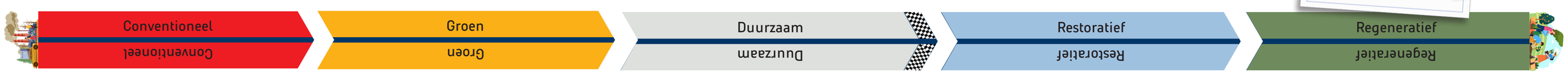
Discovery

The "Regenerative Line" just below, visualises the spectrum from conventional to regenerative design. Participants choose a themecard they are personaly interested in from a selection of 36 options (see examples beside the line) and place Heijmans flags along this trajectory. This while first assessing and discussing Heijmans' current standing and then envisioning more regenerative possibilities. The line provides shared language, makes abstract concepts tangible, and highlights that regenerativity requires systemic thinking rather than isolated improvements.



Design Method







Activation

The final segment focuses on creating actionable steps from their personal themes choosen in the discovery. This step ensures translation from insight to agency by first brainstorming actions from the gap between Heijmans' position on the line today and the envisioned regenerative potential, and follows this up with a personalasation. It does this by finding ones personal role within the development of the theme towards regenerativity and creating your personal actions.
Here is space to share and discuss roadblocks, and share tips with eachother.
Afterward, a followup encourages continued engagement several months after the workshop.



Design Method

The workshop was developed using the Persuasive Game Design (PGD) methodology, combining the MDA framework with iterative prototyping to align gameplay dynamics with the intended behavioural transfer. Early concepts were structured through morphological analysis, after which promising directions were refined through participatory reflection sessions. The design evolved through multiple test rounds in which mechanics, roles, innovation points, and workshop flow were evaluated and adjusted based on user feedback. Throughout the process, expert interviews provided essential insights into game mechanics, behavioural activation, and regenerative leadership practices.
The final workshop test showed that the participants were able to actively enjoy the game and complete the workshop as intended. They engaged meaningfully with the materials and were enthousiastic about the subject and outcomes. This demonstrates that the design effectively achieves its goals.

heijmans

Verena Vermeulen
Towards Regenerative Housing
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Integrated Product Design

Committee Conny Bakker
Stefan Persaud
Company Heijmans
Pim Ketelaars

TU Delft

Faculty of Industrial Design Engineering

Delft University of Technology