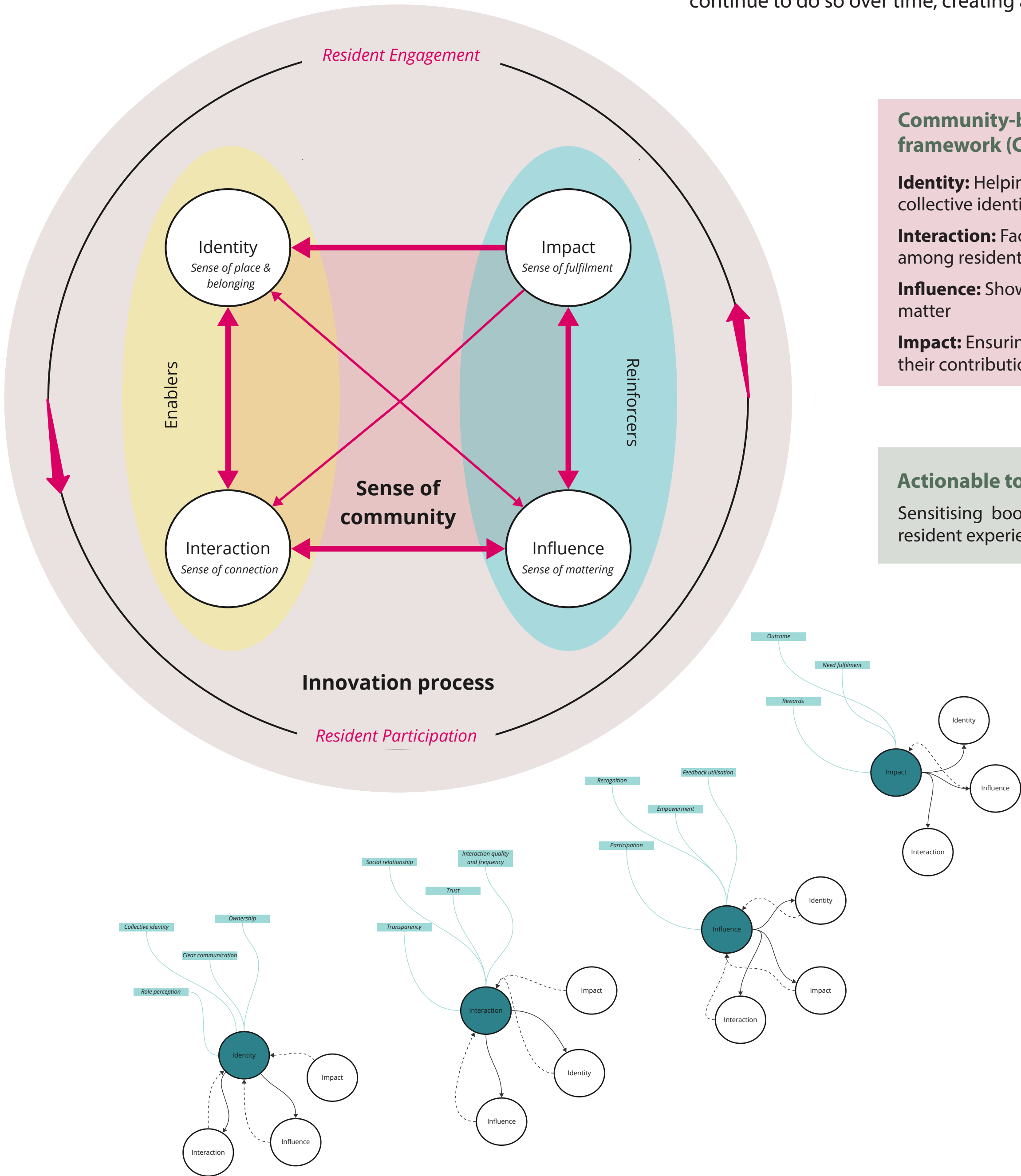


Community-Based Resident Engagement Framework (CBRE) for fostering Resident engagement at *The Green Village*

The Green Village (TGV), a living lab situated on the TU Delft campus serves as a field lab for testing sustainable innovations in real-life environments. While residents play a crucial role by providing feedback on these innovations, they often feel disconnected from the process, perceiving their contributions as undervalued or obligatory. This project aims to explore how residents can feel more valued and engaged in innovation testing and the broader TGV community.

The core premise of the framework is that resident engagement is strongly tied to their sense of connection and belonging within the TGV community. Residents need to feel they are active, valued members of the community, that their contributions are integral to the larger goals of TGV, and that they are recognized for the value they bring. Furthermore, their interactions with the community and the innovation process should be positive, rewarding experiences that fulfil both personal and community needs. When these elements are in place, residents will not only engage more fully but also continue to do so over time, creating a positive cycle of participation.



Community-based resident engagement framework (CBRE)

Identity: Helping residents form a strong personal and collective identity within the TGV environment.

Interaction: Facilitating frequent and meaningful interactions among residents, TGV employees, and innovators.

Influence: Showing residents that they matter, their opinions matter

Impact: Ensuring that residents can see the tangible results of their contributions and feel that their efforts make a difference

Actionable tools

Sensitising booklet to inform and align TGV employees on resident experiences and engagement practices.

Sensitising booklet on Resident experiences and engagement

How to use the booklet?

- 1 Understand the residents
- 2 Familiarise with the framework
- 3 Identify moments of intervention
- 4 Get inspired
- 5 Improve resident engagement

Quick insight and impact templates

Examples of design interventions

Moments of Intervention Opportunity map

CBRE

Narratives on Resident experiences

Resident experiences and engagement

Moments of Intervention Opportunity map

Understanding the challenge with the help of the framework

Evaluating the idea(s) with the help of the framework

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Enhancing Resident engagement through a
community-based approach for the Green Village
October 28, 2024
MSc Strategic Product design

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