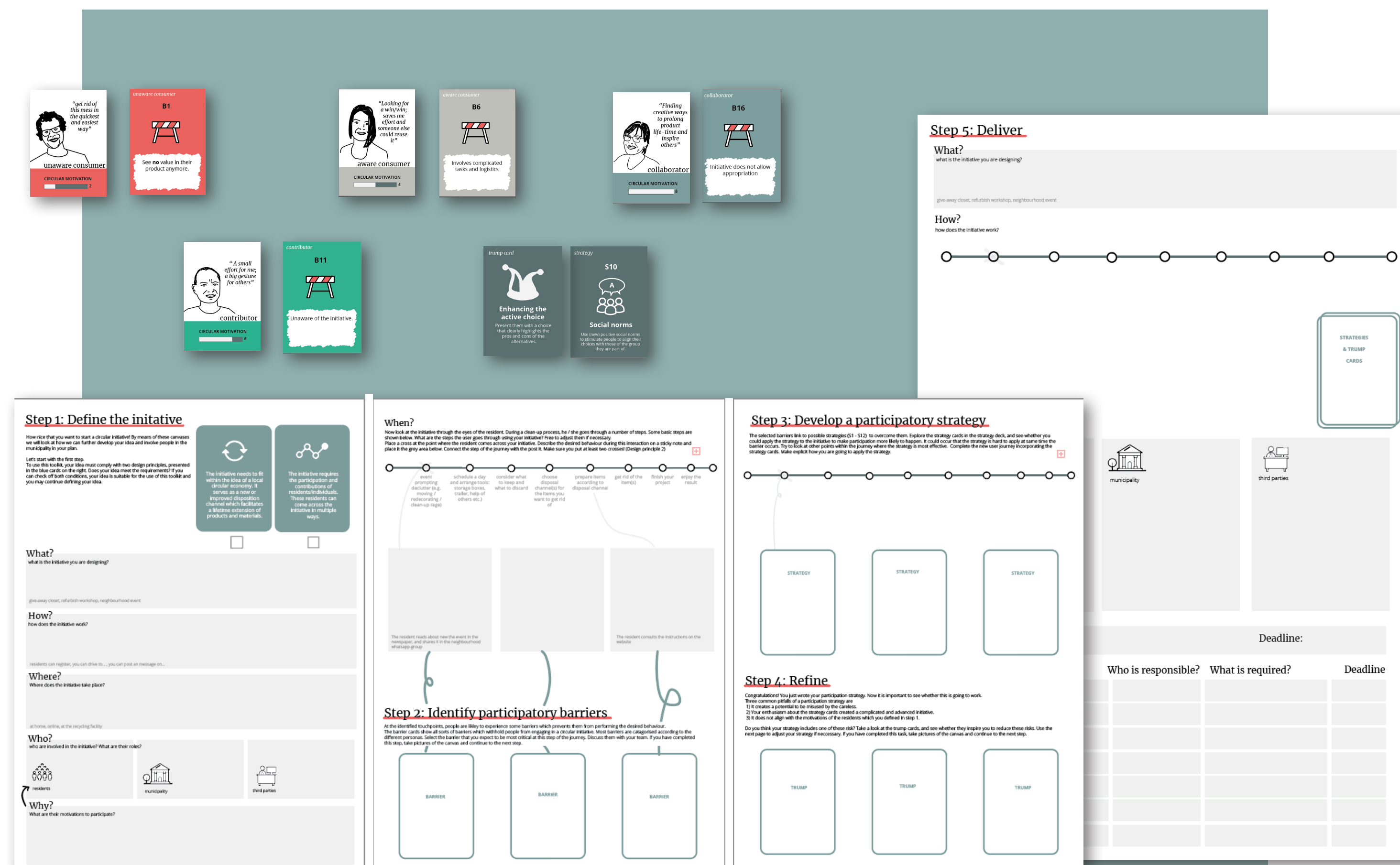


Design for Participation

a circular centre in de BUCH



DESIGN PROPOSAL

Design for Participation Toolkit

The Design for Participation Toolkit enables de BUCH to create new or improved circular initiatives in a structured manner. The toolkit consists of 45 cards, three canvasses and one poster. The cards symbolize common barriers people experience with regard to participation in circular initiatives. Different barriers apply to the various roles people could fulfil within these initiatives. The barriers could be lowered by means of strategies, presented on accompanying strategy cards.

With the use of the design canvasses, a structured and hands-on process can be facilitated. It encourages design teams to think from the resident perspective and take multiple touchpoints within a disposal journey into account. It provides a way to include these several factors into one initiative, so that participation will be increased.

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 Design for Participation: a circular centre in de BUCH
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 MSc. Design for Interaction

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PROBLEM STATEMENT

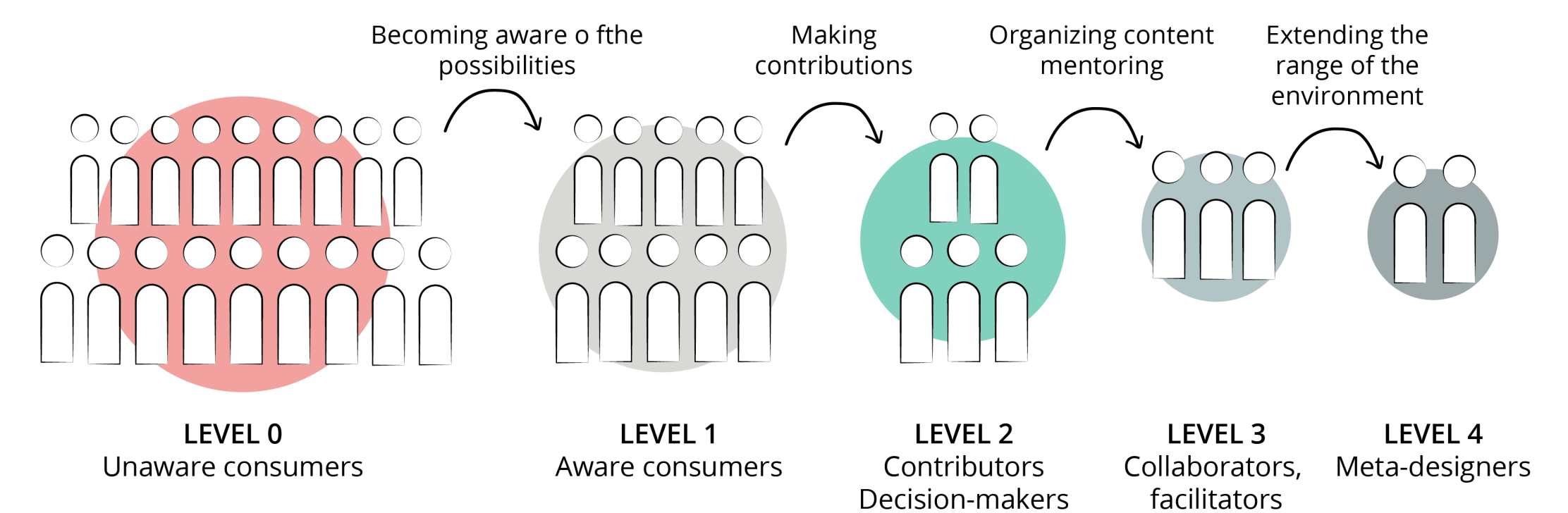
Inspired by the European green deal, de BUCH ambitions to be part of the leading municipalities in the transition towards a circular economy. With the support of Rijkswaterstaat they are examining the possibilities of transforming their municipal recycling facilities into a circular centre: a central place where raw materials, products and waste is processed and reused. A circular centre unites several institutions such as; a municipal recycling facility, a repair café, a workshop and thrift store in the same location.

According to De Koning, et al. (2018), the transition towards a circular economy requires a more participatory environment where bottom-up movements are supported by top-down management. Within the context of a circular centre this requires a new set of roles to be fulfilled by residents and the regime.

Nevertheless, it remained unclear how and if residents could participate in the envisioned circular centre. To give a voice to the residents and involve them in the development of a local circular economy de BUCH has called upon the Participatory City Making Lab.

RESEARCH INSIGHTS

- To make the circular centre a meaningful step towards a circular economy, people need to change their behaviour regarding product disposal. In order to do this, it is essential to interfere at different touchpoints within a disposal journey.
- Different behaviours regarding product disposal are captured in six personas, which distinguish themselves based on their motivations to act upon a local circular economy. The six personas can be held against Fischers model, which identifies different roles for rich ecologies of participation (Figure below). To create a participatory circular centre, the identified personas should become enabled to act according to these roles.



3. Various barriers which currently withholds people from participation have been identified. These barriers can be lowered by means of universal (behavioural) strategies. At higher levels of participation, it is important to design open systems to which residents can give their own interpretation.

4. When the development of initiatives is done together with residents, there is a higher chance that they become involved in new initiatives, and they are more inclined to take on responsibilities in the transition to a circular economy.