

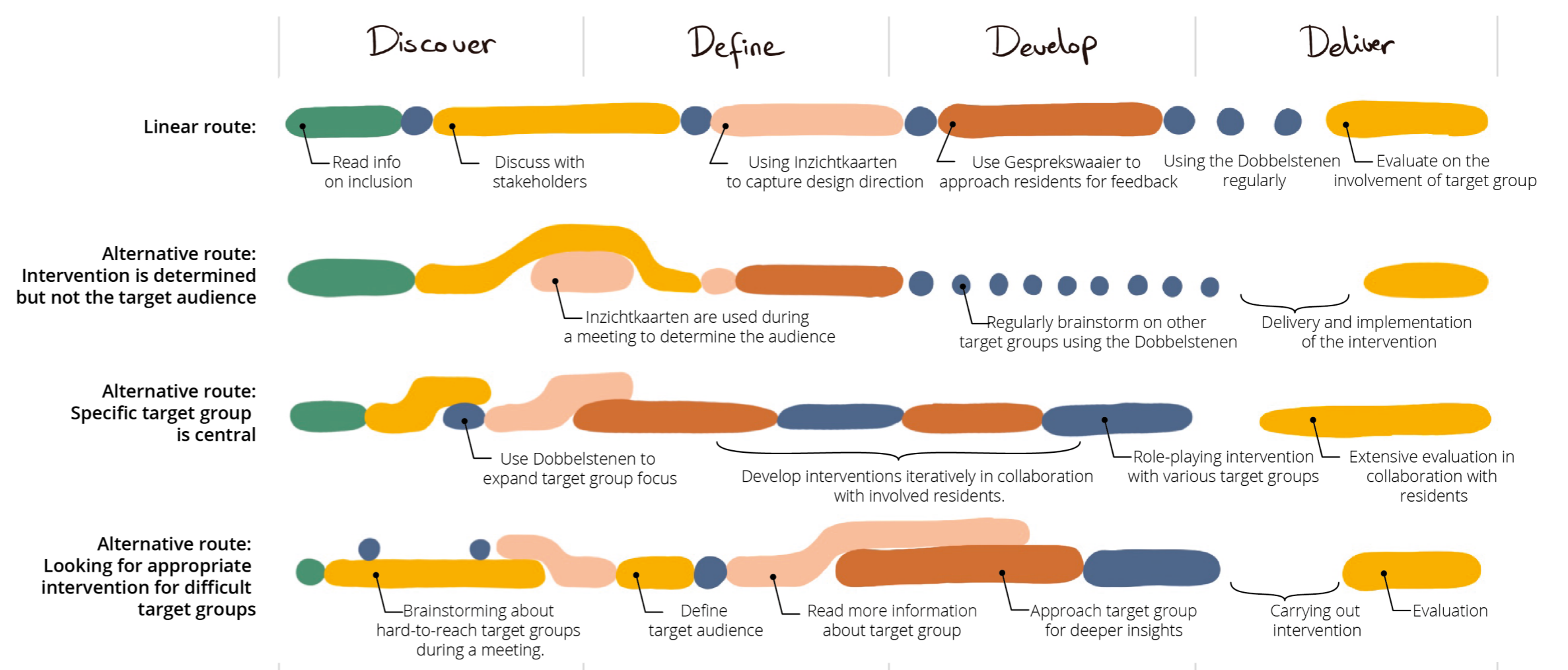
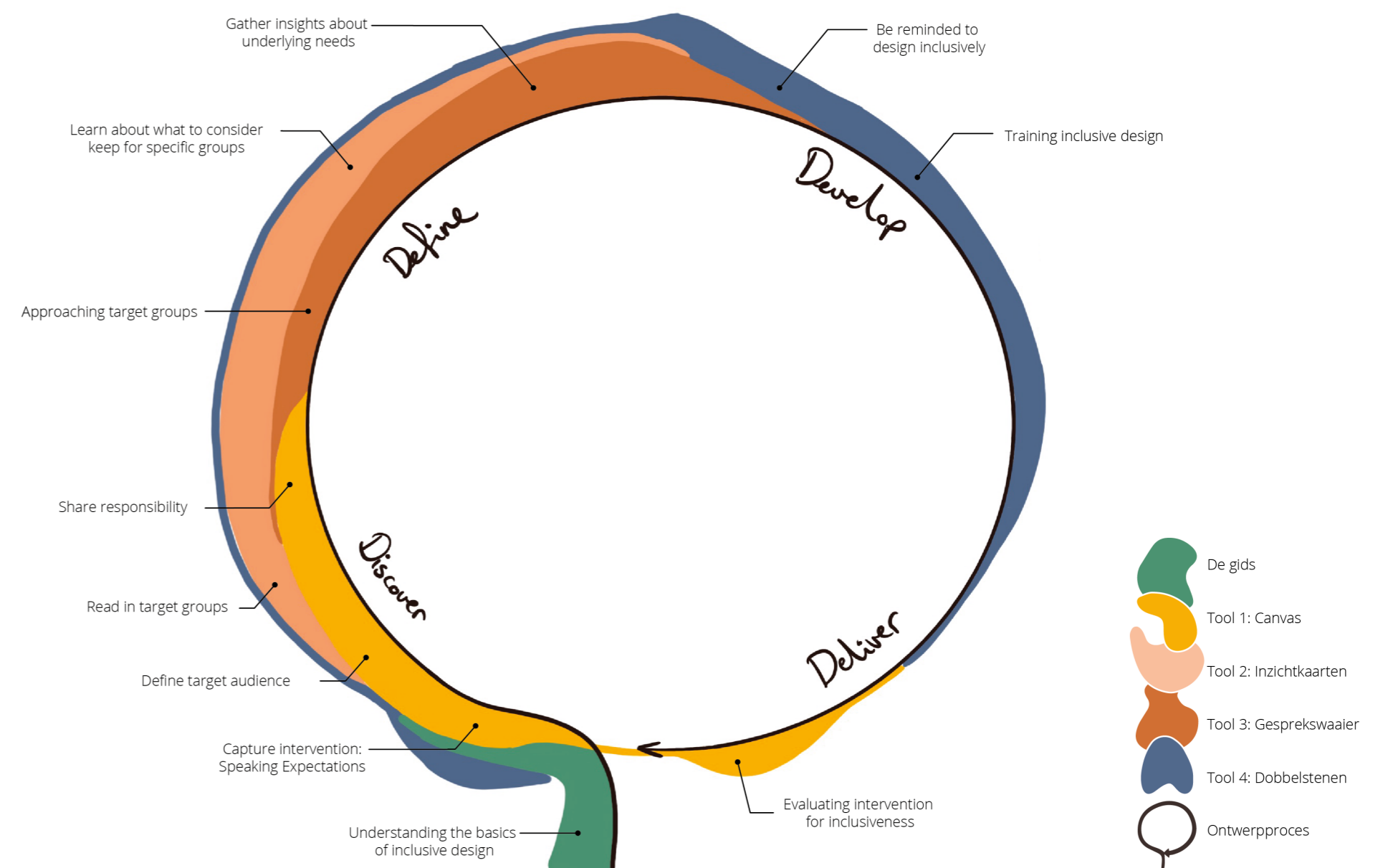
# A SERVICE DESIGN TOOLKIT FOR A MORE INCLUSIVE ENERGY TRANSITION

## THE PROBLEM

In project Reyeroord Aardgasvrij Service designers work together with the municipality and other stakeholders to stimulate the energy transition in the neighbourhood Reyeroord in Rotterdam. Their goal is to develop interventions in the form of neighbourhood meetings, campaigns, and other activities that aim to activate the residents of Reyeroord in the discontinuation of natural gas in their homes. This thesis project set out to explore how the service designers can be supported in adopting a new approach to design more inclusively in this context.

It seems that currently the interventions by the designers attract only a select group of “early adopters”, but ultimately the energy transition takes place throughout the entire neighbourhood and thus influences all residents. Therefore, every resident needs to be aware of the changes to come and make choices about the changes that likely impact their home environment. It is a wish of the municipality is to include as many residents as possible in the transition.

The design goal of this thesis is formulated as: ‘To design a toolkit that enables service designers to practise a more inclusive design process when designing interventions in Reyeroord for a fairer energy transition.’



## THE SOLUTION

The toolkit's goal is to enable designers to practise a more inclusive design process, especially in the process of designing interventions for the discontinuation of gas in Reyeroord. The toolkit guides the entire design process by suggesting different tools for each design phase. The tools support the process while highlighting topics that improve inclusivity. By making inclusivity an essential part of the design process, diverse groups or people with barriers are already considered during the design. This makes the outcomes of the interventions more inclusive and enables designers to create a positive impact by reaching a broader range of people and groups.

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