

Designing an experience of sharing together in the neighbourhood

An exploration of social value creation within the **Bieb der Dingen**, a professionally managed network of lending stations.



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Preface

This thesis was written as part of my Master Strategic Product Design at Delft University of Technology. For my graduation project, I worked on the “Bieb der Dingen” (Library of Things) within the innovation department of the municipality of Amsterdam. The Bieb der Dingen is a new sharing concept that is currently being explored by the municipality's project team on commission from the department of sustainability and public space. My thesis explores how social value can be deliberately designed in this professionally managed sharing concept. I hope this thesis can serve as inspiration for social designers and students on how to design to create social value, and to show that social value creation can go hand in hand with professional services rather than being compromised by them.

Overall, I really enjoyed working on this project. I found it an inspiring, relevant and at the same time challenging topic. Designing to create social connection is complex, especially at a time when many services are developed primarily with efficiency and maximum convenience in mind, which meets users' expectations. At the same time, we live in a society where people are becoming increasingly individualistic and social connection seems to be slowly disappearing, especially in a city like Amsterdam. I have the impression that many people recognise this phenomenon, but often no longer know how to create social connection or are reluctant to actively invest time and effort in it. With this in mind, I found it particularly relevant to explore how the Bieb der Dingen can be designed in such a way that it connects people: by shaping the service so that it is experienced as sharing together in the neighbourhood.

Fortunately, I was able to work on this project with the support of my supervisory team. First of all, I would like to thank my chair Ruth and my mentor Willemijn for their guidance. Our meetings were always pleasant and there was also room for ‘gezelligheid’, while at the same time I received sharp and valuable feedback. You continuously helped me to look at my work critically: what did I really take away from everything I had done, and what was actually relevant? I also appreciated being able to discuss the tensions and dilemmas that come with designing, and how to navigate them throughout the process.

In addition, I would like to thank Lydia, my supervisor from the municipality of Amsterdam, for her guidance and sharp feedback. I appreciated being able to fully participate in the project. This gave me a clear understanding of this large and challenging project and taught me a great deal about how an innovative project with many parties involved is set up. I would also like to thank the other members of the Bieb der Dingen project team, including Danka, Loeki, and Dimpy, for their support, feedback, tips, and the enjoyable atmosphere during my internship.

Of course, I would also like to thank my friends and family for their support throughout this intense process. Finally, I would like to thank everyone who contributed to this project in any way, for example participation in co-creation sessions, dry-runs, user tests, ideation sessions, or simply by thinking along and sparring with me.

It was a large and intensive project, with many uncertain moments of not knowing exactly how it would turn out. At times, it felt like the work would never end, as it can always be improved and it never truly feels finished. In the end, I am proud of the result and I look back on this project as a wonderful end to my time at IDE (faculty of Industrial Design Engineering). Reflecting on what I created and how I navigated the process, I realise that over the years at IDE I have developed a solid set of design skills.

Executive summary

The municipality of Amsterdam is currently exploring the development of the Bieb der Dingen, a professionally managed network of lending stations. At these stations residents can borrow tools and household items that are typically used infrequently for a small fee. This thesis focuses on how the Bieb der Dingen can be designed to strengthen the social value of the service, as social value, alongside sustainability, is considered an important pillar of the concept.

However, the current service concept is based on an online reservation system combined with self-service lockers, which creates the risk that the service becomes increasingly transactional. As a result, the social value of sharing may diminish. At the same time, municipal policy, which is crucial for the continuation of the project, together with co-creation sessions with residents, show that social value is highly valued. This creates a tension between the professional setup of the service and the ambition to create social value.

Initially, this thesis explored collaboration with local initiatives as a way to strengthen social value. However, the research process revealed that the core challenge lies not only in collaboration, but also in how the service itself is designed. This led to the following design challenge:

How can the professional system of the Bieb der Dingen be designed in such a way that it is experienced as sharing together in the neighbourhood?

Based on literature research and co-creation sessions with residents, social design criteria were formulated to guide the concept development. Through a series of ideation exercises, including How-To brainstorms, co-creation sessions with local initiatives, and SCAMPER, the concept of Bieb der Dingen 2.0 was developed and refined through user testing and feedback from the Bieb der Dingen project team.

The design of Bieb der Dingen 2.0 builds upon the existing professional system while integrating social design interventions. The concept consists of three core components: recognisable bags, a physical product passport, and a neighbourhood saving point. Together, these elements make sharing more visible, personal, and collective, and reinforce each other in conveying a narrative of sharing together in the neighbourhood. Theoretical reflection suggests that the design supports intrinsic motivation by emphasising meaning, contribution, and connectedness. Further testing is required to evaluate its actual impact. Therefore, the recommendation is to implement the proposed interventions at two of the seven locations that will be realised in 2027, as described in the roadmap.

This thesis shows that social value and professionalisation do not have to be contradictory. By deliberately designing to create social value within a professional system, the Bieb der Dingen can distinguish itself as a service that is both professionally organised and socially embedded.

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1

INTRODUCTION

1.1 Background

Circular shift demands effective strategies

Amsterdam aims to halve the use of primary raw materials by 2030 and be fully circular by 2050 (Gemeente Amsterdam, 2020). One of the pillars is to reduce the use of consumer goods. Among the footprint of Amsterdam residents, the consumption of new products has the highest ecological footprint (Figure 1) (Onderzoek en Statistiek, 2024).

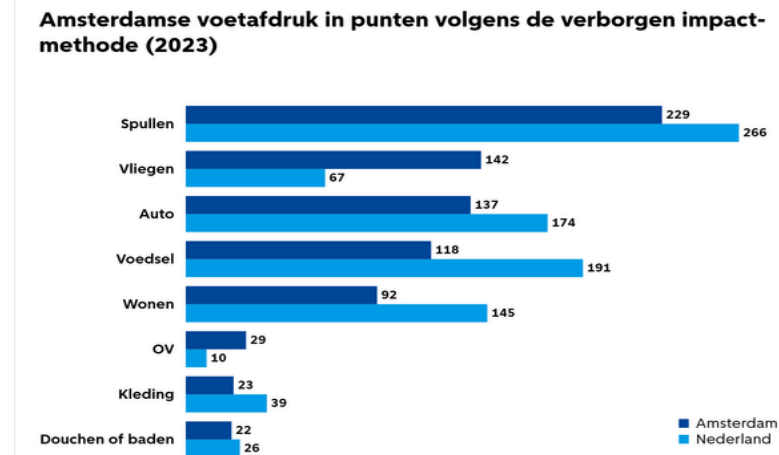


Figure 1: Footprint of Amsterdam residents

To reduce the impact of consumer goods, the municipality of Amsterdam is investing in the access economy, an approach that prioritizes access over ownership (Minami et al., 2021). The access economy encourages more efficient use of goods, for example through multifunctional product use or sharing, in order to reduce waste and the need for new materials. This approach aligns with the Rethink strategy in the R-ladder framework (Figure 2), which ranks circular strategies according to their effectiveness in minimizing waste and maximizing the value of resources (Vegter & Tuinstra, 2025). Since strategies higher on the R-ladder have a greater circular impact, the municipality focuses on stimulating the access economy by promoting the shared use of underutilized goods.

3R		10R
Reduce	R0	Refuse
	R1	Rethink
	R2	Reduce
Reuse	R4	Repair
	R5	Refurbish
	R6	Remanufacture
	R7	Repurpose
Recycle	R8	Recycle
Energy	R9	Recover

Figure 2: Circular R-Ladder (Vegter & Tuinstra 2025)

Potential for change

To foster the access economy, Amsterdam residents' behaviour needs to change. A survey conducted in 2023 by Planbureau voor de Leefomgeving among a representative sample of the Dutch population showed that only 1% of respondents rent, borrow or lease products such as clothing, furniture, washing machines or small electrical tools instead of buying them (Koch et al., 2023). Despite the limited presence of sharing activities, substantial gains can be made in

this area. Firstly, there is a surplus of underutilized products. On average, a household has 10,000 products of which 80% is less than 3 times per year (Botsman & Rogers, 2010). Secondly, there is a willingness among residents to take part in sharing activities. A survey by ShareNL showed that 84% of Amsterdam residents are willing to take part in the access economy (Bergren, 2015). Thirdly, their willingness to share with strangers has increased over the years, from 13% in 2013 to 32% in 2016 (Starritt, 2017).

Market limitations and challenges

Around 2010, the Netherlands was considered a frontrunner in the access economy with local start-ups such as Snappcar (car sharing) and Thuisafgehaald (meal sharing) (de Waal & Arets, 2022). Nevertheless, the number of share initiatives in the field of consumer goods offering a multifunctional range of consumer goods remains limited (Market analysis Chapter 2.5). Currently, there is Peerby, a peer-to-peer online sharing platform and there are small local initiatives. In Chapter 2.5, the market is analysed in more detail to explore how the Bieb der Dingen can differentiate within this landscape.

Over the years, the start-ups BIYU in Amsterdam and Spullenier in Utrecht have tried to set up a sharing platform for consumer goods. Both start-ups initially struggled with high investment costs and low customer numbers (Founder Spullenier, personal communication, June 12, 2025). Spullenier eventually discontinued its activities, whereas Biyu pivoted to a software platform. This new way of consuming, focused on sharing, requires a behavioural change which takes time and depends on scaling up to increase visibility. This does not match with investors who are focused on rapid growth opportunities.

In June 2025, the founder of Spullenier wrote a letter to the alderperson (in Dutch wethouder) of Sustainability in Amsterdam urging the municipality to take on a role setting up an initiative for sharing goods (Founder Spullenier, personal communication, June 12, 2025).

“Bedrijfsmatige opschaling blijkt lastig. Spullenier heeft het geprobeerd in Utrecht en Biyu in Amsterdam. Investeerders zoeken snelle groei, terwijl dit concept tijd vraagt om lokaal te wortelen. Juist daarom ligt hier een kans voor gemeenten. Als gemeente beschikt u over: Netwerken in de wijk; Toegang tot publieke of semi-publieke ruimten; Beleidsinstrumenten op het gebied van duurzaamheid, circulaire economie en maatschappelijke participatie.” (Founder Spullenier, personal communication, June 12, 2025)

Reason for municipal involvement

The municipality's sustainability & public space department recognizes the importance of government intervention. This, combined with the need to implement more effective circular strategies, prompted them to launch an exploration into a city-wide concept to share underused household items. This resulted in the concept 'Bieb der Dingen' (Library of Things), which is currently a working title.

1.2 Bieb der Dingen

Exploration Bieb der Dingen

In May 2025, the sustainability and public space department commissioned the innovation department to conduct an exploratory study into the potential development of the Bieb der Dingen. As part of my master's thesis, I joined the Bieb der Dingen project team within the innovation department (Figure 3). The aim of the exploration is to investigate the opportunities for implementing this concept and to explore how it should be designed.

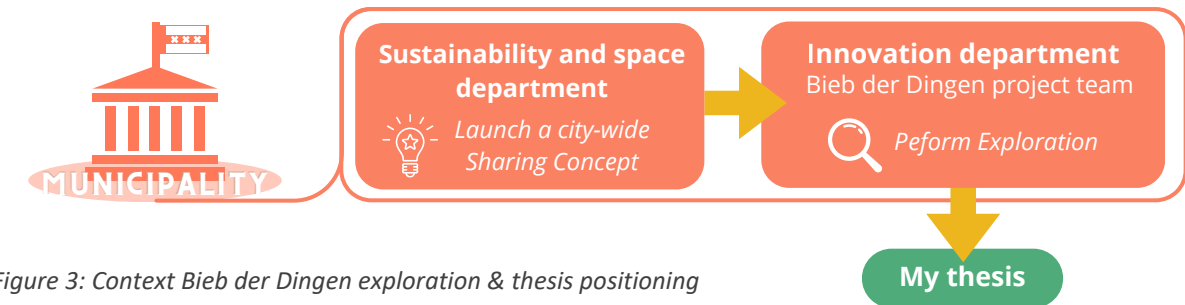


Figure 3: Context Bieb der Dingen exploration & thesis positioning

The concept requires a behavioural shift from linear consumption towards sharing. This means that the Bieb der Dingen does not only require change at the individual level, but also entails a broader systemic transition from a linear to a circular system. Across multiple domains, including legal, organisational, business and technological structures, existing systems are currently not sufficiently equipped to support such a project. This calls for a thorough exploration of how the concept can be sustainably embedded. The ambition is to develop a sustainable circular business model that can eventually operate independently with a limited role for the municipality. As the municipality is by law not allowed to compete with the market (Ministerie van Economische Zaken en Klimaat, 2017).

The current concept

The Bieb der Dingen aims to establish a professionally managed network of lending stations in Amsterdam. At these stations residents can borrow tools, appliances, and other consumer goods for a small fee, mainly items that are typically used less than twice per month.

This concept is inspired by the Library of Things initiative in London, where 21 lending locations have been set up and over 31,000 items have been borrowed since 2020 (Library of Things, n.d.). As with the Library of Things, the Bieb der Dingen is primarily based on a digital, self-service lending model. Residents register via an online platform, where they can browse the available items and reserve them in advance (Figure 4). Using a personal access code, users can collect and return items through self-service lockers located at the lending sites, (Figure 5).

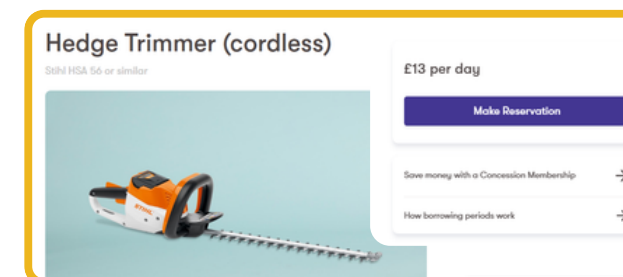


Figure 4: Online reservation platform Library of Things

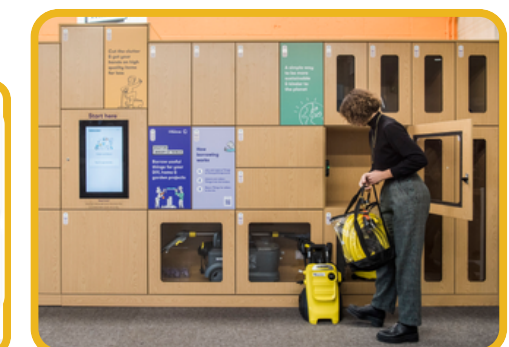


Figure 5: Self-service lockers Library of Things

To ensure inclusivity, the concept also intends to offer non-digital access, such as in-person support, for residents who are less digitally skilled. Besides offering shared items, the Bieb der Dingen also aims to connect users with (facilitating) workshops, ideally held in or near the lending locations, in collaboration with local initiatives. These workshops will focus on practical skills such as DIY (Do it yourself), repair and creative reuse.

For the initial phase planned in 2027, in which a Bieb der Dingen will be launched in each city district of Amsterdam, the Bieb der Dingen will initially rely on the software and locker systems developed by the UK's Library of Things. Based on the evaluation of these initial launches, a decision will be made on whether to continue using this system or to develop a custom solution tailored to the Amsterdam context.

Mission Bieb der Dingen

The goal of the project is to foster the access economy and reduce waste and environmental impact by encouraging intensified use of products, ultimately leading to reduced consumption of new goods. The project also aims to increase social cohesion and self-reliance among residents and to reduce economic inequality.

By 2035, the aim is to establish a sharing infrastructure in Amsterdam where everyone can find a Bieb der Dingen within a 10-minute walk. Around 150 stations are needed to achieve this goal. A city-wide network of sharing stations is essential for building the visibility and accessibility needed to normalise sharing instead of buying in order to drive behavioural change. Figure 6 presents the proposed scaling plan, including the launch of the first seven locations in 2027.

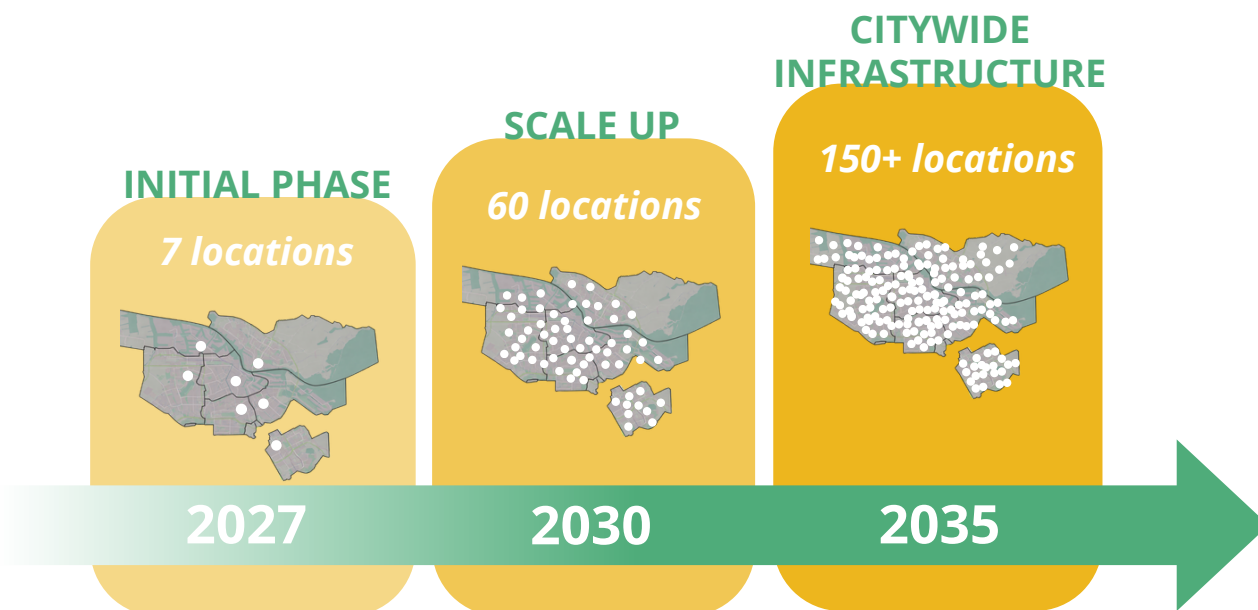


Figure 6: Scaling plan Bieb der Dingen (Note: the planning is subject to change)

1.3 Unexplored social design opportunities

Unexplored areas

During the first months of the municipal exploration (May – Aug 2025), the project team of the Bieb der Dingen focused primarily on developing the components of the rental service, such as creating a list of offered items and calculations on prices and payment models. Accordingly, the role of local initiatives and the involvement of the local community and how that involvement could shape the concept is still unexplored. The same applies to the service of providing workshops, potentially linked to local initiatives, that are aimed at developing skills. This offers an opportunity to explore collaboration with local initiatives and thereby strengthen the social value of the concept.

Exploring local involvement can contribute to the approval of the concept by the alderperson for sustainability. One of the key priorities of this alderperson is collaboration with residents and local businesses on circular initiatives (Tas, 2022; Gemeente Amsterdam, 2020). Local support is therefore essential to strengthen the position of the concept within the municipality.

In addition, strengthening the social value of the project is essential within the sustainability policy itself. Feedback from the alderperson for sustainability on the Bieb der Dingen project in November 2025 explicitly emphasised the need to address the social value of the concept more clearly. By exploring and substantiating this social value, alignment with the municipal social domain can be facilitated. This contributes to a stronger institutional embedding of the concept within the municipality.

Furthermore, the relevance of social value becomes particularly important when assessing the overall value of the project. A concept such as the Bieb der Dingen requires behavioural change and is therefore likely to have a long return-on-investment trajectory. The Bieb der Dingen aims to be financially sustainable rather than profit-oriented. For example through a foundation or social enterprise structure. To assess the overall value of the project, it should not be evaluated solely from a traditional economic perspective based on financial returns. Instead, it should be assessed through the principle of Brede Welvaart which is used by the municipality as a framework for decision-making (Combé & Kwee, 2023). Within this framework, the value of a project is not only measured in terms of economic output, but also in terms of social, ecological, and societal effects. Precisely for this reason, it becomes essential to demonstrate how the Bieb der Dingen contributes to social value and broader societal impact.

Design Challenge

My graduation project addresses these unexplored areas of local involvement and social value, and my design challenge can be defined as follows:

Design the Bieb der Dingen 2.0 in De Pijp and Rivierenbuurt (district Zuid) to strengthen the social value by connecting with local initiatives.

The assignment already includes a direction for the solution: connecting with local initiatives. To explore this local collaboration, I specifically focused on two neighbourhoods in Amsterdam to

gain a clear understanding of what is happening locally and which initiatives are active. The choice of these neighbourhoods was motivated by the involvement of the sustainability coordinator for the Zuid district and by their socio-economic diversity, with different groups of residents living side by side (Onderzoek en Statistiek, 2025). This made them a relevant context for designing an inclusive service intended to be valuable for all residents of Amsterdam.

1.4 Design Approach

The previous chapter defined the design challenge, but how to tackle such a challenge, how to arrive at final design solution? What phases to go through and how to structure the process? In this chapter, my approach to this assignment is described.

How to capture my approach?

During my master's exchange in Seoul, one of my professors said: "We cannot define art, because that limits what it can be." I believe the same applies to strategic design. In the Master's program Strategic Product Design, we learn to tackle complex problems, but exactly how we do that is not predefined. There is no fixed, step-by-step plan. Instead, designers use a mix of methods and tools depending on the assignment. The essence lies in approaching these problems in a structured yet open, holistic, and iterative way. This makes design valuable and challenging at the same time. It involves uncertainty and moments of not knowing. As a designer you must learn to trust the process, because this uncertainty creates creative freedom needed to arrive at novel and meaningful solutions.

At the same time, this freedom creates a fundamental tension within academic design practice at the university. On the one hand, designers rely on intuition, experimentation, and self-

directed choices regarding methods and directions. On the other hand, these choices must be academically grounded, critically reflected upon, and informed by theory and research. Navigating this tension between intuition and academic rigor is a core competency within strategic design practice.

Throughout my bachelor's and master's education at TU Delft, I was introduced to a wide range of design theories, methods and tools. In this thesis, a variety of these methods and tools are applied. However, the project is not approached from a single overarching theoretical framework. Instead, methods are selected and combined based on their relevance to the evolving design challenge.

At the start of the project, an initial process plan was drawn up to provide structure. This plan was based on the Double Diamond framework, which was chosen because of its explicit emphasis on divergence and convergence during the design process. The first discover phase in particular contained a well-developed plan, see Figure 7. The later phases took shape over time as new insights emerged. Based on these insights, the direction of the subsequent phases was refined and appropriate methods were selected.

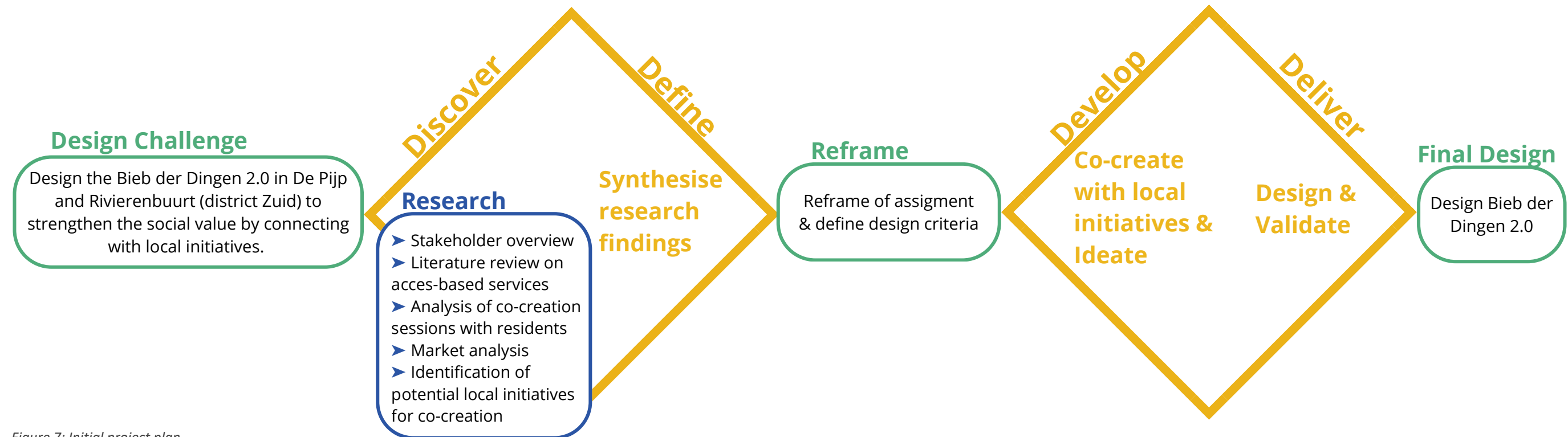


Figure 7: Initial project plan

Ultimately, the design process was structured into three main phases, which also form the overall structure of this thesis. Figure 8 visualises these three phases, including their content and corresponding outcomes.

This thesis approaches the design challenge in an open-ended manner. As a result, the final design solution can take various forms, ranging from a roadmap or strategy to a new or adapted service, feature, or product. Consequently, neither the form of the final design outcome nor the exact path towards it is predetermined.

As with art, strategic design cannot be defined without limiting its potential. Both the design outcome and the design process itself require openness to arrive at meaningful and novel solutions.

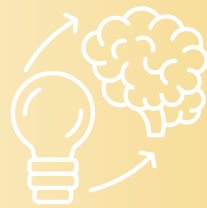
RESEARCH



Gaining a deep understanding of the project context and assessing the design challenge

REFRAMED DESIGN CHALLENGE & DESIGN CRITERIA

IDEATION



Generating, validating, and selecting ideas through creative methods

TWO CONCEPT IDEAS

CONCEPT DEVELOPMENT



Exploring, developing, and testing the selected concepts

BIEB DER DINGEN 2.0 & CONCEPT PLAN

Figure 8: Overview structure report

2 RESEARCH

From initial design challenge to reframed design challenge

In the previous chapter, I defined my design challenge. This part of the report presents the research phase which describes the studies conducted to gain a deeper understanding of the context of the assignment and to develop design criteria. The aim of this phase is not yet to arrive at a solution, but to assess whether the right design challenge is being addressed or whether it needs to be adjusted. This phase forms the foundation for the ideation phase (chapter 3) by defining the design space, identifying key opportunities and translating these insights into design criteria and a reframed design challenge.

This phase starts with a stakeholder analysis to gain insight into the context of the assignment, identify the key stakeholders, and understand their interests and needs. Based on this analysis, an initial set of design criteria is formulated. One of the key criteria is that the concept should create social value for residents. However, at this stage, social value was still a broadly defined concept. To further define what social value should mean within the context of this project, Chapters 2.3 and 2.4 explore this concept through a literature review and insights from co-creation sessions with residents. This exploration provided more concrete direction and resulted in a refined set of design criteria. Based on these refined criteria, the current sharing market in the Netherlands is analysed to examine how the Bieb der Dingen could differentiate itself within this landscape.

Together, these insights formed the basis for reframing the design challenge, as described in Chapter 2.6.

2.1 Stakeholder Overview

The Bieb der Dingen project is embedded in a broad and still evolving network of stakeholders. Even when focusing solely on the municipal actors, multiple departments are involved, and each department has their own interests and responsibilities. It is essential to identify which actors are most relevant for strengthening the social value of the concept and to ensure alignment between their diverse needs. In this chapter, this will be addressed by answering the following sub-research questions:

Who are the key stakeholders for my assignment within the Bieb der Dingen ecosystem and how can their perspectives be taken into account?

Approach

To begin with, I created an overview (Figure 9 on page 20) of all the various actors within the system drawing on discussions with colleagues from the Bieb der Dingen project team and four other municipal officials from the social domain and the district committee. Appendix B provides an overview of these contacted officials, including the purpose of each conversation and the main insights gained. Based on this mapping, I identified three primary stakeholder groups that my design must create value for: the municipality, local initiatives, and residents. The interests of each of these key stakeholder groups will be discussed in more detail, in order to determine how they should be taken into account in the design.



Amsterdam Municipality

The innovation department has been given a one-year exploratory assignment by the sustainability and public space department. While both departments are committed to the project's success, they differ in needs and priorities.

Sustainability and public space department

This department initiated and finances the exploration of the Bieb der Dingen. This department reports to the alderperson for sustainability within the college van burgemeester en wethouders. This body is responsible for the municipality's daily governance. The department's primary interest lies in proving the sustainable value of the concept as it is held accountable for this. Although my project focuses on strengthening social value, it is therefore essential that my design choices also maintain, or preferably enhance, the sustainable impact of the project.

Innovation department

The innovation department is investigating whether the Bieb der Dingen is desirable, feasible and viable, and what role the municipality should play in order to work towards a scalable, professionally organised city-wide network of sharing stations.

The department is carrying out the assignment on behalf of the sustainability and public space department but is investigating more than just the impact on sustainability. The department is approaching the project from a broader perspective and investigating how it can also deliver

value in other areas. This means that the innovation department must not only meet the expectations of the sustainability and public space department but also ensure that the project aligns with other domains, such as the social domain and sport & recreation, as well as with the responsible alderpersons. As part of this ambition, the Bieb der Dingen project team aims to connect rental items to broader policy domains. For example, by offering sports equipment to stimulate physical activity thereby creating value for the sport and bos domain.

The social domain in particular is an important pillar within the Bieb der Dingen project. This was explicitly emphasised in the feedback from the alderman for Sustainability, who indicated that the project's contribution to social value should be emphasised. By focusing my graduation project on strengthening this social value, I contribute to the objectives of the innovation department to increase the overall value of the project and to embed it more broadly across other municipal policy domains.

District committee Zuid & Gebiedsmakelaars

The district committee governs the city at the municipal level and implements policies that are made at the central municipal level. It operates closer to residents and neighbourhoods and is more informed about local challenges. Each neighbourhood also has a gebiedsmakelaar (neighbourhood broker) who serves as a contact point for residents and acts as a link between the local government and the community. During my thesis, I spoke with three gebiedsmakelaars active in De Pijp and Rivierenbuurt, two of whom also participated in the co-creation sessions I facilitated. I also met regularly with the sustainability coordinator of district Zuid to discuss the progress of the project within the district. To anchor the project locally, it is essential that the project remains closely tied to the district committee Zuid and aligns with their priorities. Consistent communication is key, to ensure that everyone remains informed and the concept remains alive among municipal officers.



Users - Residents in De Pijp and Rivierenbuurt

The municipality aims to develop a concept that is accessible and valuable to every citizen (Sital, 2020). Inclusivity is therefore a key design principle. Both De Pijp and Rivierenbuurt are characterized by socio-economic diversity (Onderzoek en Statistiek, 2025). People in social housing, mid-range rentals, and expensive owner-occupied homes live side by side. The Bieb der Dingen should therefore be desirable for these different groups. At the same time, it is important to ensure that the idea of “a concept for everyone” does not turn into “a concept for no one.

Besides the need to align the social value with municipal priorities, the social value must ultimately be meaningful for residents themselves. Chapter 2.2 further explores what users consider socially valuable to give this broad term more direction.



Local initiatives

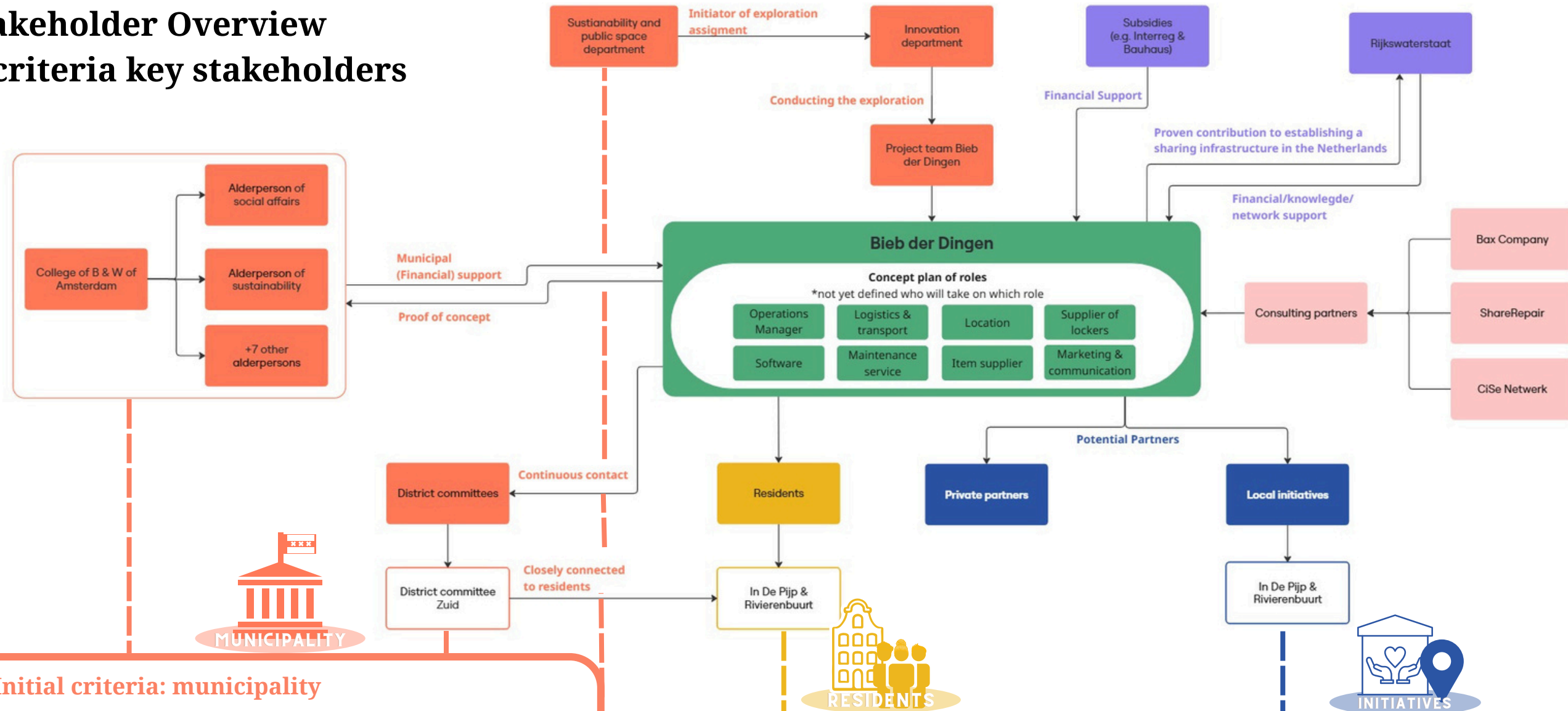
In my research question, I name ‘connecting with local initiatives’ as the most prominent action to increase the social value of the Bieb der Dingen. Local initiatives refer to local neighbourhood initiatives, community organizations, cultural and educational institutions, local craftsmen and entrepreneurs.

In order to strengthen the concept's social value, I aim to determine which specific stakeholder group(s) hold the highest potential for collaboration. Identifying mutual benefits is key to build sustainable and reciprocal partnerships.

Take-away

The three most important stakeholder groups have been identified from the stakeholder landscape and analysed in terms of how they should be considered in the design of the Bieb der Dingen 2.0. In order to summarize the priorities of the three key stakeholders, an initial set of design criteria has been established for each group. On the following page (Figure 9), these criteria are included in the stakeholder overview. Several of these criteria are still broadly defined and will need to be refined. In the following chapters, additional research will be conducted to redefine and specify these criteria, ultimately leading to a concrete list of criteria.

Stakeholder Overview & criteria key stakeholders



Initial criteria: municipality

- 1.1 The design must maintain or strengthen the sustainable impact of the concept.
→ Accountability requirement of the sustainability & public space department.
- 1.2 The design must generate social value that aligns with municipal priorities.
→ Ensures broader political support and strengthen the connection to the social domain.
- 1.3 The design should connect to as many relevant municipal policy priorities as possible.
→ Creates broader value of the project and increases political support.
- 1.4 The design must enable city-wide scalability in 2035, meaning it should be suitable for replication at multiple locations across Amsterdam.
→ Supports the goal of creating a 10-minute-walk network.

Initial criteria: residents

- 2.1 The design must be inclusive for all resident groups (age, income, language, digital ability)
→ In line with municipal inclusion policy.
- 2.2 The design must generate social value for residents
→ Shows that the concept contributes to broader municipal goals beyond sustainability, thereby strengthening the project's overall value.
- 2.3 The design must be desirable for residents.
→ Required for adoption and aligned with the goals of the innovation department.

Initial criteria: collaboration with local initiatives

- 3.1 The collaboration must be reciprocal, creating value for both the Bieb der Dingen and the initiative.
→ Required for sustainable collaboration.
- 3.2 The collaboration must contribute to the shared goal of strengthening social value in the neighbourhood.
→ Creates a shared goal, which forms an essential starting point for collaboration.
- 3.3 The collaboration must create (local) ownership.
→ Aligned with the municipality's ambition to build partnerships that collectively take responsibility for the Bieb der Dingen.

2.2 Defining the meaning of social value in this context

One of the initial design criteria (Figure 9 on page 20) states that the concept must generate social value for residents (criteria 2.2). Social value, however, is a broad and multifaceted concept. In order to design for social value, it is first necessary to determine which specific forms of social value are meaningful for users and how these align with the Bieb der Dingen. This chapter therefore explores how social value should be understood in the context of this project. The exploration is based on two complementary sub-studies:

1. A literature review to understand what motivations drive participation in access economy initiatives and how the literature describes the social value in this context.
2. An exploration of residents' needs based on co-creation sessions to understand how Amsterdammers (a nickname for Amsterdam residents) envision a borrowing concept in their own neighbourhood.

2.3. Sub-study 1: Literature Review

This literature sub-study examines how social value is understood in existing research on the access economy. A central question is whether social value itself motivates people to participate in sharing or access-based services, or whether other motivations play a more prominent role.

Research questions

What motivates people to participate in the Access Economy, and how do these motivations relate to the creation of social value in the context of the Bieb der Dingen?

Approach

To answer the research questions, I have formulated two sub two sub-questions:

1. How has the concept of access economy evolved?
2. What motivates people to participate in sharing services?

The first question focuses on examining how various terms regarding access economy and sharing economy are defined and used across literature. This initial exploration informed the selection of relevant keywords for the second sub-question and provides more understanding of the context of the access economy.

From shraing to access economy

To begin with, what do we define by sharing? Sharing has always been an activity that existed in human society. Early work by Price (1975) described sharing as "It [sharing] is the allocation of economic goods and services without calculating returns, within an intimate social group, and patterned by the general role structure of that group. It is an economic behavior with a heavily weighted social dimension" (p.4). Similarly, Belk (2010) framed sharing as a prosocial activity that is characterized by informality, a sense of community, the absence of profit motives, and no expectation of reciprocity.

The rise of technology has given sharing a new direction which was initially referred to as the sharing economy. Over the years, the definition of sharing economy has been widely debated (Altrock & Suh, 2017). In the Netherlands, various terms are used as well including sharing economy, collaborative economy, and access economy (de Waal & Arets, 2022). The municipality of Amsterdam, together with the Sharing Cities Alliance, has chosen to use the term access economy. This term emphasizes access whereas 'sharing economy' suggests that it is about sharing which is often not the case with many initiatives. (Altrock & Suh, 2017). While the definitions may differ slightly across sources, they share several core characteristics (Kulkarni, 2023):

- It involves sharing underutilized resources;
- It focuses on temporary access without transfer of ownership;
- Transactions often involve a (monetary) fee;
- Users are connected via online platforms.

Because the terminology in the literature overlaps, I used multiple definitions in my search string for the following sub-study on motivations. My search string and analysis focused on research concerning consumer goods and household appliances. Through snowballing, I explored additional relevant articles.

Search string

("sharing economy" OR "SE" Or "access economy" OR "sharingstations" OR "collaborative consumption" OR "Library of Things") AND ("motivation" OR "adoption factors" OR "driver") AND ("consumer goods" OR "household appliances")

What motives people?

Participation in sharing initiatives is driven by a combination of motivations which vary depending on context and the type of product (Böcker & Meelen, 2017). Across the literature, several intrinsic and extrinsic motivations are identified.

The most dominant motivation is cost saving as sharing offers an affordable alternative to ownership (Kulkarni, 2023; Wielath, 2023; Kim & Jin, 2019). However, relying too heavily on economic incentives carries risks (Hamari et al., 2015). For example, people may stop participating once the financial incentive disappears. This phenomenon is referred to as 'the motivation crowding-out effect' which occurs when extrinsic motivations, such as saving money, begin to overshadow intrinsic motivations such as social value. As a result, this effect leads to lower engagement and contribution. Therefore, it is important to consider this effect when designing for long-term participation and involvement. Other extrinsic drivers include convenience and utility such as avoiding storage, maintenance, and repair costs (Baden et al., 2020).

Technological developments help explain why these extrinsic motivations have become dominant. Digital platforms removed traditional boundaries of time, location, and social proximity (Pouri & Hilty, 2021). While they made sharing more efficient, they also made it more impersonal. Social interactions have become streamlined and transactional as you no longer need to physically meet someone to share something. Consequently, people's motivation for sharing is shifting towards more utilitarian motives like saving money, convenience, and speed (Habibi et al., 2016).

This shift can be explained by the model proposed by Habibi et al. (2016) which positions sharing practices along a continuum between pure sharing and pure exchange (Figure 10). The closer an activity moves toward exchange, the more extrinsic motivations dominate where economic motives and reciprocity play a significant role. Conversely, the closer it remains to pure sharing, the more intrinsic motivations prevail such as fostering social bonds or a sense of shared ownership. The current Bieb der Dingen concept is a partially online and automated lending system which aligns with this trend. The danger here is that it reduces social interaction and is therefore not conducive to creating social value.

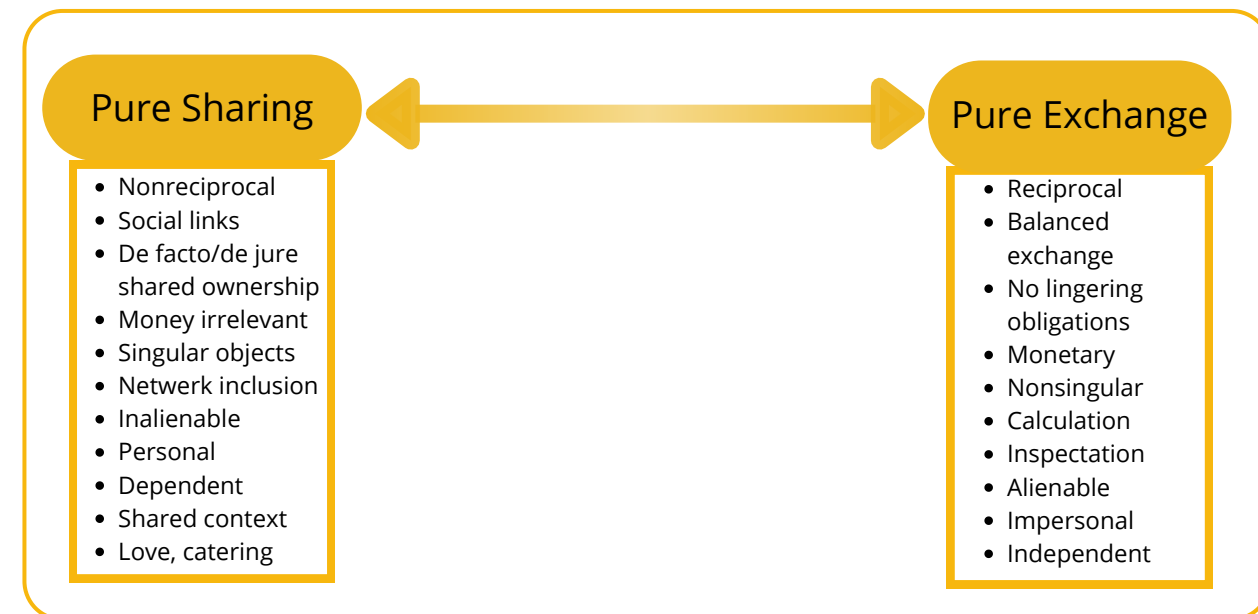


Figure 10: Pure sharing vs Pure exchange continuum (Habibi et al., 2016)

Despite this shift, intrinsic motivation remains important. The hedonic value of a pleasurable experience is often emphasized (Minami et al., 2021; Hamari, 2015). People enjoy discovering bargains or embarking on a new shopping experience. Social value, described as the sense of connection with others or being part of a community, also plays a role to motivate people to participate (Böcker & Meelen, 2017; Minami et al., 2021). Studies of Libraries of Things in London show that 91% of users felt more connected to their community (Baden et al., 2020).

Yet, when initiatives scale their original social and ecological missions they risk coming under pressure. Growth requires professionalization, efficiency, and economies of scale. Factors that conflict with ideals such as inclusivity, volunteerism, and local involvement. At the same time, scaling up is essential to increase visibility and reach a larger user base, which are important factors for consumer adaption (Baden et al., 2020).

However, attitudes do not automatically translate into action, as shown by behavioural research by Hamari (2015). While both sustainability and enjoyment contribute to positive attitudes towards sharing practices, sustainability alone does not drive actual participation. Instead, participation is driven by enjoyment, as well as by practical or economic incentives. Similar to the findings of Wielath (2023), sustainability is seldom a key motivator and is more often perceived as a positive side effect rather than a reason to participate. For the Bieb der Dingen, enjoyment is therefore a particularly relevant motivator, as it influences both users' attitudes towards sharing and their actual participation behaviour.

Motivations also differ across demographic groups. Younger or lower-income participants are typically more economically motivated while older participants are more socially driven (Böcker & Meelen, 2017). Women tend to be more sustainability-conscious and intrinsically motivated to share (Hellwig et al., 2015). As different demographic groups have varied motivations and individuals are driven by a combination of motivators, social value cannot serve as a universal motivator. The design of the Bieb der Dingen must therefore respond to multiple drivers to appeal to a larger group, for example by focusing on enjoyment alongside the social value.

Take-away

The literature review shows that access-based services increasingly shifting toward the “pure exchange” side of the sharing-exchange continuum. However, this trend conflicts with the ambition of the Bieb der Dingen to create social value which is more strongly associated with practices that remain closer to pure sharing. This raises important questions: How does the Bieb der Dingen want to position itself along the continuum? And how does the Bieb der Dingen ensure that social value is safeguarded even when operating as a paid service that is (partly) online and automated with self-service lockers?

The literature highlights several aspects that are essential for safeguarding social value in access-based services. These insights have been translated into the following design criteria, which provide a more concrete and refined direction than the initial and broader criterion of “creating social value” (criterion 2.2).

Design Criteria

- The concept should lean toward the pure sharing side of the sharing–exchange continuum.
- The concept should prioritise intrinsic motivators such as social connection, a sense of community, and enjoyment.
- The concept should preserve physical and social interaction during the borrowing process.
- The concept should evoke the feeling of sharing with others, rather than renting from a system.
- The concept should enable sharing grounded in trust.
- The concept should enable sharing without (monetary) compensation.
- The concept should connect residents with one another and foster a sense of belonging to a group or community.
- The concept should create a joyful and positive experience.
- The concept should be anchored in the neighbourhood, connecting to local identity, initiatives, and networks.
- The concept should be able to scale and professionalise while retaining its local character and connection.

2.4 Sub-study 2: Co-creation with residents

The literature review outlined motivations for participating in access-based services. However, as Böcker & Meelen (2017) emphasize, these motivations are context-dependent and vary depending on the type of service. To design social value in the context of the Bieb der Dingen, it is therefore important to examine whether residents also perceive social value as a meaningful aspect of an access-based service.

To explore this, insights from a series of co-creation sessions with residents are analysed in this section. These sessions were designed and facilitated by another IDE Master student who also worked on the Bieb der Dingen for her thesis (Gupta, 2025). Her research focused on making the Bieb der Dingen in Amsterdam Zuidoost more inclusive for residents from disadvantaged socioeconomic backgrounds. The sessions aimed to explore residents' needs, habits, and values related to sharing. In each location, two consecutive sessions were conducted:

1. Exploring habits and behaviours in terms of borrowing, lending out, sharing and giving;
2. Exploring what kind of products people would like to share and what their ideal sharing service would look like (Figure 11).



Figure 11: Co-creation session assignment

These sessions were first conducted in Amsterdam Zuidoost and analysed by the student. Based on the relevance of the insights generated, the same session setup was later repeated in Amsterdam Centrum. I attended the sessions in Amsterdam Centrum. While the other student's study focused solely on the outcomes from Zuidoost, my research analyses the results from both locations.

By comparing recurring themes and differences between Zuidoost and Centrum, I gained broader insight into how Amsterdammers perceive social value and desirability in a sharing concept. As the co-creation sessions were conducted in Amsterdam Zuidoost and Amsterdam Centrum and as my project focuses on district Zuid, the insights derived from these sessions are not used to draw location-specific conclusions. Instead, the sessions served as an exploratory instrument to identify recurring values, tensions, and considerations related to sharing and social value across different urban contexts.

This leads to the following sub-research question:

How do residents' needs and values shape the social value of the Bieb der Dingen?

The aim of this analysis is to provide more concrete direction for the initial design criteria on social value (criterion 2.2) and desirability (criterion 2.3), and to refine the criteria emerging from the literature review.

Each session involved 3–6 participants. Participants in Zuidoost were mostly lower-income residents aged 50+, while participants in Centrum were primarily middle-income residents aged 25–45.

Findings

In both sessions similar themes recurred, but there was a difference in which themes they valued the most. Based on the analysis, five overarching themes were identified, which are visualised in Figure 12.

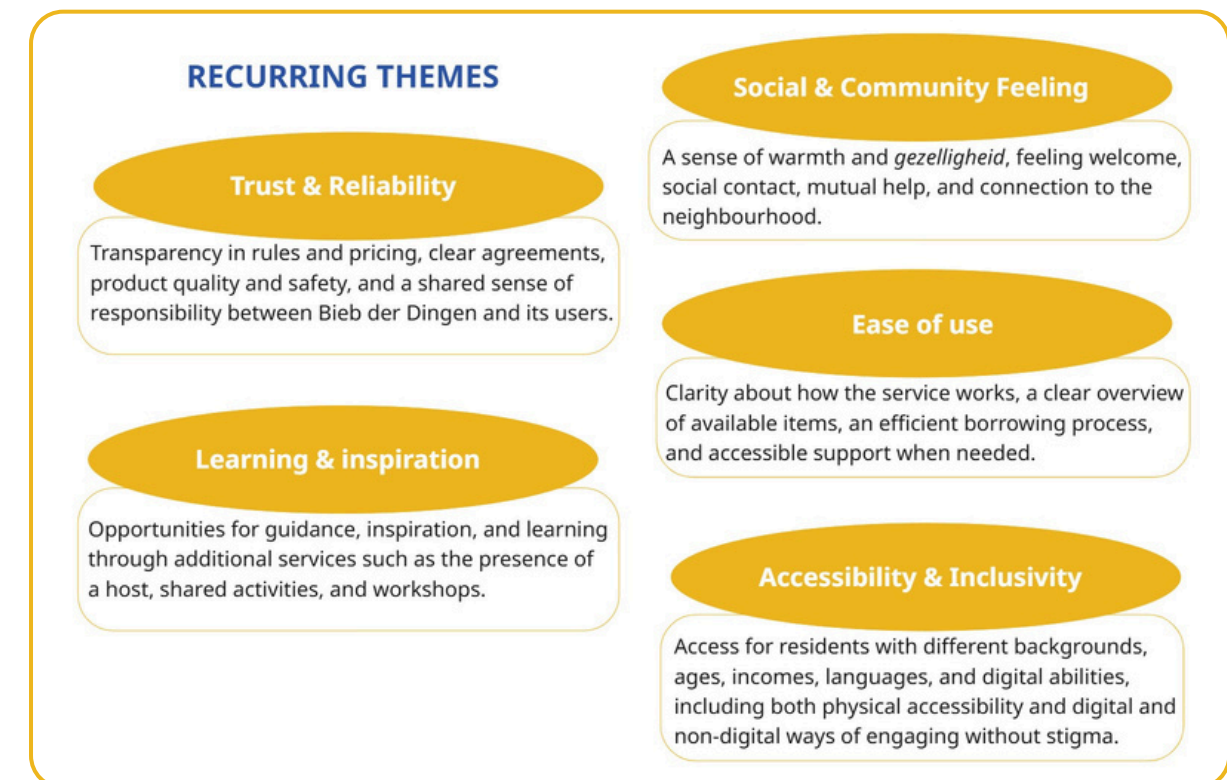


Figure 12: Recurring themes co-creation sessions in Zuidoost & Centrum

Insight 1:

The co-creation sessions show that various themes valued by residents are closely related to social value. This is particularly reflected in the themes of social and community feeling, learning and inspiration, and accessibility and inclusivity. This confirms that social value is not only a policy-driven ambition, but is also recognized and valued by the users themselves.

However, when these themes are compared with the current setup of the Bieb der Dingen, leaning towards a more transactional model, a clear difference becomes apparent. Social and community feeling and learning and inspiration are the themes that are most at risk of being underrepresented within the existing service structure. Accessibility and inclusivity, on the other hand, seem to be under less pressure within the Bieb der Dingen. From the perspective of municipal policy, inclusivity is a legal requirement and is therefore already structurally embedded in the concept to a certain extent.

While residents value multiple aspects of social value, the primary design challenge for the Bieb der Dingen lies in strengthening social and community feeling and learning and inspiration. These dimensions are most vulnerable within the current transaction-oriented service structure.

Insight 2:

While themes overlapped, the value emphasis differed across the neighbourhoods. Figure 13 visualizes the two different directions that were emphasized.



Figure 13: Difference in emphasis between neighbourhoods

In Zuidoost, participants emphasized that the Bieb der Dingen should be a pleasant and welcoming space where people feel comfortable (Figure 13). A physical person's presence was considered essential for fostering trust and offering personal assistance. Participants also noted that the proposed rental prices were too high. For example, they mentioned that they would not rent a sewing machine for €6 per day.

In Centrum, price was not mentioned as a concern. Instead, participants focused more on efficiency, reliability, and practicality (Figure 13). They valued being able to reserve items in advance, having predictable opening hours, and a smooth, transparent borrowing process. These preferences align more closely with a transactional model, located on the exchange side of the continuum in Figure 10 (p.24).

These differences align with findings in the literature showing that motivations for sharing services vary across demographic groups (Böcker & Meelen, 2017).

While social value is recognised as important across participant groups, its priority differs. This indicates that social value should not be designed in opposition to practical usability, but rather embedded within it. By doing so, the Bieb der Dingen can also bring social value to the fore even for users for whom this is not the primary motivation.

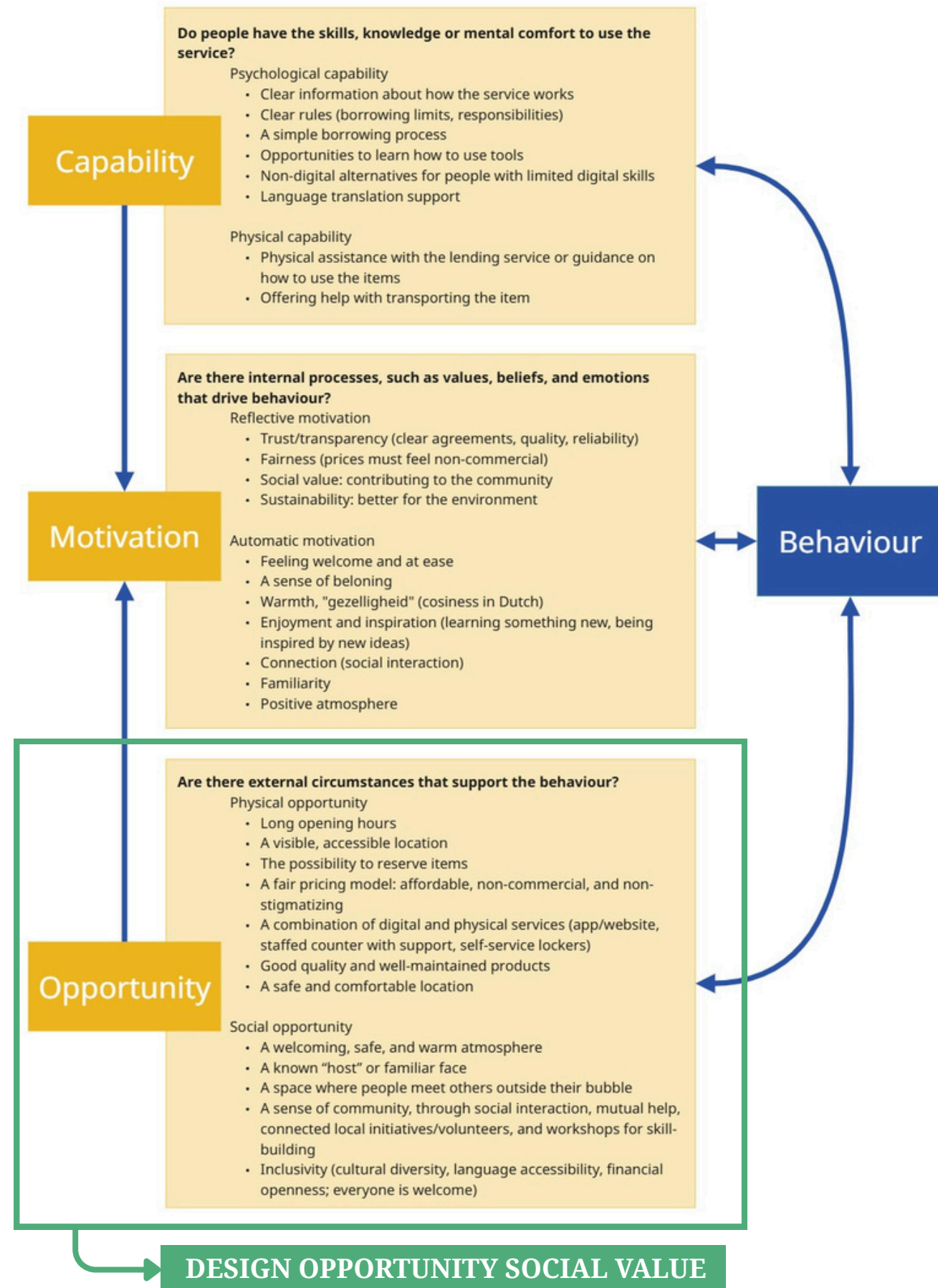
Synthesizing co-creation outcomes through the COM-B model

The co-creation sessions revealed several important user needs and values that extend beyond social value alone. To structure these diverse values and understand how they relate to behaviour, the COM-B model was applied.

The goal of the Bieb der Dingen is to support a behavioural shift from linear consumption towards sharing. In the literature review (Chapter 2.3), the focus was mainly on motivation. However, motivation on its own is not sufficient to create a certain behaviour. In the COM-B model, behaviour is described as the result of an interaction between motivation, capability, and opportunity (Michie et al., 2011).

Mapping the co-creation insights onto the COM-B framework (Figure 14 on the next page) shows that residents' motivation to share is already largely present and is partly driven by social value, such as the desire for connection, 'gezelligheid', and community. This suggests that the main challenge for the Bieb der Dingen does not lie in increasing motivation, but in creating the conditions that allow this motivation to be expressed in practice. From this perspective, the main design opportunity lies within the Opportunity component of the COM-B model, which relates strongly to social value. In contrast, the Capability component is more focused on practical considerations such as clarity, accessibility, and reliability.

At the same time, the findings show that social value alone is not sufficient. Practical conditions such as clarity, accessibility, and reliability are essential preconditions for participation. Designing for social value should therefore not come at the expense of these practical requirements, but should integrate both dimensions.



Take-away

Taken together, the analysis of the co-creation sessions shows that residents recognise the importance of social value and that the challenge for the Bieb der Dingen is mainly to design the service in such a way that this social value can be expressed in practice. In addition to social value, residents also value practical related aspects of sharing such as ease of use. These different needs are brought together in the refined list of design requirements presented below. This list is informed by insights from the co-creation sessions, combined with criteria derived from the literature review and the initial criteria established through the stakeholder analysis.

Within this list, my assignment specifically focuses on the requirements related to social value. These requirements provide a clear framework for designing social value, particularly in relation to the themes of social & community feeling and learning & inspiration, where the current Bieb der Dingen concept shows limitations.

List of criteria

MAIN FOCUS

1. Social Value

- The concept should create a warm, welcoming and comfortable atmosphere.
- The concept should foster spontaneous social encounters and low-threshold interaction.
- The concept should create a sense of familiarity.
- The concept should evoke the feeling of sharing with others, not renting from a system.
- The concept should strengthen residents' sense of belonging to the community.
- The concept should motivate residents to contribute to the community.
- The concept should inspire residents to share, repair, Do-It-Yourself & connect.
- The experience should be joyful and positive.
- The concept should be anchored in the neighbourhood, connecting to local community, initiatives, and networks.
- The concept should foster trust among users.

2. Inclusivity & Accessibility

- The concept should be inclusive for residents of all ages, incomes levels, and languages.
- The concept should offer both digital and non-digital access, including in-person support.
- The space should be visible and physically accessible to everyone.
- The service should avoid income checks or procedures that may stigmatize residents.
- The concept should feel financially accessible.

3. Ease of use

- The service interaction should be intuitive and require minimal explanation.
- The concept should offer clear information on how to use the products.
- The concept should provide an understandable product overview.
- The concept should provide the ability to reserve items.
- The concept should guarantee product quality, in terms of safety, cleanliness and maintenance.
- The concept should have long and reliable opening hours.

4. Scalability

- The concept should be able to professionalise and replicate across locations while retaining its local, social character.

2.5 Market opportunity and positioning

Sections 2.3 and 2.4 described what users value and need regarding a sharing service. In this chapter, we turn to the current access-based services in the Dutch market within the field of household appliances. The aim is to understand to what extent these services respond to these identified needs, how do they create social value and position themselves along the pure sharing versus pure exchange continuum. Based on this analysis, market opportunities are explored to determine how the Bieb der Dingen can add unique value.

Sub-research questions:

What sharing concepts exist in the Netherlands and how can the Bieb der Dingen create a unique proposition?

Approach

First of all, I started with mapping sharing services in the Netherlands and Europe. I distinguished between initiatives only in Amsterdam, the whole of the Netherlands and Europe, and initiatives that no longer exist (Figure 15). The overview I created is based on a not yet published study of ShaRepair on sharing initiatives in Amsterdam and a mapping on sharing initiatives within Europe from Bax (Bax, n.d.).

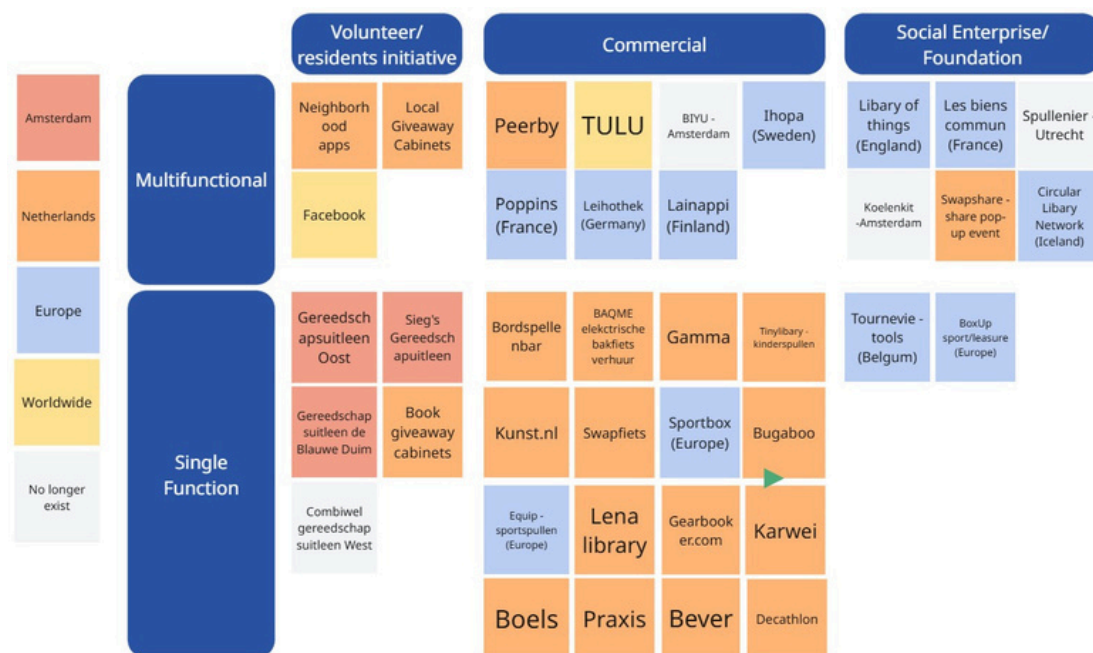


Figure 15: Overview sharing initiatives Netherlands & Europe

Findings from mapping the sharing landscape:

- In the Netherlands, there are few initiatives that offer access to a wide range of consumer goods. Peerby remains one of the only alternatives alongside informal neighbourhood apps/cabinets.
- Two similar Dutch startups to the Bieb der Dingen, Spullenier and Biyu, both discontinued their activities due to high investment costs combined with low initial customer volumes.

Subsequently, the Amsterdam-based initiatives offering similar products (household appliances) to the Bieb der Dingen were positioned along the continuum proposed by Habibi et al. (2016) (see Figure 10 p. 24), as shown in Figure 16.

When positioning current initiatives in Amsterdam along the pure sharing – pure exchange continuum, several patterns emerged:

- Citizen initiatives are located on the pure sharing side;
- Peerby and community-led initiatives are positioned somewhat further away from pure sharing as most transactions involve a small fee;
- Commercial rental models tend to be fully exchange-oriented, emphasizing efficiency and convenience.

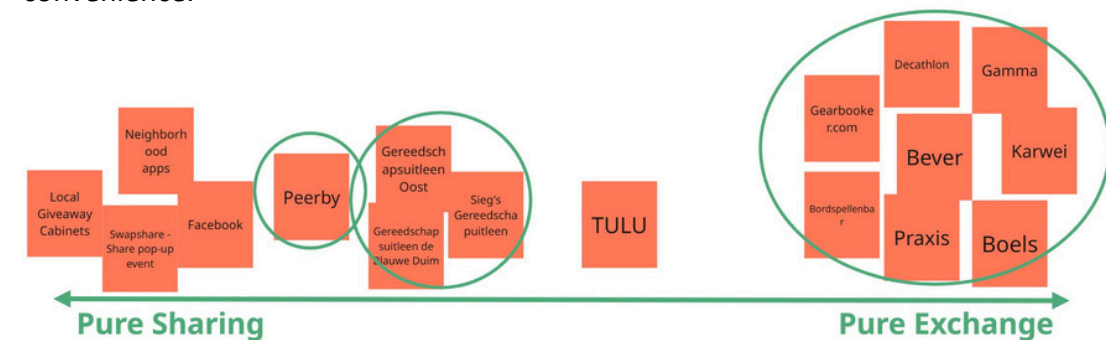


Figure 16: Sharing initiatives in Amsterdam placed on the pure sharing vs pure exchange continuum

To explore how the Bieb der Dingen distinguishes itself from existing initiatives a comparative analysis was conducted. For this analysis, initiatives were grouped along the continuum in green into: Local tool libraries, Peerby and Commercial single-function rental companies. More informal initiatives, such as neighbourhood apps, Facebook sharing groups and local giveaway cabinets were excluded from the analysis as these do not operate as organised services but rather as low-threshold, neighbour-to-neighbour forms of sharing. The comparison is structured using key importance themes valued derived from the refined list of criteria: (1) social dimension, (2) ease of use, (3) scalability, (4) inclusivity. Each initiative was assessed against these criteria to identify opportunities and gaps relative to the Bieb der Dingen. The analysis can be seen in Appendix D.

Take-away

The analysis shows that none of the existing initiatives fully meet the combined needs of residents.

- Peerby comes closest to combining digital convenience with peer-to-peer sharing, but struggles with user retention, as most users borrow only once. This appears to be related to ease-of-use issues, as the service introduces several barriers and uncertainties, such as not knowing whether an item will be available, having to coordinate pick-up and return moments, and waiting for replies from item owners.
- Community-led tool libraries provide social interaction and support, and a sense of familiarity, but face professionalisation challenges such as reliance on volunteers, limited opening hours, restricted marketing capacity, and consequently low user volumes.
- Commercial rental services offer clarity, and convenience, but lack social connection, a sense of community, the feeling of sharing with others, and local proximity.

Together, these findings reveal a clear opportunity for the Bieb der Dingen to position itself uniquely within the current landscape as a hybrid model that combines the strengths of community initiatives with those of professional services.

To differentiate itself, the Bieb der Dingen should merge:

- the social and local qualities of community initiatives (familiarity, connection, personal help), and
- the professional qualities of commercial services (reliability, availability, efficient processes).

2.6 Reframed design challenge

What do these insights mean for the positioning of the Bieb der Dingen?

The literature review shows that many contemporary sharing initiatives have gradually shifted from sharing towards exchange-based models. As a result, social value, such as trust, community and connectedness tends to fade. From a municipal perspective, however, social value is considered an important condition for success: the stronger the social value, the greater the municipal support and the higher the likelihood that the project will succeed. Social value is therefore not merely a “nice to have”, but a strategic requirement.



The co-creation sessions with residents confirm that social components are not only desirable from a policy perspective, but are also valued by users themselves. Participants consistently expressed the importance of warmth, interaction, familiarity and opportunities to connect and learn. At the same time, they emphasised that practical values such as reliability, clarity and ease of use remain essential. The market analysis in Chapter 2.5 shows that addressing this combination of social value and professional reliability offers a clear opportunity for the Bieb der Dingen to distinguish itself from existing alternatives.

When these insights are compared with the current Bieb der Dingen concept, a clear misalignment emerges. The existing service setup primarily focuses on practical aspects and leans towards a transactional, exchange-oriented model. As a result, there is limited social interaction, feeling of sharing together and little room for neighbourhood connection. This creates a tension between municipal ambitions, residents’ expressed needs, and the way the service is currently designed.



Rather than positioning the Bieb der Dingen within a one-dimensional opposition between pure sharing and pure exchange, this research proposes to move beyond this linear framing. Such a continuum suggests that social value and professional organisation are inherently opposed, whereas the ambition of the Bieb der Dingen points towards a more nuanced position. Instead, a two-dimensional framework is more appropriate (Figure 17), distinguishing between

1. the social nature of the concept (ranging from transactional to socially connected), and
2. the degree of professional organisation (ranging from informal to professionalised).

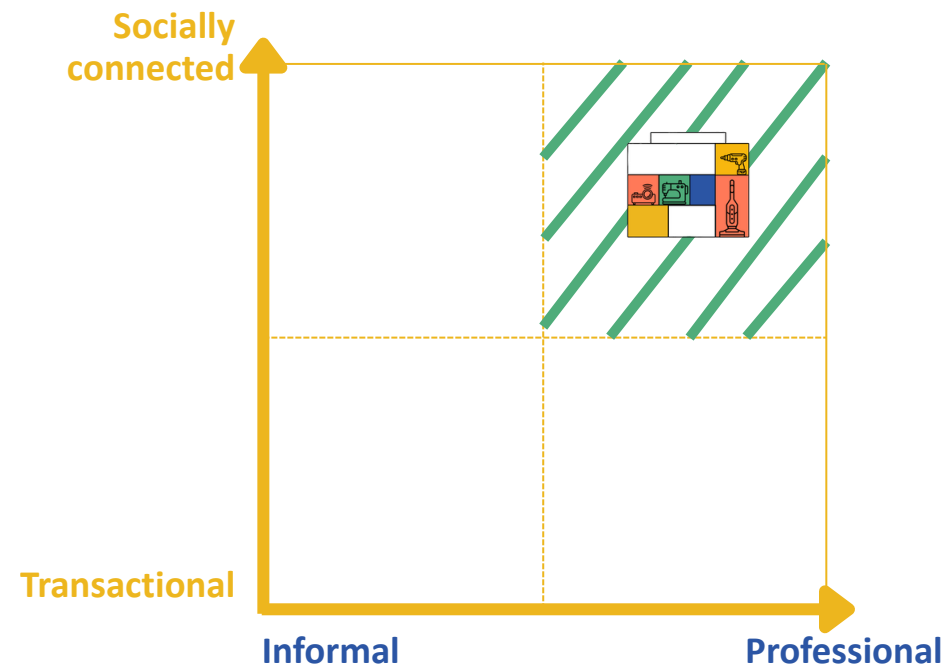


Figure 17: Strategic positioning of Bieb der Dingen

Within this framework, the goal is to position the Bieb der Dingen in the social–professional quadrant: a concept that is professionally organised and scalable while remaining its social character.

This positioning aligns closely with the municipality’s ambitions for launching the Bieb der Dingen. The concept is not developed from a profit-driven perspective but from a public-interest perspective. Rather than maximising financial return, the Bieb der Dingen is envisioned as a steward-ownership model in which any generated profit is reinvested into the initiative itself. As a result, success is not primarily measured in terms of revenue or growth, but in terms of societal impact: stimulating long-term behavioural change from buying and owning towards sharing, strengthening social cohesion, increasing self-reliance among residents, and contributing to greater social equality. Embedding social aspects within a professional service structure supports these ambitions. By intentionally designing for social value, the concept appeals more to intrinsic motivations which is essential for sustainable engagement and long-term behavioural change.

What does this new positioning mean for the initial design challenge?

This strategic repositioning has direct implications for the design challenge. While the professional and operational foundation of the Bieb der Dingen is largely predetermined, the primary design space lies in how social aspects of sharing are embedded within this professional system.

As indicated by the COM-B analysis, residents’ social motivation to share is already largely present. The design challenge therefore lies in shaping the conditions that allow this motivation to be expressed in practice. When reviewing the social value–related criteria, the underlying synthesis can be described as designing an experience of sharing together within the neighbourhood. This experience centres on interaction, trust, connectedness, shared ownership, contribution, mutual support, learning and inspiring. Crucially, these social aspects should be structurally supported within the service, rather than occurring as incidental outcomes.

Therefore I would like to reframe the design challenge into:

How can the professional system of the Bieb der Dingen be designed in such a way that it is experienced as sharing together in the neighbourhood?

The reframed challenge no longer places collaboration with local initiatives at its core, as the initial design challenge did. However, collaboration remains one potential pathway for achieving this ambition. Instead, the reframing deliberately opens up the design space to explore a broader range of possibilities through which social value can be embedded within the service, beyond collaboration alone.

In the following ideation phase, this refined design challenge, together with the defined social value criteria, forms the foundation for concept development.

3 IDEATION

From reframed design challenge to two concept ideas

With the renewed direction: How can the professional system of the Bieb der Dingen be designed in such a way that it is experienced as sharing together in the neighbourhood?, the ideation phase began.

As a first step, co-creation sessions were organised with local initiatives to explore potential collaboration opportunities. These sessions did not result in concrete collaboration proposals, but they did yield a set of relevant themes and considerations related to trust, connection, and neighbourhood engagement. Building on these insights, the identified themes in combination with the design criteria were translated into How-To questions for ideation. In addition, a brainstorm with the Bieb der Dingen project team and a session with Industrial Design Engineering students were conducted. Together, these activities resulted in ten concept ideas.

The concepts were subsequently evaluated with the Bieb der Dingen project team based on the established design criteria as well as their feasibility and novelty. Based on this evaluation, two concepts were selected for further exploration. Through the SCAMPER method, these concepts were further elaborated and explored in relation to each other. This process ultimately resulted in two design directions:

1. a combined concept centred around local ambassadorship and recognisable item bags, and
2. a collective artwork that visualises shared use within the neighbourhood.

3.1 Explore local collaboration through co-creation

The original design challenge already proposed collaboration with local initiatives as a possible pathway for strengthening social value. Within the reframed design direction, this approach remains relevant to explore, as such partnerships can serve as powerful enablers for anchoring the Bieb der Dingen within the neighbourhood.

The aim is to explore opportunities for the Bieb der Dingen and local initiatives to collaborate in order to create social value and to investigate what form such collaboration could take to generate mutual value. To explore this, co-creation sessions were organised with local initiatives in district Zuid. Co-creation is a valuable design method for involving stakeholders as experts in the design process (Van Boeijen et al., 2020). In this case enabling early exploration of collaboration possibilities without predefined pathways. In addition, co-creation can be considered a low-threshold first step towards collaboration as it already contributes to building connections within the neighbourhood.

Identifying potential local partners

In chapter 2.1, local initiatives were broadly defined as local neighbourhood initiatives, community organizations, cultural and educational institutions, local craftsmen, and entrepreneurs. Building on the refined understanding of social value, this selection was further narrowed to initiatives that play a connecting role within the neighbourhood and actively contribute to community building.

To identify initiatives in De Pijp and Rivierenbuurt that align with this vision, I consulted an Amsterdam municipal civil servant working in the social domain of district Zuid. In addition, interactive municipal maps showing neighbourhood facilities were used (Gemeente Amsterdam, 2025). This process resulted in a list of over 50 initiatives (Appendix E) primarily consisting of social, welfare, and neighbourhood organisations. This list was used for recruiting participants for the co-creation sessions. All organisations were contacted by email accompanied by an invitation poster (Figure 18). Follow-up phone calls were conducted to clarify the purpose of the project and the sessions. Ultimately, 14 participants agreed to take part of whom 10 participated in one of the three co-creation sessions.



Figure 18: Invitation poster co-creation session (see Appendix F for a larger version)

Session goal

The central question guiding the co-creation sessions was:

How can the Bieb der Dingen and local initiatives work together to strengthen connection and trust in the neighbourhood?

The sessions had the following sub-goals:

- To include local initiatives in the design process and explore their potential role in relation to the Bieb der Dingen.
- To create support and a sense of ownership of the Bieb der Dingen project among local initiatives.
- To build on the expertise of local initiatives regarding neighbourhood dynamics, existing networks, and the creation of trust and connection.
- To identify opportunities and barriers that local initiatives foresee for the Bieb der Dingen, providing relevant input for the pilot phase.

The session goal was based on an earlier formulation of the reframed design challenge: “How can the Bieb der Dingen become a connecting concept for and by Amsterdammers?” Although the design challenge was further refined later in the project, this formulation remains relevant as it addresses the same core themes of connection, trust, and community.

Design of the session

Given the limited session duration of two hours, the sessions primarily consisted of assignments focusing on the divergent phase of idea generation. The sessions were divided into two parts. The first part focused on generating insights into the role of local initiatives and the ways in which they contribute to trust and connectedness within the neighbourhood. Participants explored these questions by completing a character template (Figure 19).

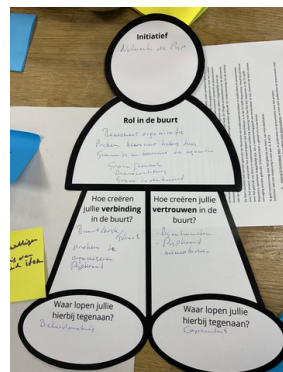


Figure 19: Character template

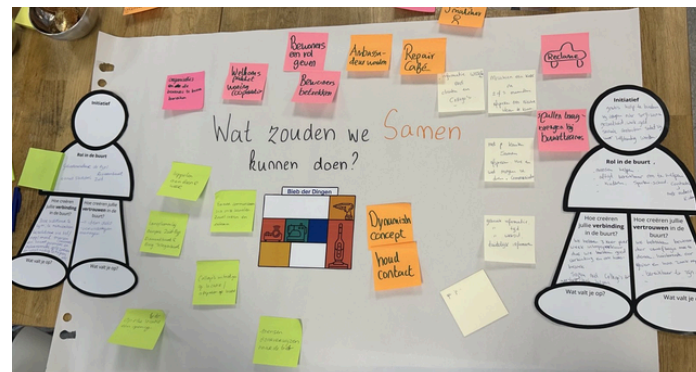


Figure 20: Final exercise: mapping collaboration opportunities

The second part built on these insights to explore how the Bieb der Dingen could foster trust and connectedness within the neighbourhood and how collaboration with local initiatives could contribute to this aim. For the final exercise, the same character template was used to visually map potential forms of collaboration between the initiatives and the Bieb der Dingen (Figure 20).

The session design was inspired by the Road Map for Creative Problem Solving Techniques book (Heijne & Van der Meer, 2019) and informed by insights from introductory meetings with various initiatives including Huis van de Wijk (Rivierenbuurt), Voedselbank, Netwerk de Pijp, and Dynamo (Rijn58). Prior to the first session, a dry run was conducted with two test participants to test and refine the session design. A detailed session plan, including all exercises, is provided in Appendix G.

The session

At the end of October and the beginning of November, three co-creation sessions were organised (Figure 21). In total, ten participants took part representing a diverse range of local initiatives (Figure 22). The sessions were held at two potential locations currently being considered for the pilot in district Zuid. This provided participants with a better sense of the context in which the Bieb der Dingen would be implemented.



Figure 21: The three co-creation sessions



Figure 22: Participated local initiatives

Insights from the session

During each session, observations were documented by me and a colleague. After the three sessions, all collected materials, including observations, post-it notes, and completed templates, were compiled into a single online document and analysed. The synthesised results can be found in Appendix H and were shared with the participants afterwards.

The sessions provided insight into how local initiatives perceive the Bieb der Dingen. Overall, participants recognised the societal value of the Bieb der Dingen, particularly in relation to sustainability, social connection, and accessibility for vulnerable groups. Several welfare organisations and neighbourhood initiatives indicated that they had previously considered setting up similar sharing initiatives themselves, but ultimately decided not to proceed due to limited capacity and concerns about operational risks, such as items not being returned.

The insights from the session can be grouped into two categories:

- insights related to opportunities for collaboration with local initiatives
- insights related to creating a feeling of sharing together in the neighbourhood

1. Collaboration opportunities with local initiatives

Three main opportunities for collaboration between the Bieb der Dingen and local initiatives were identified. These are outlined below. Adjacent to these opportunities the participants emphasised across all sessions the importance of clearly defined collaborations including explicit agreements on responsibilities, expectations, and time investment. Participants stressed that the Bieb der Dingen should not rely on volunteers from partner organisations as many of these organisations already face capacity constraints.



Local initiatives can play an important role in referring residents and clients to the Bieb der Dingen.

This opportunity was considered particularly relevant for reaching vulnerable or less visible groups within the neighbourhood who are often difficult to engage through generic communication channels. Participants emphasised that if the Bieb der Dingen aims to be inclusive, it should become embedded within the existing networks of organisations that already support and represent these groups.



The Bieb der Dingen could function as a place from which residents are referred onwards to welfare organisations and neighbourhood initiatives.

In this role, the Bieb der Dingen could support broader social functions, such as offering support, recognising local talents, and connecting residents to existing initiatives. This insight suggests the potential value of creating a dedicated online or offline space to facilitate such connections.



Opportunities for collaboration were also identified in the domain of communication.

By making use of existing channels such as local newsletters, flyers, and welcome packages for new residents, the Bieb der Dingen could reach neighbourhood residents through established neighbourhood networks.

Take away

While these collaboration opportunities are valuable, they do not directly address the core design challenge of creating an experience of sharing together with the neighbourhood. Instead, they primarily relate to inclusivity and increasing the reach of the Bieb der Dingen. The second opportunity, positioning the Bieb der Dingen as a place from which residents can be connected to other initiatives does, however, suggest potential for fostering neighbourhood connection. This insight was therefore taken forward as a point of attention in subsequent ideation activities.

2. Insights related to creating a feeling of sharing together in the neighbourhood

In addition to concrete collaboration opportunities, the co-creation sessions generated a set of insights related to trust, connection, and the experience of sharing with the neighbourhood. These insights did not translate directly into specific solutions, but highlighted important considerations and directions relevant to the design challenge. The insights were synthesised and clustered into thematic directions, which served as key input for the following ideation exercises.



Building a strong identity

Building a strong identity was identified as an important condition for creating trust and recognisability. Participants referred to initiatives such as the Repair Café as examples of concepts with a clear narrative. For the Bieb der Dingen, this translates into clearly communicating what people can expect: what it is, what it offers, and who it is for. More importantly, the Bieb der Dingen should not be framed as a concept specifically for vulnerable groups, but as an inclusive place for everyone where vulnerable residents also feel welcome.



Role as social connector (without social pressure)

Participants described the Bieb der Dingen as a potential social connector, not necessarily as a place where people form friendships but as a place that enables interaction. A key insight was that social contact should remain optional rather than obligatory, similar to for example the Openbare Bibliotheek Amsterdam. While some residents may appreciate interaction, others may prefer a purely functional borrowing experience, and the Bieb der Dingen should be able to accommodate both.



Creating a neighbourhood feeling

Creating a neighbourhood feeling was associated with familiarity, recognition, and feeling at home. Participants suggested that visible local involvement could contribute to this, for example through ambassadors or collaborations with existing initiatives. More broadly, this theme reflects the desire for the Bieb der Dingen to feel rooted in the neighbourhood and to function as a shared local asset rather than a purely institutional service.



Giving back to the neighbourhood

The Bieb der Dingen should not only be a place where residents access items, but also offer opportunities to contribute to the neighbourhood. Enabling residents to give something back, such as by sharing skills or knowledge or helping others, was seen as a way to strengthen engagement and foster a sense of mutual responsibility.



A place for sharing knowledge and inspiration

Participants highlighted the importance of supporting knowledge sharing and inspiration around the use of items. Rather than relying solely on time-intensive formats such as workshops, the Bieb der Dingen could offer low-threshold forms of support, such as online guidelines. In addition, participants suggested that the Bieb der Dingen could function as a place where people with shared interests or skills are brought together.

3.2 How-To brainstorm

The themes identified during the co-creation sessions provided valuable input regarding what the Bieb der Dingen should focus on when addressing the design challenge. These themes overlap with and complement the previously established design criteria. To translate these themes and criteria into ideation input, the How-To method (referred to in Dutch as Hoe kun je) was applied (Van Boeijen et al., 2020).

Both the design criteria and the co-creation themes were combined into seven How-To assignments. As many criteria and themes overlapped, a single overarching direction was defined for each How-To question. The How-To questions that emphasise enjoyment and lean towards forms of pure sharing were formulated solely on the basis of the design criteria.

The co-creation session revealed that local residents connect under a common goal or dissatisfaction. To explore how the Bieb der Dingen can respond to this, a study was conducted to investigate problems in the Pijp and Rivieren neighbourhoods and explore how the Bieb der Dingen could be linked to this. This sub-study is described in Appendix I and served as additional inspiration and input for the How-To ideation session.

In total, the How-To session resulted in approximately 80 initial ideas (Figure 23), which resulted into six conceptideas described on the next page.



Figure 23: How-To brainstorm

Involvement of the Bieb der Dingen Project Team

To ensure alignment with the ongoing Bieb der Dingen project, a brainstorm session was conducted with two members of the project team who had also participated in the co-creation sessions. This session served to refine and reflect on emerging ideas and to assess their alignment with the project's ambitions and constraints.

Hans is local ambassador of the drill
Don't know how to use the drill? Send Hans a message



1. Local ambassador network

Residents can become ambassadors for specific items. Users can contact them for tips, advice, or practical experience. This creates a local network of knowledge and increasing neighbourhood self-reliance.

Neighbourhood avatar
Growing or adapting according to sharing activities



2. Neighbourhood avatar

A visual neighbourhood avatar represents the community and evolves with every sharing activity, reflecting the collective involvement and care of the neighbourhood.

The orange items of the neighbourhood
Emphasising that these are not just ordinary items, but shared items



3. The orange items of the neighbourhood

All items share the same recognisable brand colour or protective cover/bag, making it immediately clear that these objects belong to the neighbourhood and are not just normal items.

Paying by doing a good deed
Sharing based on trust



4. Paying by doing good deeds

There is no financial fee for borrowing items. Instead, people contribute by doing something positive for the neighbourhood such as supporting local initiatives or volunteering.

Creating an artwork together
After every item return every users contributes to the artwork



5. Creating a collective artwork

When items are returned, users are invited to add something to the artwork, such as attaching or placing an element. This turns borrowing into a playful, memorable experience and makes sharing behaviour visible over time.

Neighbourhood ranking



6. Creating a team spirit

Neighbourhoods are ranked using a self-reliance score that reflects how actively communities share together based on indicators such as lending activity. A city-wide ranking compares locations, and when milestones are reached, neighbourhoods receive shared rewards such as benches or neighbourhood activities.

3.3 Ideation session with IDE students

To introduce an external and fresh perspective, an additional ideation session was organised with two fellow Master Industrial Design Engineering (IDE) students. Their experience with ideation methods combined with the fact that they were not involved in the project provided a valuable fresh lens on the design challenge. The session focused on exploring how the design challenge could be addressed through concepts that foster a feeling of sharing together in the neighbourhood.

The session began with a brainwriting exercise (Heijne & Van Der Meer, 2019) in which the students and I individually generated ideas for seven minutes without prior exposure to existing concepts (Figure 24). The papers were then passed on twice, allowing us to build upon and elaborate on each other's ideas.

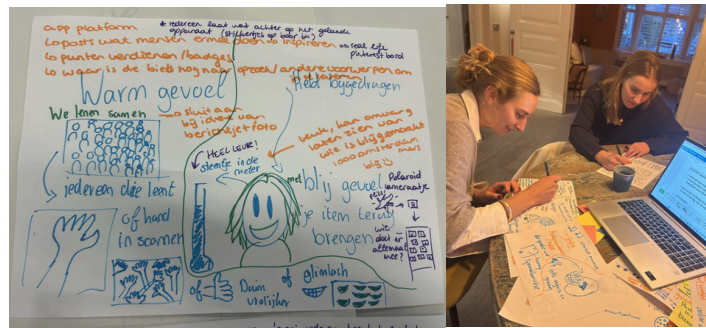


Figure 24: Brainwriting exercise

In the second part of the session, the previously developed concept directions from the How-To brainstorm were introduced. Through collective brainstorming, these directions were further refined and combined with the ideas generated during the first exercise. This resulted in a refinement of the initial How-To ideas and the development of four additional concept ideas, including:

Creating a living room space



9. Making people feel at home

The lending space looks like a living room rather than a service counter. This creates the feeling of borrowing something from a neighbour instead of a company.

We are sharing together



10. Emphasizing with whom you share

At each lending location, a growing visual display shows images of community members who have borrowed items. This makes visible who items are being shared with, reinforcing a sense of connection within the neighbourhood.

7. Online & offline inspiration

Online & offline inspiration book



An online, Pinterest-like platform and a physical inspiration book at the lending location showcase what residents create or repair using shared items. These stories are presented in a playful way, for example through short narratives such as "A day in the life of the drill."

Stampcard



8. Stamp card with local rewards

With each lending action, residents collect stamps. A full card gives residents discounts to local shops or invites to neighbourhood events supporting social interaction.

3.4 Evaluation and selection of ideas

The ideation exercises resulted in ten concept ideas. To converge these ideas and identify which concepts were most promising for further development, an evaluation was conducted. To support a balanced and well-informed design decision, two complementary methods were applied: an assessment based on the established design criteria, and a C-Box analysis assessing feasibility and novelty. The results of these evaluations were subsequently discussed with the Bieb der Dingen project team to determine which concepts would be taken forward.

Evaluation based on design criteria

First, the ten ideas were assessed using the social design criteria from chapter 2.4 (p. 31) in Table 1. This assessment was used to obtain an indication of the extent to which the ideas align with the intended social criteria. Since the scores were based on a qualitative assessment, the results should be interpreted as indicative rather than binding.

	1. Warm, welcoming atmosphere	2. Low threshold interactions	3. Familiarity	4. Sharing together	5. Belonging to community	6. Contribute to community	7. Inspire residents	8. Joyful and positive experience	9. Anchoring in the neighbourhood	10. Foster trust	
Hans is local ambassador of the drill Don't know how to use the drill? Send Hans a message	Green	Green	Green	Green	Green	Green	Yellow	Orange	Green	Yellow	★
Neighbourhood avatar Helping out your neighbour	Green	Yellow	Green	Green	Green	Yellow	Orange	Green	Green	Orange	
The orange items of the neighbourhood Emphasizing that there are not just ordinary items, but shared items	Yellow	Orange	Green	Green	Green	Green	Orange	Orange	Green	Orange	
Paying by doing a good deed Sharing based on trust	Green	Green	Green	Orange	Green	Green	Green	Orange	Green	Green	★
Neighbourhood ranking After each weekend every house contributes to the ranking	Green	Green	Green	Green	Green	Orange	Orange	Green	Green	Orange	★
Online & offline inspiration book Neighbourhood ranking	Yellow	Green	Green	Green	Green	Orange	Yellow	Green	Green	Orange	
Creating a living room space	Green	Yellow	Green	Orange	Yellow	Orange	Orange	Green	Yellow	Orange	
Stampcard	Orange	Green	Orange	Yellow	Green	Orange	Green	Green	Green	Orange	
We are sharing together	Green	Green	Green	Green	Green	Orange	Green	Green	Green	Orange	

Table 1: Assessment ideas based on social design criteria

The table shows that no single idea performed strongly across all criteria, suggesting that addressing social value may require a combination of interventions rather than a single solution. Among the ten ideas, paying by doing good deeds, a local ambassador network, and creating a collective artwork scored relatively the highest. Across the set of ideas, the criteria inspiring residents and fostering trust generally scored relatively low. In particular, trust was only strongly addressed by one concept: paying by doing good deeds, which replaces a monetary transaction with a form of social contribution.

Evaluation based on C-Box analysis: feasibility and novelty

It would be insufficient to assess the ideas solely on the basis of design criteria, as this evaluation primarily focuses on conceptual alignment with the intended social values. Practical constraints, such as feasibility within the existing Bieb der Dingen system, are not taken into account, nor does it differentiate between ideas in terms of their level of novelty. A C-Box analysis is therefore conducted (Figure 25). This is a selection method in which ideas are assessed against two dimensions, in this case feasibility and novelty (Van Boeijen et al., 2020). After an initial clustering by me, the C-Box was reviewed together with a member of the Bieb der Dingen project team.

Feasibility is assessed based on requirements defined in collaboration with the Bieb der Dingen project team, including:

- ease of implementation
- low cost
- absence of privacy-related risks
- fit within limited physical space
- alignment with the existing system
- replicability across multiple locations

Novelty is used as a second axis from a design perspective and reflected the ambition to go beyond standard solutions. Criteria included:

- innovativeness
- unexpectedness
- presence of a “wow” factor
- added value compared to the existing concept

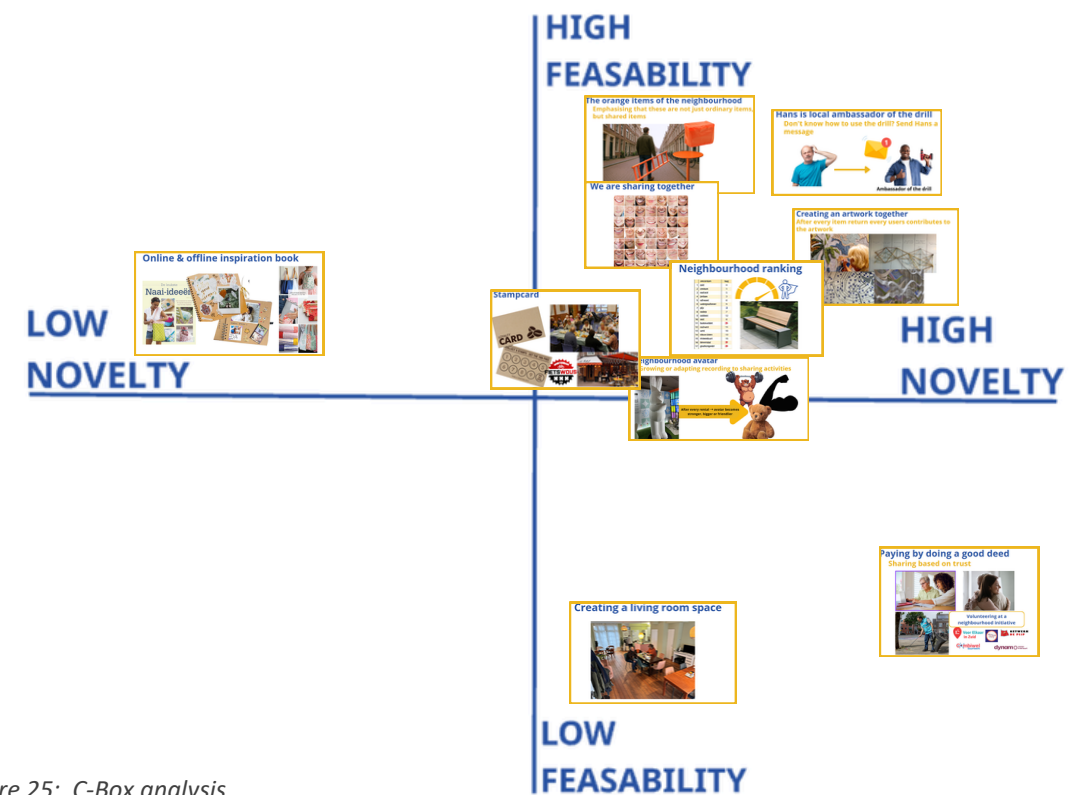


Figure 25: C-Box analysis

Conclusion

The ideas and the evaluation methods were discussed with the Bieb der Dingen project team. The combined use of the criteria-based assessment and the C-Box analysis revealed clear differences between how well concepts aligned with the design criteria and how they performed in terms of feasibility and novelty. In particular, the concept Paying by doing good deeds showed strong alignment with the design criteria but performed poorly in terms of feasibility as it would require a fundamental change in the operational structure of the Bieb der Dingen system. For this reason, this concept was not selected for further development. Other concepts were also deprioritised based on feasibility or novelty considerations. For example, the living room concept scored low on feasibility as the design of the lending cabinets for the pilot phase had already been determined, leaving limited room for spatial redesign. The inspiration book concept scored relatively low on novelty as its online component largely overlapped with functionalities already envisioned within the digital platform.

In contrast, the concepts local ambassador network and creating a collective artwork demonstrated a balanced combination of alignment with the design criteria, feasibility, and novelty. The ambassador concept was considered promising because it could connect residents and strengthen a local support network. The collective artwork concept was valued because it makes sharing activities visible and because of its potential to intergrate elements from various other ideas, including creating a team spirit per neighbourhood, using a neighbourhood avatar, or showing who participates in ways other than through smiling faces. In addition, the concept orange items of the neighbourhood scored particularly high on feasibility. The Bieb der Dingen project team also expressed interest in further developing this concept, particularly in relation to item covers or bags. Wrapping the items themselves was considered less feasible due to warranty constraints. The use of covers was seen valuable as they also protect the items during transport.

Following discussion with the Bieb der Dingen project team, it was concluded that no single idea clearly stood out as the strongest option. Instead, multiple ideas were identified as having potential for further development. The concepts (1) a local ambassador network, (2) creating a collective artwork, and (3) orange items of the neighbourhood were therefore selected for further exploration. Rather than being treated as final solutions, these concepts were positioned as promising design directions. As the ideas scored relatively lower on the criteria related to inspiration and trust, these aspects became a specific focus in the subsequent brainstorming phase.

Ideas selected for further exploration



3.5 Exploring possibilities for merging ideas through SCAMPER

At this stage, the three design directions selected for further development are still broadly defined. To explore how these concepts could be elaborated, refined, and combined, the SCAMPER method was applied. SCAMPER consists of seven sub-exercises, each prompting a deliberate modification of an existing concept in order to explore alternative configurations and combinations. The SCAMPER assignment was conducted for each concept individually (Figure 26). Based on these explorations, the local ambassador and orange items concepts were merged. An additional SCAMPER assignment was subsequently carried out to further explore and refine this combined concept.

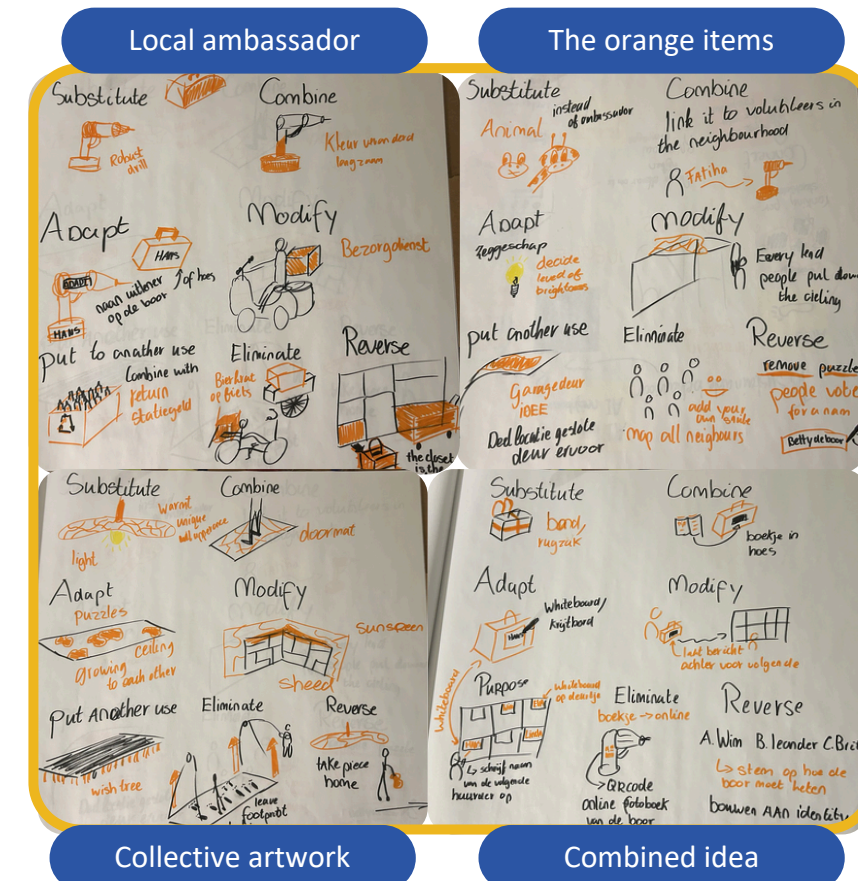


Figure 26: SCAMPER brainstorm

Results

The SCAMPER exercise resulted in several ideas for integrating the local ambassador network with the orange items. These included displaying the ambassador's name and information not only on the online platform, but also physically on the item bags by naming each bag after the ambassador. In addition, each bag can contain a small booklet for sharing experiences. In this way, the earlier idea of an offline inspiration booklet is integrated into the concept. The names of ambassadors can be printed on the booklet instead of on the bag. When there is a change of ambassador, no new bag is needed, as only the booklet needs to be replaced. A drawing visualising these ideas is shown in Figure 27.

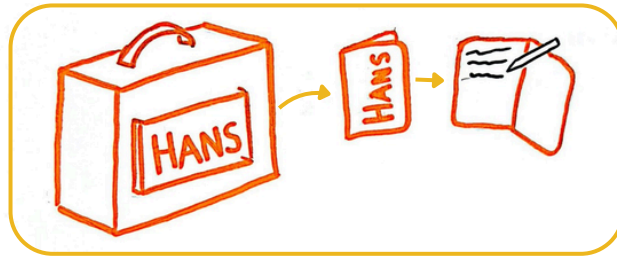


Figure 27: Ideas resulted from SCAMPER exercise

No suitable idea emerged for combining the collective artwork with the other concepts. However, the brainstorming session did result in valuable design ideas for the development of the collective artwork. These ideas were taken into account in the further development of the concept. These ideas included:

- positioning the artwork on the ceiling while user interaction takes place at eye level after which contributions are hoisted upward using a mechanism similar to a garage door;
- placing the artwork at ground level, for example in the form of a doormat-like installation.

Take-away

The SCAMPER exercise resulted in a strong concept idea for combining the local ambassador network with the orange item bags by integrating the ambassadors' names on the bags using a booklet. In this way, the inspiration criterion, on which the concept scored relatively low in the evaluation based on the social design criteria, is better integrated into the concept.

At this stage, no clear integration between the collective artwork and the ideas of the ambassadors and the item bags emerged. A few ideas were explored, such as placing the contributions to the artwork in the bag. However, the concept of the collective artwork needs to be further developed in order to explore this possibility further. For this reason, the collective artwork will be developed further separately in the next phase of concept development.

4 CONCEPT DEVELOPMENT

From two concepts to design of the Bieb der Dingen 2.0

This phase describes the development of the Bieb der Dingen 2.0. First, two concepts were further developed separately: (1) the ambassadorship concept with recognisable bags, and (2) the collective artwork concept.

The first concept was further developed by elaborating on its two core components: the ambassadorship model and the recognisable bags. A qualitative user test was conducted to evaluate this concept. Based on the results, several design changes were made. The ambassadorship model evolved into neighbourhood group chats, and the review booklet developed into a physical product passport.

The second concept, the collective artwork, was developed through a series of brainstorming activities. These sessions generated three potential artwork concepts, which were subsequently evaluated using a PMI (Plus–Minus–Interesting) analysis and feedback from the project team. This evaluation resulted in the selection of the neighbourhood saving point (in Dutch: “Maak je hart voor de buurt”) as the final artwork concept. This concept consists of a collective saving point placed in front of the locker cabinet, where users deposit item tickets to support local neighbourhood initiatives.

Both concepts consist of several design interventions. These interventions were ultimately brought together in the final design of the Bieb der Dingen 2.0, described in Chapter 4.5. The Bieb der Dingen 2.0 builds on the current service by adding social design interventions to the existing professional system. The design is accompanied by recommendations for the Bieb der Dingen project team and a roadmap outlining the next steps for implementation.

Finally, Chapter 4.7 evaluates the proposed design in terms of its desirability, feasibility, and viability.

4.1 Development of ambassadorship and recognisable bag

The merged concept

This concept combines ambassadorship, the recognisable bag, and an offline inspiration booklet (Figure 28). Each item is connected to a local item ambassador to whom residents can direct questions related to the use of the item (referred to as a ‘buurtbuddy’ in Dutch). Residents can apply to become an item ambassador.

Each item is provided with a recognisable bag designed in alignment with the visual identity of the Bieb der Dingen. The name of the item’s ambassador is displayed on the bag via a small booklet placed in a transparent pocket. This construction allows the ambassador to be changed without the need to replace the bag itself.

In addition to displaying the ambassador’s name, the booklet contains a short handwritten message from the ambassador and a QR code. This QR code links to the item’s digital product passport where users can find practical information, usage instructions, and additional tips. Through this digital product passport, users can also access a chat function connected to the item’s ambassador. After using an item, residents are invited to leave their experiences and tips in the booklet.



Figure 28: Combined concept of ambassadorship & recognisable bags

In the subsections below, I will elaborate more upon these two elements of ambassadorship and recognisable bags. For each component, a set of design criteria was defined based on feedback from the Bieb der Dingen project team.

1. Ambassadorship

To elaborate the ambassadorship component, the following three requirements were taken as guiding principles:

1. The ambassadorship should be encouraged and supported
2. The privacy of ambassadors must be protected
3. The interaction between the users and ambassadors should feel personal.

This led to the following agreements regarding the ambassadorship:

- The users can voluntarily become an ambassador. After borrowing an item, users are asked to provide feedback on their experience, with particular attention to whether they enjoyed

using the item and felt confident using it. Users who report a positive experience are subsequently invited to become an item ambassador.

- An ambassador commits to the role for a minimum period of 3 months.
- For every 3 months a resident is ambassador, the person can lend three items for free.
- Instead of using their real name, ambassadors also have the option to create an ambassador name that appears on the items.
- Each ambassador writes a short, handwritten personal message in the ambassador booklet, adding a human and personal layer to the lending experience.

The online chat function can be integrated into each item's digital product passport, which is currently being developed by the Bieb der Dingen project team. The chat function should feel personal by explicitly emphasizing that users are interacting with fellow residents rather than with an anonymous system (Figure 29). In this way, the digital environment supports the feeling of helping each other within the neighbourhood.



Figure 29: Online chatfunction with ambassador

2. The recognisable bag

The development of the bag involves determining the design, which items are suitable for a bag, and how the bags can be produced in a way that is in line with the sustainable and social ambitions of the Bieb der Dingen. In order to steer this development in the right direction, the following requirements were set:

- The design of the bag should align with the brand identity of the Bieb der Dingen.
- The design should clearly communicate which item is inside and that it belongs to the Bieb der Dingen.
- The bag should be easy to carry.
- The bags should only be applied when necessary, avoiding unnecessary material use.
- Production should take place locally or involve residents where possible.
- Sustainable materials should be used.

Design of the bag

At the time of this project (January 2026), the visual identity of the Bieb der Dingen is still under development. As a result, a final design fully aligned with the official brand identity cannot yet be created. For the purpose of visualising the concept, the colour orange is therefore used as a placeholder.

Furthermore, several design considerations can already be proposed. My suggestion is to design a bag with handles rather than a cover, allowing users to comfortably carry the item over their shoulder. The bag can be opened and closed using a zipper, making it easy to use in practice.

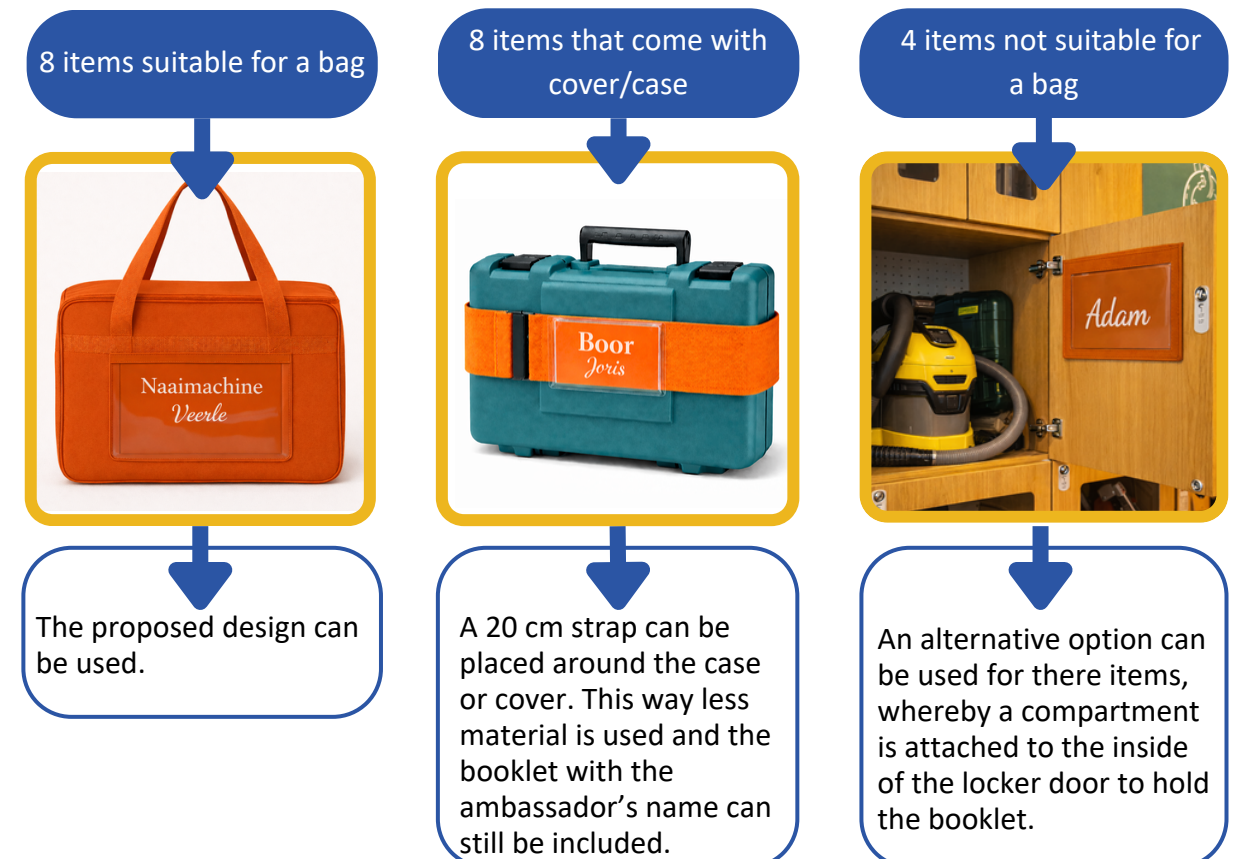
One side of the bag features the Bieb der Dingen logo (Figure 30) (note that this is also not yet the final name). The other side features the transparent pocket containing the booklet which displays the product name together with the name of the local ambassador, for example: Naaimachine (Sewing machine) Veerle.



Figure 30: Design of the bag

Items suitable for a bag

To determine which items are suitable for a bag, an overview of the 20 selected pilot items was created. Each item was assessed based on whether it already comes with a case or cover and whether placing the item in a bag would be practical and meaningful. In Appendix J the suggestion for each item can be seen. This resulted in the following conclusions:



Material considerations

The material for the bag must be:

- Sturdy
- Sustainable
- Not easily stained
- Water-resistant

This leads to the following materials suitable for the cover:

- Recycled PET
- **Recycled felt**

i-did



Recommended fabric suppliers:

I-Did and Fraenck are both Dutch social enterprises that sell recycled felt (± €24,- per m²) made from textile waste (I-did, n.d.). The fabric is suitable for covers and bags, which both companies also manufacture themselves.

Production plan

In line with the vision of Bieb der Dingen, the aim is to produce the bags locally, ideally together with residents. Amsterdam has many local neighbourhood ateliers and community centres where sewing workshops are organised with citizens. The production of the covers can be done together with these parties. Table 2 outlines possible collaboration partners.

Initiative	City district
Atelier de Ambacht	Nieuw-West
Roua Atelier (Roua Alhalabi)	Nieuw-West
Modestraat - Naaiatelier	Noord
Werkplaats Molenwijk	Noord
Pantar	Citywide

Table 2: Possible collaboration partners bags

4.2 User test

To explore how the proposed recognisable bags, the ambassadorship component, and the physical booklet are experienced by users, a qualitative user test was conducted. For this test, a prototype bag was developed featuring a transparent pocket containing an ambassador booklet (Figure 31).



Figure 31: Prototype bag

To examine how different naming strategies influence users' perceptions of sharing, an alternative naming option was introduced alongside the ambassador-based name. The alternative name used was "Buurt Naaimachine – De Rivierenbuurt." This naming strategy aligns more closely with the intention of the orange bags which aim to emphasise that the items belong to the neighbourhood rather than to an individual. By presenting both naming options, participants were able to more explicitly reflect on the feelings evoked by each name.

Test setup

At the start of each session, participants were given a short explanation of the concept to ensure a shared understanding. This explanation was supported by a brief visual presentation showing an impression of the locker cabinet and the online reservation platform. These visuals were based on the existing Library of Things concept and adapted to the Bieb der Dingen context.

Participants were first shown the bag displaying the name "Naaimachine Veerle" and were invited to browse the booklet. The booklet contained a handwritten personal message from Veerle as well as short reviews from previous users (Figure 32).

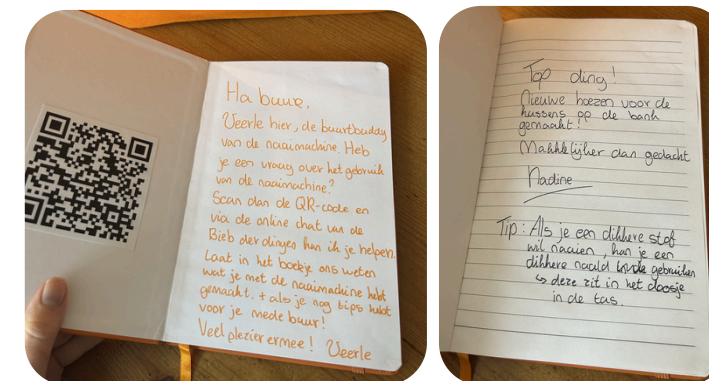


Figure 32: Messages in the prototype booklet

At this stage, participants were asked about:

- How they perceived the bag
- How the presence of a personal name on the booklet was interpreted and experienced
- Whether they would be inclined to contact the ambassador if they had a question about the item
- Whether they would consider volunteering as an ambassador themselves

Next, the booklet was turned, revealing the alternative name “Buurt Naaimachine – De Rivierenbuurt.” Participants were then asked:

- Which naming option they preferred, and why
- What kind of feeling each naming option evoked

The test was conducted with ten residents of Amsterdam, aged between 22 and 61 from various parts of the city (Figure 33). The interview notes from each session can be found in Appendix K.



Figure 33: User test

Results

Recognisable bags with booklet

Overall, the bag was received positively. Respondents described it as practical and clearly recognisable. Several participants noted that when seeing someone walking with the bag or noticing it lying somewhere, it is immediately clear that the item belongs to the Bieb der Dingen. The physical booklet was also appreciated. Participants valued stories and tips written in the booklet as these made the concept feel more personal.

“Het is gelijk duidelijk wat er in de tas zit” - Participant 3

“Leuk, opvallend, simpel, niet te chique gewoon praktisch.” - Participant 4

Ambassadorship – contacting the ambassador

All respondents indicated that they would be inclined to scan the QR code attached to the item. In particular, they appreciated being able to access additional information about product use. Approximately half of the respondents also indicated that they might consider contacting the ambassador, Veerle, when they had additional questions about the item. At the same time, several respondents mentioned that they would be more likely to use a tool such as ChatGPT for help as it provides immediate responses. Participants expressed uncertainty about how long it might take for an ambassador to reply and reported feeling hesitant about “bothering” another person with their questions.

“Ik zou mij ook afvragen hoe snel reageert Veerle? Ik wil nu iets naaien dus moet wel snel reactie hebben dan. Dus denk dat ik dan online zal kijken.” - Participant 1

In addition, a number of participants assumed that “Veerle” might not be a real person, but rather a chatbot or fictional profile. All respondents explicitly stated that they did not want to interact with an AI chatbot, as they associated this with negative past experiences.

Ambassadorship – becoming an ambassador

All respondents indicated that they had little interest in becoming an ambassador themselves. The main reasons mentioned were that it required too much effort and that they did not want the responsibility. However, an important nuance emerged: participants expressed that they do enjoy helping others within their own area of interest or hobby. For example, a respondent with photography as a hobby indicated that she would enjoy helping others with photography-related questions, but would not want to support people using for example a speaker. Similarly two other respondents who often use a sewing machine mentioned that they would like to help others with it, but that the idea of becoming a formal “buddy” felt like too much of a commitment.

“Ik heb geen zin om ergens aan vast te zitten, geen zin in verantwoordelijkheid.” - Participant 4

The results show that asking residents to sign up as item ambassadors creates too high a threshold. This finding aligns with earlier insights, particularly the theme of social connection without social pressure that emerged from the co-creation sessions with local initiatives, as well as the design requirement to enable low-threshold interactions. At the same time, the results highlight a challenge: designing for the criterion “giving something back to the neighbourhood” is complex, because residents quickly see such contributions as too much of a commitment. Finding low-threshold ways for residents to contribute remains a challenge.

Naming: personal name vs neighbourhood-based name

Preferences regarding naming were divided. A slight majority preferred a name such as “Buurt Naaimachine” (Neighbourhood Sewing Machine), as it clearly communicates that the item belongs to the neighbourhood. Respondents felt encouraged to treat the item with more care, because it is “from the neighbourhood”.

“Ik krijg het gevoel van: ik moet er goed voor zorgen want het is van de hele buurt “ - Participant 2

The other part of the respondents indicated that they felt little connection to the neighbourhood and perceived it as an abstract concept, questioning what exactly is meant by “the neighbourhood.” As a result, they experienced a personal name, such as Veerle, as more personal and relatable.

“Veerle voelt persoonlijker aan. Ik heb weinig contact met de buurt, dus Buurtnaaimachine doet mij minder.” - Participant 6

4.3 Design shift

From ambassadorship to neighbourhood group chats

Based on the insights of the user test, the concept of item ambassadorship was reconsidered. Instead of assigning responsibility to individual ambassadors, the design shifts towards a low-threshold neighbourhood support group chats organised around shared interests within specific product categories. Insights from the user test showed that participants value a low-threshold way to connect with other users and support one another, particularly around hobby-related items. Respondents indicated that people are more willing to help others when the topic relates to an item or hobby they personally enjoy. This is particularly useful for items such as sewing machines and tools, which typically require more explanation and guidance, making a support chat helpful. For example, a participant from the user test mentioned that using a sewing machine often raises practical issues and therefore frequently requires assistance.

For each lending location, two thematic neighbourhood group chats are proposed about:

- Creative & sewing (Sewing machine)
- DIY & tools (Brush cutter, sander, (bicycle) toolbox, jigsaw, high-pressure cleaner, wet and dry vacuum cleaner and carpet cleaner)

Within these groups, residents can ask questions, share tips, and support one another informally, without obligations or fixed roles. In this way, knowledge sharing and social connection are supported in a low-key manner. Access to these groups is provided via the online product passport. In collaboration with the company developing the online product passport, the possibilities for implementing this chat function still need to be explored, either directly on the product passport page or through an external messaging application such as Signal.

Implications for the recognisable bag & booklet

With the removal of the individual ambassadorship component, both the transparent pocket, originally intended for displaying the changing ambassador names, and the personal message from the ambassador became redundant.

The results of the user test and the implications for the physical concept were discussed with the Bieb der Dingen project team. The discussion focused specifically on the continued relevance of a physical booklet, and on how this element can be distinguished from the digital product passport. For example, the team expressed the ambition to also create a space on the digital product passport page for sharing experiences and reviews. This requires deliberate design decisions about what content is best placed in a physical booklet and what should be facilitated online.

Taking these considerations into account, the concept was reconsidered. The following principles guided this refinement:

- The recognisable item bag should be retained, as it is perceived as practical and highly recognisable.

- A personal element referring to use by fellow neighbours should be preserved in a physical form.
- The concept should retain the item name and focus on further strengthening the identity of the item.

This resulted in a change of the design of the recognisable bag and the booklet:

Recognisable bag



Booklet



Chapter 4.5 presents the final design of Bieb der Dingen 2.0, detailing the final design recognisable bag, the physical product passport, and the neighbourhood support network.

4.4 Development of the collective artwork

At this stage, the collective artwork concept is only defined in broad terms. Its precise form and mode of interaction have not yet been elaborated. To support further development, a set of design criteria was established.

Requirements Artwork

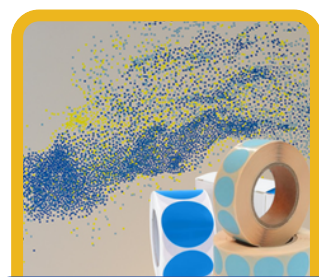
- The artwork must fit within a limited physical space at each landing location;
- The artwork must visibly change over time;
- The artwork should be made from sustainable materials, preferably recycled;
- The artwork should evoke a feeling of sharing together or a neighbourhood feeling;
- The artwork must be replicable across multiple locations, while still allowing each location to develop a unique form or appearance;
- The artwork must not generate litter at the location;
- The installation should be as simple as possible;
- The artwork must be visibly attractive.

Requirements Activity

- The activity should take no more than 1–2 minutes;
- The interaction should feel like a playful ritual rather than a task;
- No specific skills should be required;
- The activity must be accessible to all ages;
- Only a brief explanation (e.g. a poster or sign) should be needed.

Development of three concept directions

For the concept development, I first explored how residents could contribute to the artwork through a simple action. To inform this exploration, I consulted artist Oppen to gain insight into collaborative art practices and possible low-threshold activities (Oppen, personal communication, December 10, 2025). This resulted in several potential interaction types that could be executed quickly and without specialised skills:



Adding stickers



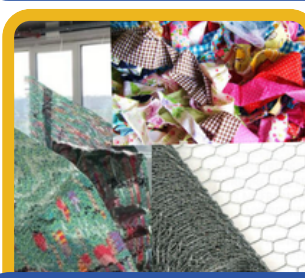
Tying fabric



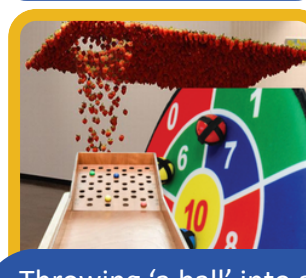
Stamping



Bead stringing along a cable



Weaving fabric



Throwing 'a ball' into a target or net

Subsequently, I explored how a sense of neighbourhood feeling could be embedded in the design. Building on these initial ideas, I started brainstorming by combining participation activities with strategies aimed at evoking a neighbourhood feeling (Figure 34). The full brainstorm on how to create a sense of neighbourhood feeling and combine this with participation activities is included in Appendix L.



Figure 34: Brainstorm collaborative artwork

This brainstorm resulted in three concepts:

1. **What you share stays (Dutch: Wat je deelt blijft hangen)**
A ceiling-based artwork composed of fabric figures that gradually grows over time.
2. **Together we leave our stamp on the neighbourhood (Dutch: Samen zetten we onze stempel op de buurt)**
Residents leave a stamp on an iconic neighbourhood drawing, gradually colouring the neighbourhood.
3. **Neighbourhood saving point (Dutch: Maak je hart voor de buurt)**
A collective contribution point where users save tokens to support a local neighbourhood initiative.

These three concepts were further developed and are described on the following pages. Additionally, each concept was evaluated using the PMI method (Plus–Minus–Interesting). This method provides a structured overview of the strengths, limitations, and points of interest of each concept (Van Boeijen et al., 2020).

1. What you share stays (in Dutch: Wat je deelt blijft hangen)

When returning an item, each user receives an abstract textile figure that can be added to the collective artwork (Figure 35) installed above the lockers. The user places the figure into a rail system located on the side of the locker cabinet. By turning a hand crank, the figure is lifted upwards and becomes part of the growing composition.



Figure 35: What you share stays

Unique visual appearance per location

Each landing location has its own unique set of figures, giving every location a distinct visual identity:



For each location, local artists are invited to design the fabric figures, which are made from leftover textile materials sourced from local businesses. In collaboration with neighbourhood or creative centres, artists organise workshops in which residents create the figures together.

Designed by local artists



Produced locally with residents



Fixed hanging and railsysteem

The artwork consists of a mechanical hanging system on the side of the cabinet, to lift the figures up to the spiral rail which is fixed to the ceiling. This system is the same at every landing location. A sketch of the system is shown in Figure 36 and an overview of the dimensions are shown in Figure 37.

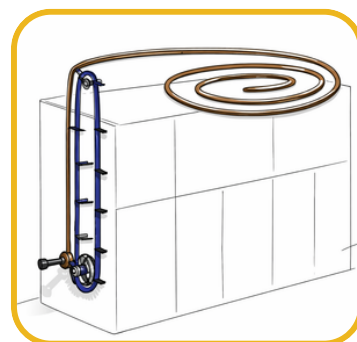


Figure 36: Artwork system

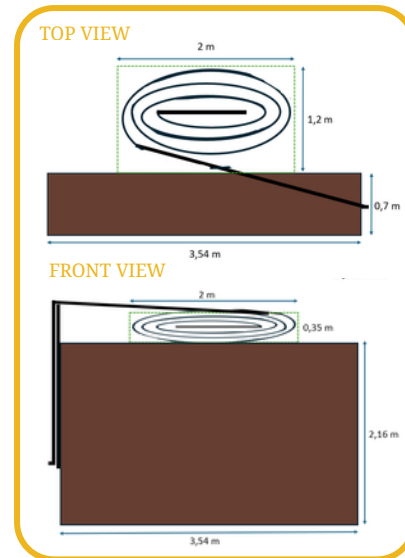





Figure 37: Dimensions system

PMI analysis

- 
 - Makes sharing visible
 - Remarkable activity
 - Unique appearance per location, with a fixed hanging & rail system
- 
 - Not feasible at every landing location, as it requires physical space around the locker
 - Difficult to exhibit once finished.
- 
 - Eye-catching appearance
 - Makes the ceiling part of the landing location, creating a landing space rather than just a cabinet

2. Together we leave our stamp on the neighbourhood (Samen zetten we onze stempel op de buurt)

After each landing residents are invited to leave a stamp, representing one user, on the pillar placed next to the locker cabinet (Figure 38). Over time, the stamps gradually fill an iconic drawing of the neighbourhood, making participation visible and creating a growing collective artwork.

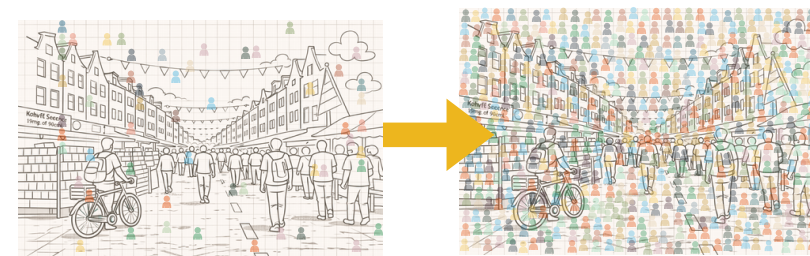


Stamps are placed on top of the pillar. Each stamp represents a person and every item has its own stamp colour






Figure 38: Together we leave our stamp on the neighbourhood

Iconic drawing of the neighbourhood is gradually coloured over time, in this case the Albert Cuyper market in De Pijp:



PMI analysis

- 
 - Makes sharing visible
 - Iconic drawing at every location
 - Easy & fun activity
- 
 - Higher risk of litter or vandalism with the stamps
- 
 - Once the artwork is completed, it can be exhibited together with the artworks of the other locations or given to neighbours or local initiatives

3. Neighbourhood saving point: Maak je voor de buurt

After returning an item, users will find an item token in the physical product passport. Each user can take one token and deposit it at the neighbourhood saving point next to the locker cabinet (Figure 39). The saving pillar is divided into two sides, each representing a local initiative. Users can choose which initiative they would like to support by depositing their token on the corresponding side. Over time, the pillar gradually fills with tokens, making visible how many and which items are being borrowed. By collecting tokens, residents collectively contribute to a donation for a local neighbourhood initiative.

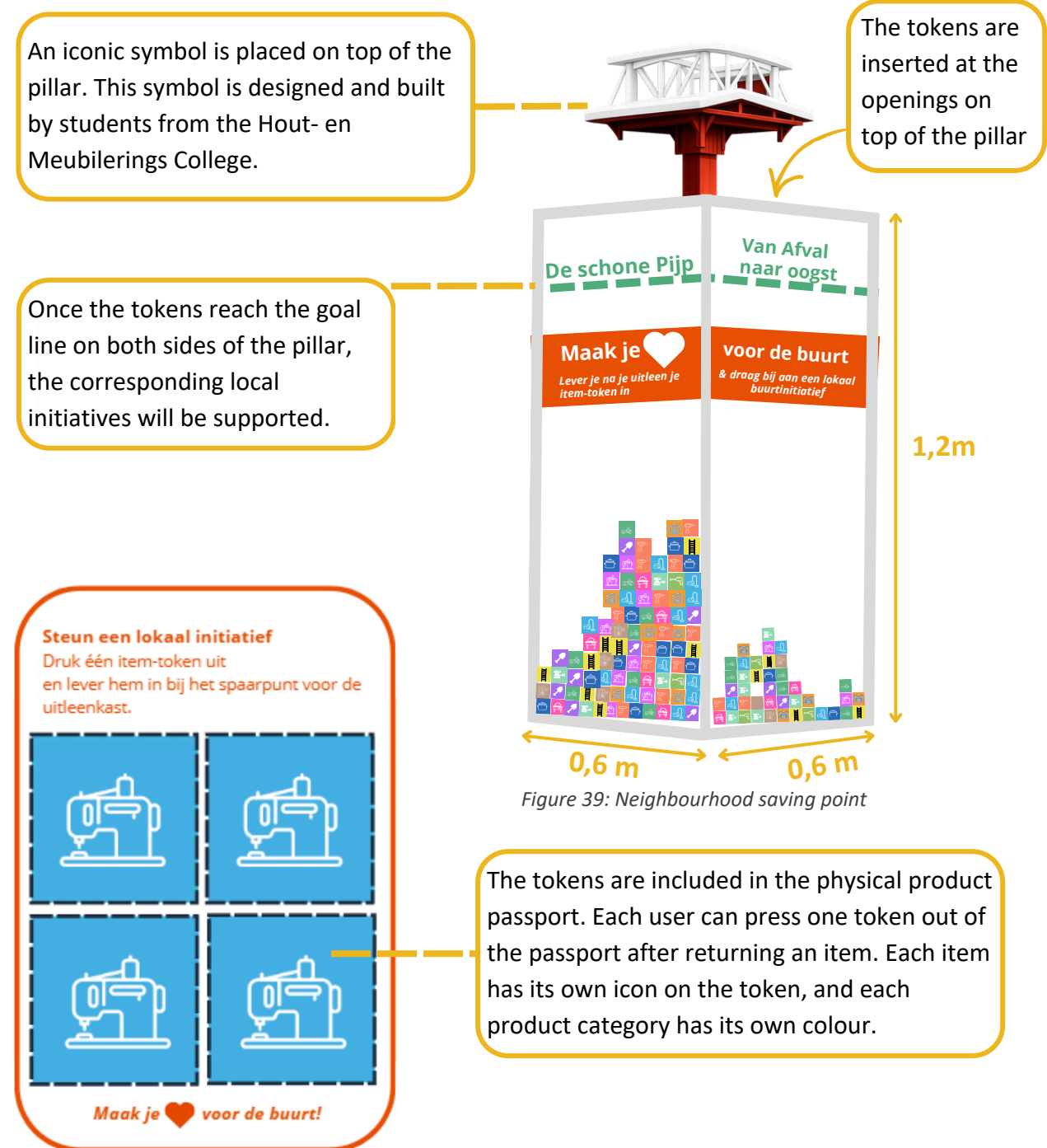









Figure 39: Neighbourhood saving point

PMI analysis

-  • Connects users with local initiatives
-  • The symbol on top of the pillar creates an iconic feature at each at each location
-  • Easy activity
-  • The tokens in the passport might get lost
-  • Difficult to reuse the tokens in the passport
-  • Adds extra value to sharing by enabling residents to contribute to a local initiative
-  • Makes sharing visible; the tokens make it easy to see how many and which items are borrowed.

Evaluation and concept selection

The different artworks were assessed together with the Bieb der Dingen project team focusing on their hedonic response (Heijne & Van der Meer, 2019). All concepts make sharing visible in their own way and are realised through a simple activity. However, they differ in feasibility. The concept “What you share stays” is not easy to implement at every location, due to the space required for the ceiling rail system. For this reason, this concept is not preferred by the project team. Both the “Together we leave our stamp on the neighbourhood” and the neighbourhood saving point concepts are easier to implement, as the pillars can be placed in front of the locker cabinet. However, the project team foresees a higher risk of misuse with the stamp concept. The neighbourhood saving system, on the other hand, is simple and less prone to misuse.

Overall, the project team prefers the neighbourhood saving point concept as this concept adds an extra layer beyond simply contributing to an artwork: with every contribution, users support a local initiative. This gives the use of the Bieb der Dingen additional value, as users are also giving something back to the neighbourhood. For this reason, I also prefer this concept over the stamp concept, both because it adds extra social value and because the activity itself is simple and low-threshold. Therefore, I decided to further develop this concept.



Based on the feedback of the project team, several adjustments still need to be made:

- The storage location of the item tokens needs to be changed: instead of being stored in the product passport, the tokens should be stored in each locker. This will make the system easier to reuse. It will also be more convenient for users, as they can grab a token once they return an item and directly deposit it at the saving pillar.
- The naming of the item token needs to be changed into something more fitting to the concept.
- A link needs to be created in the physical product passport to the savings concept.
- The design of the saving pillar needs to be changed from a square to a triangular form, with each side representing a different local initiative. This will result in three initiatives per pillar and improves visibility and accessibility from all directions.

These adjustments were implemented, and the concept was further developed and discussed again with the project team. Based on the feedback, the concept was refined into the final proposal. In the next chapter, the final design of Bieb der Dingen 2.0 is presented, including all suggested design interventions, among which the neighbourhood saving point.

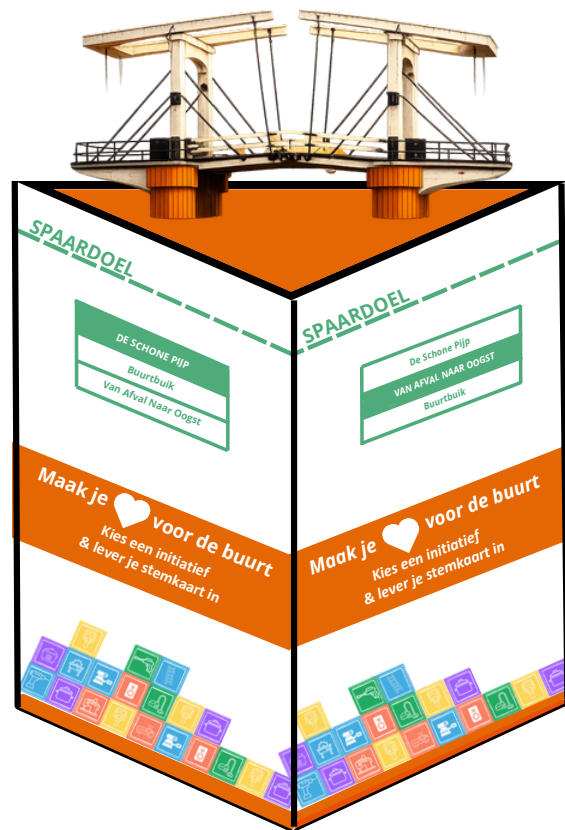
4.5 Final Design: Bieb der Dingen 2.0

The Bieb der Dingen 2.0 builds on the current service by adding social design interventions to the existing professional system. It introduces a series of tangible design interventions that make sharing more visible, personal, and collective. The design consists of three core components: (1) recognisable bags, (2) a physical product passport, and (3) a collective neighbourhood saving point.

Together, these components aim to strengthen the experience of sharing together in the neighbourhood. As social value does not automatically emerge in a professional, transaction-oriented service, it must be deliberately designed for. The following sections describe the design of each component in detail.

BIEB DER DINGEN 2.0

Neighbourhood saving point:
Maak je  voor de buurt



Recognisable bags with
physical product passport

Note: The texts and certain design elements, such as the pillar, are not accurately represented. The visualisation serves only to give an impression of the interventions.

Recognisable bag



Figure 40: Final design recognisable bag

The items are lent out in a recognisable bag featuring the item's name on one side and the Bieb der Dingen logo on the other (Figure 40). The bag is designed in the brand colour of the Bieb der Dingen. It clearly communicates what the item contains and creates a stronger sense of personal attachment by giving the item a name. The bags are produced in workshops by residents in local neighbourhood ateliers and community centres. Each bag includes a tag emphasising this.

Value created by the recognisable bags

- Creates a strong, recognisable brand identity
- Encourages more careful use of shared items by assigning the items a name (Gong & Zhang, 2022).
- Makes items easier and safer to transport
- Promotes local DIY activities through workshops.
- Fosters a sense of ownership, as residents produce the bags themselves.

Physical product passport



Figure 41: Physical product passport

Inside each bag, a physical product passport is placed (Figure 41). The passport is attached to the bag with a cord to prevent it from being lost. The design of the cover of the passport can be seen in Figure 42 on the next page.

The physical product passport serves several purposes. The first two pages, give the item more personality by emphasising that it travels through the neighbourhood and is shared among fellow residents (Figure 44 on page 74). To reinforce this, these pages include a short testimonial from neighbours, highlighting their lending experience.

In addition, these pages provide a QR code linking to the digital product passport, where further practical information can be found. They also introduce the neighbourhood savings concept.

After these two introductory pages, approximately 40 pages are included that can be filled in by users over time. In this way, the passport functions as a guestbook for the item, comparable to what in the Netherlands is known as a "vriendenboekje" (Figure 43). Users are invited to answer three short questions about their use, such as what they used the item for or a tip for the next borrower. These questions can be tailored to the specific item. For example, for a projector the

question could be what they watched, whereas for a hygrometer it could be whether they were satisfied with the humidity level in their home. Instead of describing their experience on an empty page as in the previous design of the booklet, users are invited to simply answer the questions, which makes it easier and more low-threshold to fill in.

Cover design of product passport

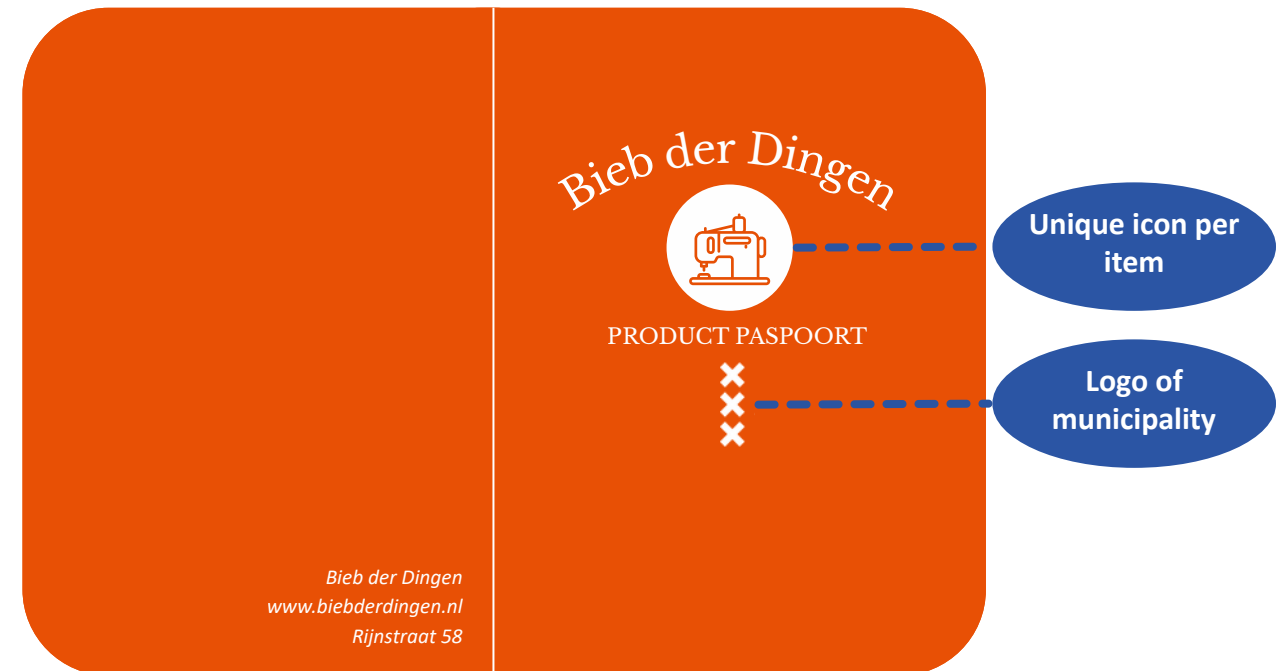


Figure 42: Cover design product passport

Design of the "guestbook" pages



Figure 43: Guestbook pages product passport

The first two pages of the product passport



Figure 44: First two pages physical product passport

Value created by the physical product passport

- Makes sharing more personal
- Brings residents into contact with one another
- Giving the items a personality fosters more careful use of shared items among users (Gong & Zhang, 2022)
- Strengthens the sense of shared ownership
- Provides a link to the neighbourhood saving concept and the digital product passport

Neighbourhood group chats

Neighbourhood group chats will be created for each lending location. Within these groups, users can connect in an informal and accessible way by asking each other questions, helping each other and exchanging tips. These chats will be organised around two hobby-related categories: (1) creative projects and sewing and (2) DIY and tools. When a user borrows a sewing machine, they can access the first group. When users borrows a brush cutter, sander, (bicycle) toolbox, jigsaw, high-pressure cleaner, wet and dry vacuum cleaner, or carpet cleaner, they can access the second group. Users can access the Signal groups through the digital product passport (Figure 45). The location manager will participate in the group chat and provide the moderation.



Figure 45: Access to neighbourhood group chat via digital product passport

For the initial implementation, I recommend limiting the group chats to these two categories, as they are most likely to generate questions related to use. In later stages, it can be decided whether additional group chats should be introduced. For example, new categories could be added around cooking. Or if the group chats become highly active, categories could be split up, for instance by dividing gardening and DIY into two separate groups.

Value created by the neighbourhood group chats

- Brings residents into contact with one another
- Builds a local support and knowledge network

Neighbourhood saving point: Maak je voor de buurt

A neighbourhood saving point will be placed in front of the locker cabinet at each lending location (Figure 46). At this point, residents collectively save item cards to support a local initiative. The saving point consists of a triangular pillar, with each side representing a different local initiative. Users can choose which initiative they would like to support by depositing their item card on the side of their choice. When the goal line is crossed, a donation is made to the corresponding local initiative. Over time, the pillar gradually fills with item cards, making visible how many and which types of items are being borrowed.

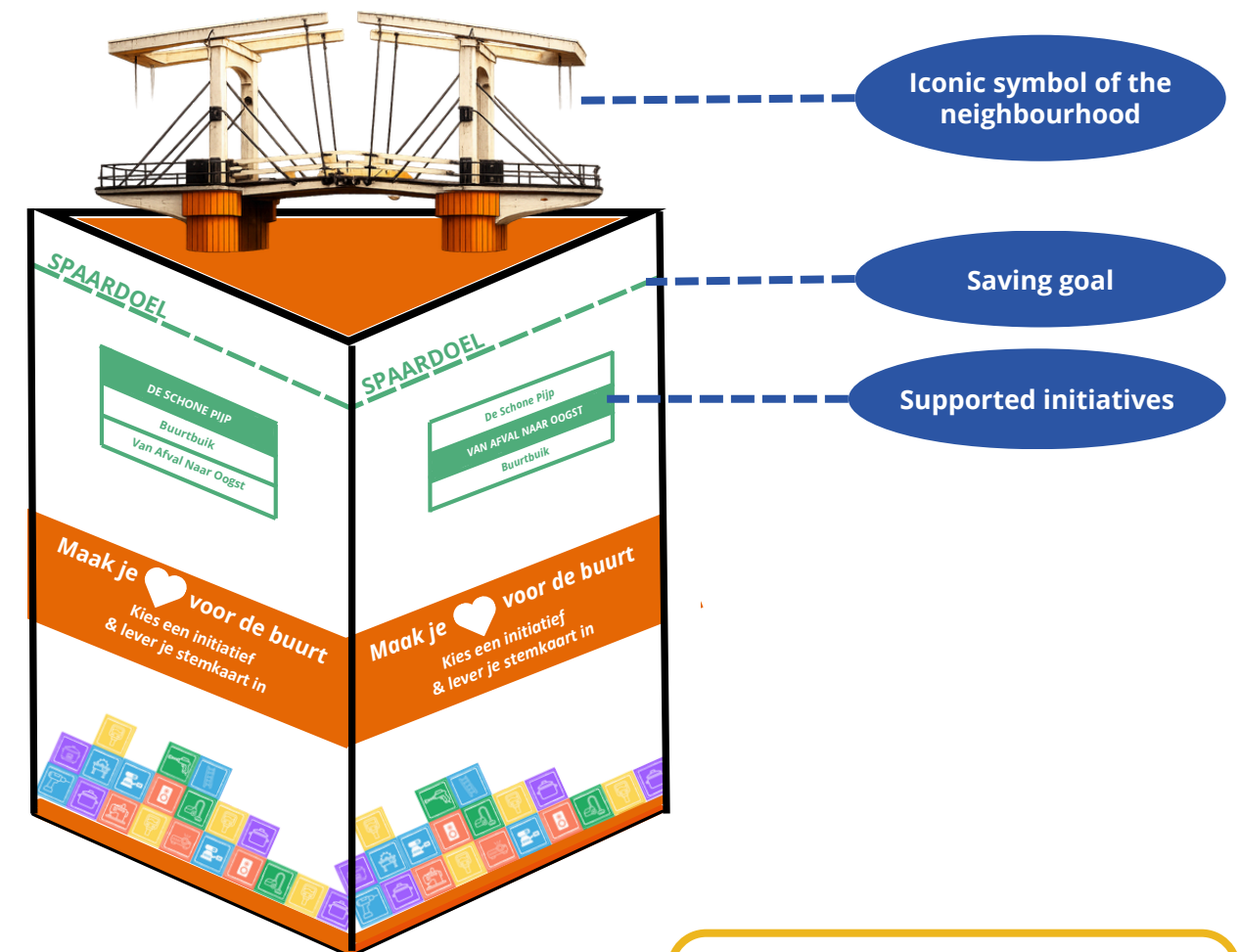


Figure 46: Neighbourhood saving point

Collection system

The pillar has a row of openings at the top on each side into which item cards can be inserted (Figure 47). The cards fall down inside the pillar and stack on top of each other, similar to the mechanism of the game Connect Four (known in Dutch as "Vier op een rij").

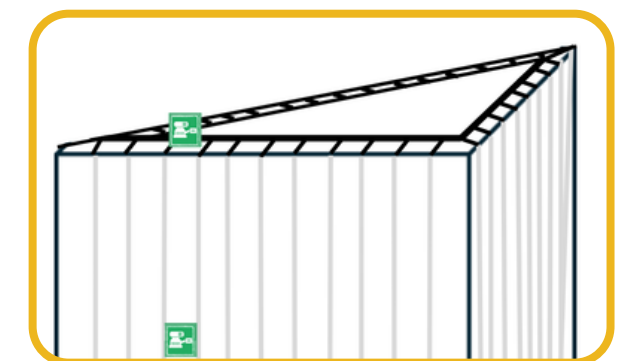


Figure 47: Collection system

Each side of the triangular pillar represents a different local initiative (Figure 48). Once all 12 rows on one side have been filled with item cards and the savings goal line has been reached, the initiative represented on that side will receive a donation.

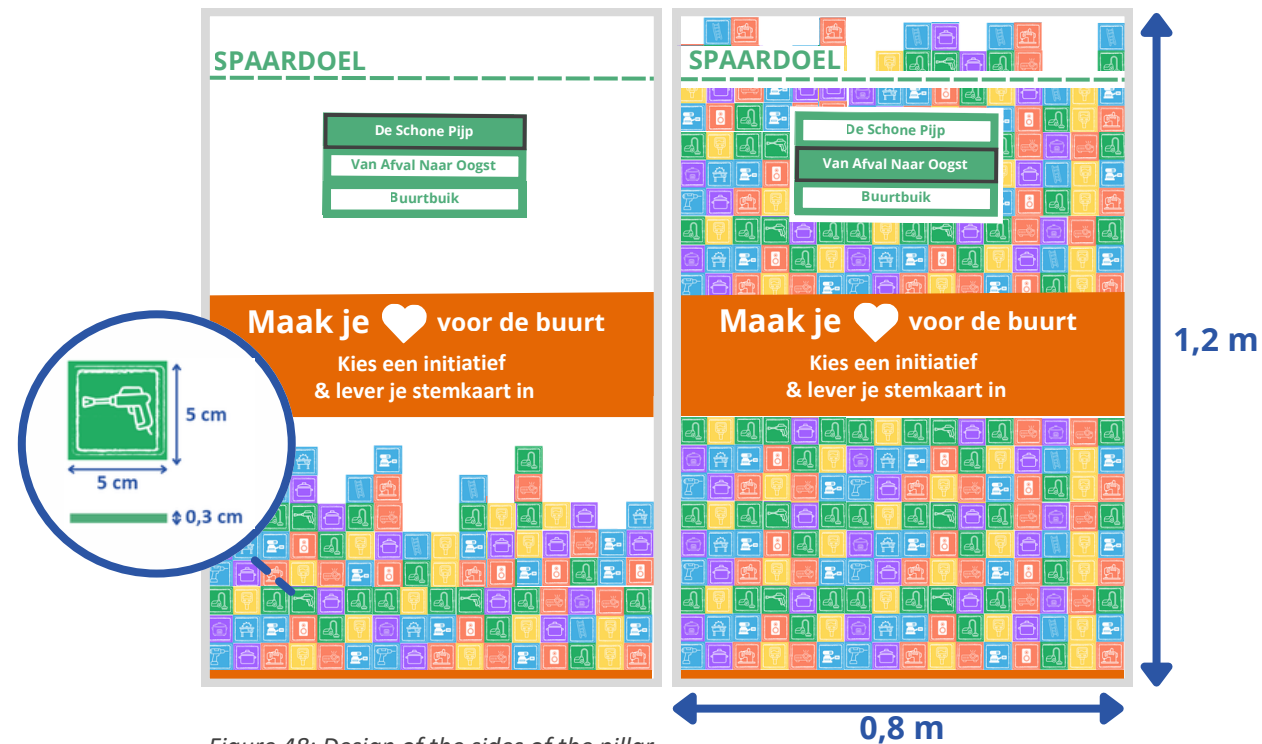


Figure 48: Design of the sides of the pillar

Each item card equals €1 for a local initiative. The donation per initiative is €350, which means that 350 cards are required to reach the goal. The project team expects approximately 1250 lending transactions per location per year, meaning that three initiatives can be supported annually. The exact final amount is yet to be determined, but €350 is currently used as a conceptual target amount. The assumptions underlying these calculations can be found in Appendix N.

The local initiatives that are supported can be proposed by residents themselves. Residents can submit local initiatives through the website. An initiative is eligible if it:

- is located within a 750-metre radius of the lending location, corresponding to its intended service area;
- is non-commercial (for example, a foundation, residents' initiative, or volunteer organisation);
- is transparent about how the donation will be spent.

Examples of initiatives could be:



Design of the item cards

Each item has a unique design with its own icon:



The 20 items are divided into five categories, each represented by its own colour.



Storage of the item cards

The item cards are stored in a dispenser inside each item locker (Figure 49). After returning an item, users are allowed to take one item card and deposit in at the saving point. The dispensers are periodically refilled by the staff, who are also responsible for the maintenance of the items.



Figure 49: Storage of items cards in locker

Production of neighbourhood saving point

On top of the pillar, a unique symbol is placed for each neighbourhood (Figure 50). This symbol is designed and produced by students from the Hout- en Meubileringscollege. As part of Amsterdam's 750th anniversary, similar works have already been created for each district (Hout- en Meubileringscollege, 2025). In this case, the students are given the assignment to design an iconic symbol, building, or other construction located within a 750-metre radius of the lending

location. This symbol represents the local identity of the neighbourhood and gives each saving point a distinctive and recognisable character.



Figure 50: Iconic neighbourhood symbol placed on top of the pillar

The pillar of the saving point will be made from white transparent 100% recycled and fully recyclable acrylic (PMMA) (Figure 51), commonly known in Dutch as Plexiglas. The pillar needs to be custom-made. Eiso Bergsma, a Dutch company based in Abcoude, has been consulted and is capable of producing the pillar (Eiso Bergsma, 2026). For a production volume of two units, the estimated production costs range between €2,500 and €3,500 per pillar.

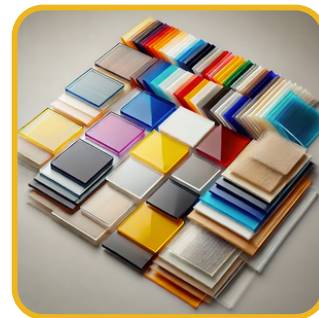


Figure 51: Material pillar (Eiso Bergsma, 2026)

Value created by the neighbourhood saving point

- Makes sharing visible, as it shows how many items are being shared and highlights that borrowing is a collective activity
- Adds extra value to sharing, as with every lending transaction users contribute to the neighbourhood and experience the feeling of “doing something good”
- Connects residents to local initiatives
- Creates a short, positive ritual with every lending transaction
- Makes each lending location more distinctive and site-specific

4.6 Recommendations to Bieb der Dingen project team



Social value does not emerge automatically; it needs to be deliberately designed for.

My advice to the Bieb der Dingen project team is to be aware that, in its current configuration, the Bieb der Dingen risks developing into a primarily transactional service, in which the sense of sharing together may gradually diminish. If the project team aims to safeguard and strengthen the social and connective value of the Bieb der Dingen, this requires deliberate design choices that actively support these values within the system.

To address this challenge, I propose the design of Bieb der Dingen 2.0. This concept consists of several additions to the current service, designed to add a social layer to the existing professional system. Bieb der Dingen 2.0 comprises three core components: (1) recognisable bags, (2) physical product passport, and (3) neighbourhood saving point. Together, these interventions aim to foster a stronger sense of sharing together in the neighbourhood.



Design for social value by implementing the Bieb der Dingen 2.0

My recommendation is to implement the proposed design interventions at at least one of the seven locations planned for the initial launch phase. This would enable the project team to test the impact of the interventions in practice and evaluate how they are received by residents.

To communicate the proposed design of Bieb der Dingen 2.0 to the project team, I developed a concept plan, included in Appendix M, which explains each design component, how it can be produced, and which collaborations would need to be initiated. In addition, a cost overview based on implementation of the interventions at two locations was prepared for the project team and can be found in Appendix N. Page 83 presents a roadmap highlighting the next stages if the project team decides to continue with the Bieb der Dingen 2.0.

Project update (March 2026): continuation of Bieb der Dingen 2.0

The concept plan and cost estimation were discussed with the Bieb der Dingen project team and refined based on their feedback. The project team expressed enthusiasm about the proposed design and recognised its potential value. At the time of writing, the project team is investigating whether budget can be made available to implement and test the concepts at two of the seven locations that will be realised in 2027.



Embedding the social narrative in communication

In addition to the proposed design interventions, I recommend that the Bieb der Dingen project team actively communicates the newly proposed positioning of sharing together in the neighbourhood to its users. This communication should extend beyond the design interventions themselves and be implemented consistently across all communication channels, including the website, physical communication at lending locations, and online platforms. Through this consistent communication, residents should immediately recognise the Bieb der Dingen as a place where items are shared together with neighbours.

To support this, I developed guidelines for the tone of voice and visual language of the communication, which are also aligned with and reflected in the design interventions.

The tone of voice should be:

- simple and clear
- non-commercial
- personal and neighbourhood-focused
 - incorporating stories and experiences of residents using items
 - explicitly emphasising that items are shared with neighbours (e.g., “Return the item so your neighbour can borrow it next.”)
- low-key and approachable

The visual language should:

- recognisable and with friendly colours (such as orange)
- feature a recognisable logo and visual style that can be adapted to the specific neighbourhood or lending location to strengthen local identity
- use of photos of residents

Furthermore, I propose to extend the tagline with an additional sentence that explicitly emphasises sharing together in the neighbourhood (Figure 52). This extended tagline is already included in the physical product passport.

**Alles wat je soms nodig hebt
kunnen we beter delen met de buurt!**

Figure 52: Newly proposed tagline

Through a consistent communication strategy, the narrative of the Bieb der Dingen and its social positioning can be strengthened. This increases the likelihood that the intended social value is not only designed into the concept, but is genuinely experienced by users as sharing together in the neighbourhood.

Roadmap towards a professional lending system experienced as sharing together in the neighbourhood

2026

1. PREPARATION PHASE

Focus: Preparing implementation through detailing the concept and establishing collaborations.

- Translate the concept plan into a detailed implementation plan.
- Establish collaboration with proposed partners (e.g., production partners & local initiatives).
- Develop a communication plan to convey the story of sharing together alongside the proposed social design interventions.

2027-2028

2. IMPLEMENTATION & TESTING AT TWO LOCATIONS

Focus: Testing the interventions in practice and evaluating their impact.

- Implement the social design interventions at two locations
- Quantitative evaluation:
 - Measure the number of item cards contributed to the neighbourhood saving point, participants in the group chats, users contributing to the guestbook and new local initiatives proposed by residents.
- Qualitative evaluation:
 - Explore how users experience the interventions & evaluate whether intrinsic motivation to use the Bieb der Dingen is stimulated through user interviews and reviews on the digital product passport.
 - Compare the results with lending locations without the social design interventions.

2028 - 2030

3. REFINEMENT & SCALING

Focus: Improving the concept based on testing outcomes and further developing it towards scaling.

- Refine the interventions based on the testing outcomes
- Explore further development opportunities of the design interventions. Initial considerations for further development include:
 - Strengthen the competence dimension of Self-Determination Theory by creating more space for learning (see Chapter 4.7 for explanation).
 - For example, expand workshop offerings and integrate makerspaces into lending locations.
 - Involve residents more actively in developing the design components
 - For example, organise workshops where residents can embroider the logo on the bags or co-create neighbourhood symbols on top of the pillar with students of the Hout- en Meubileringscollege.
 - Expand neighbourhood group chats to additional categories.
 - Once the guestbook pages are full, a page can be created in the new product passport listing all previous contributors so that their contributions are preserved.
- Implement the social design intervention at additional lending locations.

4.7 Evaluation of the proposed design

In this chapter, the proposed design of Bieb der Dingen 2.0 is evaluated using desirability, feasibility, and viability as guiding pillars.

Desirability

The design was developed in response to the following design challenge:

How can the professional system of the Bieb der Dingen be designed in such a way that it is experienced as sharing together in the neighbourhood?

To translate this ambition into concrete design directions, a set of social value criteria was formulated in the Chapter 2.4. p.31. These criteria functioned as guiding principles throughout the design process.

While earlier iterations of the recognisable bags and booklet were tested during concept development, the newly proposed product passport and neighbourhood saving point have not yet been tested with users. As a result, the perceived experience of these interventions cannot be fully validated at this stage.

Desirability is therefore assessed based on the predefined social value criteria and through a theoretical reflection grounded in psychological frameworks related to intrinsic motivation and sustainable behaviour. This reflection was conducted in dialogue with Willemijn Vermeer, an associate lector at the Amsterdam University of Applied Sciences, specialising in intrinsic motivation related to sustainable behaviour.

1. Evaluation of design criteria

When reviewing the design against these criteria, it can be concluded that all criteria are addressed to some extent by the proposed interventions. Many of the criteria are activated by multiple design elements. A key strength of the proposed interventions lies in this interconnection: the recognizable bags, the physical product passport, and the neighborhood saving point do not function as isolated components, but reinforce each other in conveying a shared narrative about sharing together in the neighbourhood.

Some design criteria are more prominently addressed in the design, particularly fostering a sense of sharing together, contributing to the community, and creating a joyful and positive experience. In the future, even more emphasis could be placed on the two criteria of enabling low-threshold interactions and inspiring users, for example by offering more workshops and makerspaces, as also suggested in phase 3 of the roadmap (p. 83).

At the same time, an important distinction must be made between design intent and perceived experience. Although the evaluation table shows how the interventions conceptually address the social value criteria, this assessment remains subjective. The way in which the design will ultimately be received, interpreted, and enacted in practice cannot be fully predicted.

Moreover, social value is something that develops and strengthens over time. The proposed design interventions therefore primarily lay the foundation for this development. Social motivation is likely to grow through repeated positive experiences and reinforcement over

time. As users become more familiar with the concept, a greater willingness to participate more actively may emerge. This increased engagement can, in turn, further strengthen the social value of the concept.

Social design criteria	Which design elements address this criterion
1. Create a warm, welcoming atmosphere	Recognisable and unique visual elements, such as the symbol on the pillar and the bags. The emphasis on sharing with neighbours expressed in for example the one-liner and by the neighbourhood saving point.
2. Support low threshold interactions	Neighbourhood group chats and guestbook pages in physical product passport
3. Foster familiarity	Recognisable bags, symbol on top of pillar and stories of fellow neighbours.
4. Foster sense of sharing together	The neighbourhood saving point, the guestbook pages and testimonials from fellow neighbours in physical product passport.
5. Belonging to community	Fostering a community spirit through an emphasis on sharing together in the neighbourhood, by the neighbourhood saving point and the bags made by fellow neighbours.
6. Contribute to community	The neighbourhood saving point, the option to propose new initiatives to support and the bags locally made by residents.
7. Inspire residents	The guestbook pages, neighbourhood group chats and bags made by residents themselves.
8. Create a Joyfull and positive experience	The concept reinforces a neighbourhood feeling and strengthens social connection. The contribution point adds meaning to each lending transaction and creates a short, positive ritual after every use.
9. Anchoring in the neighbourhood	The contribution to local initiatives, the option to propose new initiatives to support and the symbol on top of the pillar
10. Foster trust	The neighbourhood saving system is based on trust; user are asked to take only one item card. The emphasis on sharing with neighbours.

Table 3: Evaluation of Bieb der Dingen 2.0 against social design criteria

2. Evaluation on intrinsic motivation

Ecological heartbeat

A central ambition of Bieb der Dingen 2.0 is to appeal to users' intrinsic motivation in order to support long-term behavioural change. To reflect on this ambition, the concept was discussed with Willemijn Vermeer. Vermeer's research explores the concept of the "ecological heartbeat," which shifts the focus of sustainable behaviour from measurable impact towards experienced meaning, as this has a stronger effect on intrinsic motivation (Hogeschool van Amsterdam, 2025). Traditional sustainable behaviour is often measured in terms of how much it reduces one's ecological footprint. According to Vermeer, it is equally important to examine whether people perceive their actions as meaningful and feel that they are making a positive contribution. The proposed design interventions align strongly with this perspective (Vermeer, personal communication, February 10, 2026). By framing borrowing as a positive contribution to the neighbourhood and making collective impact visible, Bieb der Dingen 2.0 engages with intrinsic layers of motivation related to meaning, enjoyment, and connectedness.

Self-Determination Theory

Furthermore, Vermeer emphasised the relevance of Self-Determination Theory when designing for intrinsic motivation (Vermeer, personal communication, February 10, 2026). This theory identifies three fundamental psychological needs that support intrinsic motivation: competence, autonomy, and relatedness (Figure 53)(Ryan & Deci, 2023). Together, we reviewed the Bieb der Dingen 2.0 on this theory.

The Bieb der Dingen 2.0 primarily addresses the need for relatedness. The concept emphasises sharing together and feeling connected to the neighbourhood. By framing borrowing as a collective activity and linking it to local initiatives, the design strengthens the experience of belonging and social connection.

While relatedness is most explicitly addressed in the design, the other two needs are also supported in various ways. Autonomy is supported by giving users choices within the design interventions. Users can decide which local initiative to support, and residents can propose new initiatives themselves. Participation is also voluntary at multiple touchpoints: users may choose whether to leave a message in the product passport and whether to join the neighbourhood group chats. In this way, the design provides users with agency over how they engage with the service, rather than imposing social participation.

At the same time, the concept also engages with competence. The design interventions create opportunities for learning and skill development through knowledge exchange. The neighbourhood group chats and the guestbook pages in the physical product passport invite users to ask questions, share tips, and learn from previous experiences. As discussed in the evaluation of the design criteria, this competence component could be strengthened further in future phases, for example by expanding workshops and creating makerspaces. Competence is also supported through making progress and impact visible. The neighbourhood saving point visualises how many items have been shared and turns what would otherwise be an individual transaction into a visible collective contribution. This reinforces the sense that one's actions matter and that residents are working together towards a shared goal.

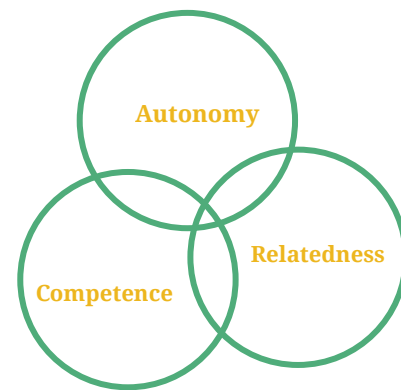


Figure 53: Self-Determination Theory

Overall, the Bieb der Dingen 2.0 strongly addresses the need for relatedness. While the competence component is already present in the current design, there are clear opportunities to strengthen this aspect in future development of the concept. In addition, when further developing the concept, autonomy should be explicitly considered as a design requirement to ensure that users retain the freedom to choose how and to what extent they engage with the service.

Feasibility

To assess feasibility, the design of Bieb der Dingen 2.0 was developed as concretely as possible. A detailed concept plan was developed, including a clear description of each intervention, its intended value, how it can be produced, and which collaborations are required for implementation.

From a technical perspective, the concept does not require complex software development or advanced technological innovation. Most components involve physical elements, such as the product passports, item cards, the neighbourhood saving point pillar, and the recognisable bags. These elements require custom design and production, but are not technically complex. The most technically challenging component is the neighbourhood saving point, as this structure must be specially designed. To assess feasibility, contact was established with a Dutch production company (Eiso Bergsma) specialised in custom-made plexiglass structures. This party confirmed that the saving point can be produced according to the proposed specifications. In terms of software adaptations, the digital product passport must include a feature that allows users to participate in local neighborhood group chats. At the time of writing, the project team is in the process of selecting a supplier to develop the online product passport system. This feature can be further specified and implemented in collaboration with the selected supplier.

Based on these explorations and preliminary consultations, the concept at this stage appears to be technically feasible. Of course, further development in collaboration with the designated partners, as outlined in the roadmap, will be necessary.

Viability

The viability of the concept was examined by presenting a concept plan and an initial cost estimate to the Bieb der Dingen project team. The team responded positively to the proposed design interventions and recognised their added value in strengthening Bieb der Dingen's social position. The project team is even currently investigating whether the proposed interventions can be tested at two pilot locations. The estimated implementation costs have been shared internally within the innovation department to assess whether a budget can be allocated. Initial indications suggest that the cost estimates are considered realistic and feasible. However, final approval of the budget has not yet been confirmed.

Further development and testing of Bieb der Dingen 2.0 at the two locations will be essential to demonstrate its added value. If the interventions show a positive effect on social value and strengthen social cohesion, an important policy pillar within the municipality, this will increase the likelihood of continued investment and scaling up to other locations.

5

CONCLUSION & DISCUSSION

This chapter presents the overall conclusion of this thesis. While the previous chapter focused on the final proposed design, recommendations for implementation and its evaluation, this section takes a step back to reflect on the project as a whole.

First, the design challenge is revisited, reflecting on how it evolved during the design process, which insights and conclusions were drawn, and how these influenced the final outcome of the project. Subsequently, the limitations of the research are discussed, followed by recommendations. In addition, opportunities for future research within the academic field are outlined. Finally, the chapter concludes with a reflection on the overall design process and a brief explanation of the use of artificial intelligence during this thesis.

5.1 Conclusion

This research set out to explore how social value within the Bieb der Dingen can be strengthened. Although the project initially started from the assumption that collaboration with local initiatives could play a key role in achieving this, the research process revealed a more fundamental challenge. As the Bieb der Dingen develops into a professionally organised, access-based service, there is a growing risk that the concept becomes increasingly transactional. As a result, the experience of sharing together in the neighbourhood diminishes and social connecting value of the service comes under pressure.

At the same time, social value is regarded as a core pillar of the Bieb der Dingen from a municipal policy perspective. The co-creation sessions with residents further confirmed that social value is not merely a policy ambition, but is also clearly recognised and valued by users themselves. Residents described social value in terms of interaction, trust, connectedness, shared ownership, contributing to the neighbourhood, mutual support, learning, and inspiration. The issue therefore does not lie in a lack of social motivation among users, but rather in the absence of design choices within the system that create the conditions for this motivation to be expressed in practice. However, strengthening social value should not come at the expense of professionalism, ease of use, and reliability, which residents also identified as essential aspects of the service. This implies that, within the existing professional system, social value must be actively designed for. The market analysis shows that addressing this combination of social value while maintaining a professional service offers a clear opportunity for the Bieb der Dingen to distinguish itself from existing access-based alternatives. This resulted in the reframing of the design challenge: How can the professional system of the Bieb der Dingen be designed in such a way that it is experienced as sharing together in the neighbourhood?

To support this reframed design challenge, social design criteria were developed through literature research and co-creation sessions with residents. Initially, collaboration with local initiatives was explored as a way to strengthen social value. However, these sessions did not directly result in clear collaboration opportunities. Instead, they generated several directions for addressing the design challenge which, together with the social design criteria, formed the basis for the subsequent concept development process. Through a series of ideation methods, including How Might We exercises and SCAMPER, the concept of Bieb der Dingen 2.0 was developed and refined through user testing and feedback from the Bieb der Dingen project team.

The final design of Bieb der Dingen 2.0 consists of several design interventions, of which the three core components are: the recognisable bags, the physical product passport, and the neighbourhood saving point. These interventions translate the social design criteria into concrete, tangible elements that make sharing visible, personal, and collective. A key strength of the design lies in the coherence between these elements: rather than functioning separately, they reinforce one another in conveying a shared narrative of sharing together in the neighbourhood. The theoretical reflection suggests that the design aligns with principles related to fostering intrinsic motivation. However, the actual effect of the interventions still needs to be tested in practice. Therefore, the recommendation is for the Bieb der Dingen project team to implement and test the proposed interventions, as outlined in the roadmap.

The proposed design demonstrates that social value and professionalisation do not exclude one another. On the contrary, by deliberately integrating social value into the existing system design, the Bieb der Dingen can uniquely distinguish itself from existing services as a service that is both professional and socially embedded.

5.2 Limitations

In chapter 4, the design of the Bieb der Dingen 2.0 was evaluated. In addition to reflecting on the proposed design, it is also important to reflect on the overall research and design process. As this thesis was conducted within certain time and feasibility constraints, the scope and depth of the research were inevitably limited. Several limitations should therefore be acknowledged.

First, the formulated social design criteria are partly based on co-creation sessions conducted with residents. However, these sessions were organised in only two city districts and involved a relatively small number of participants (three to six per session). While these sessions provided valuable qualitative insights, they may not be representative to Amsterdam residents. Motivations and values differ across socio-demographic groups and neighbourhood contexts. To develop a more comprehensive and representative understanding, future research should involve residents from multiple districts and diverse backgrounds.

Second, only selected elements of the concept were tested during the design process. The recognisable bags and the ambassadorship component were explored through user testing. However, the neighbourhood saving point and the redesigned physical product passport were not prototyped or tested in practice. Due to time and feasibility constraints, these components remained at a conceptual level. As a result, the perceived user experience of these interventions has not yet been validated. Further prototyping and real-life testing would be necessary to assess their effectiveness in strengthening the experience of sharing together.

Furthermore, this thesis focuses on designing to strengthen social value and on establishing a social positioning for the Bieb der Dingen. While the proposed communication strategy emphasises sharing together in the neighbourhood, this research did not investigate whether this social positioning is indeed the most effective way to position the Bieb der Dingen. The literature review suggests that intrinsic motivation can be strengthened by appealing to social connection and enjoyment. At the same time, existing research indicates that motivations differ among residents. Alternative framings, such as saving money, saving space at home, or sustainability may resonate more strongly with certain user groups. These alternative positioning strategies are not yet explored in equal depth as the social positioning developed in this thesis. Future research could develop and test additional narratives to examine how they are received by users and which framing is most effective. Such research could also investigate whether multiple positioning strategies should be applied simultaneously across different locations or target groups.

Finally, although intrinsic motivation plays a central role in this thesis, psychological models such as the Self-Determination Theory were incorporated relatively late in the design process. These theories mainly supported the evaluation of the proposed concept, rather than serving as foundational starting point for setting design criteria. The COM-B behavioural model was analysed during the research phase. However, it would have been valuable to have integrated and examined additional psychological frameworks, such as Self-Determination Theory, the ecological heartbeat and other models related to intrinsic motivation, from the outset.

5.3 Future research

From an academic perspective, this topic offers clear opportunities for further study. The Bieb der Dingen could serve as a valuable case study for examining how explicitly designing for social value within an access-based service shapes user motivation, particularly intrinsic motivation, and how this relates to sustained sharing behaviour over time.

If it can be demonstrated that social design interventions contribute to stronger intrinsic motivation, this would provide important evidence for the value of integrating social components into access-based services. Social value is often difficult to measure and cannot easily be translated into direct financial returns which often leads to it being given lower priority in decision-making processes. Demonstrating its impact through research could therefore strengthen support for social design interventions within the Bieb der Dingen as well as for socially driven designs in similar initiatives.

Potential research collaboration

The research by associate lector Vermeer at the Amsterdam University of Applied Sciences on the relationship between intrinsic motivation and sustainable behaviour aligns well with this topic. It would therefore be interesting to include the Bieb der Dingen as a case study within her research. Initial conversations about this possibility have already taken place.

This research could investigate:

- what motivates residents to use the Bieb der Dingen;
- to what extent these motivations are intrinsically driven, and what role social value and enjoyment play in this;
- how the proposed social design interventions influence this motivation;
- whether stronger intrinsic motivation is associated with higher engagement and more sustained participation over time.

Such research would not only contribute to academic knowledge on access-based services and social design, but also provide valuable feedback for municipalities seeking to design a service that supports long-term behavioural change.

5.4 Reflection

Overall, I learned a lot from this thesis project. During my bachelor's and master's, most design projects were carried out in a team. For my thesis, working on such a large and long project on my own made it very different from previous projects. It really depended on me, and it forced me to work in a structured way, make decisions, and keep moving forward. This also came with difficulties, but most importantly with many learnings.

At the start of the project, when defining social value, a challenge already became apparent. Social value is an abstract and multifaceted concept, which initially made it difficult to grasp and translate into concrete design directions. Literature research, co-creation sessions, and the formulation of design criteria gradually helped me to structure this complexity. At first, I reframed my assignment as 'Bieb der Dingen: a concept for and by Amsterdammers'. However, I repeatedly felt that "it still did not fully fit." After the Christmas break, approaching the project with fresh eyes, I critically reread my work and realised that the design challenge needed to be reframed once more into its final form. Although this process sometimes felt like swimming, it is also something I must learn to embrace as part of the design process and trust that the pieces will eventually fall into place, even if this process feels unsettling.



Once I reframed my design challenge a new challenge emerged: how do you design meaningful interventions within a service that is already largely defined? How do you come up with new ideas, but also ensure that they fit within the existing concept? In the early stages, it is important to explore freely and sometimes temporarily let go of constraints. At the same time, the final outcomes must be realistic and feasible to implement. This can place designers in a difficult position: you want to bring a radical, fresh perspective and sometimes choose

your own direction, while also having to take the project plans and the client's views into account. Ultimately, it took time and several iterations to refine my concepts. Throughout this process, I aimed to incorporate the client's feedback while maintaining a novelty-oriented design mindset. Overall, I am happy with the proposed design interventions and I am thrilled that the client is considering testing them at two locations. Compared to other design projects during my studies, this project encouraged me to think much more practically about feasibility and implementation in practice during the concept development phase. This was a valuable learning experience, as it helped me to translate my ideas into a concrete proposal.

Furthermore, facilitating co-creation sessions was an important personal learning goal. I especially realised how important it is to clearly define the purpose of a session in advance: which insights you want to gain, and how you can best achieve this. In addition, good preparation and planning are essential. Precisely because sessions often unfold differently than expected, thorough preparation helped me anticipate unexpected dynamics in a more relaxed and confident way. During the Creative Facilitation course I took, the emphasis was mainly on designing and facilitating the sessions, but less on analysing the results afterwards. The sessions generated a lot of data and new insights. It was therefore a useful exercise to bring these insights together, cluster them, and ultimately translate them into concrete design directions and opportunities.

Finally, I experienced that writing a thesis is itself an iterative design process, something that I initially underestimated. My first instinct was to document what I had done as quickly as possible. Over time, however, thanks to the feedback of my supervisors, I learned to take a more critical look at my writing. Instead of only describing what I had done, I continuously asked myself what I had learned from it, why it was important, and how it contributed to my design challenge. This iterative reflection significantly improved the content of my work.

Overall, this graduation project helped me realise how much I have learned throughout my bachelor's and master's education. At the same time, it made me reflect more deeply on what designing actually entails. I have always struggled with the fact that design can feel vague and abstract, and I often find it difficult to clearly explain to others what my studies involve and what I actually design. Through this project, I came to realise that this difficulty is not necessarily a problem. Instead, the fact that design cannot be fully defined is precisely what makes it valuable: it creates space for new perspectives, new ideas, and new outcomes to emerge. Paradoxically, this insight has helped me personally to give design a clearer meaning.

5.5 Use of artificial intelligence

During my thesis, I used ChatGPT in multiple ways. However, I did not use ChatGPT for information related to the Municipality of Amsterdam, in order to protect sensitive data and privacy, as this is not permitted by the municipality. I did use it as a writing assistant, to help refine my sentences and to detect grammar and spelling mistakes. Furthermore, I used it as a sparring partner and as a critical reflector on my work. I also used it during the ideation phase. However, I noticed that without input from my own ideas, ChatGPT is not necessarily very creative. Sparring on initial ideas that I already had, on the other hand, was helpful. Lastly, I used it to create visuals of my ideas. I often created a first version in Canva and then further edited it using ChatGPT, as shown in Figure 54.

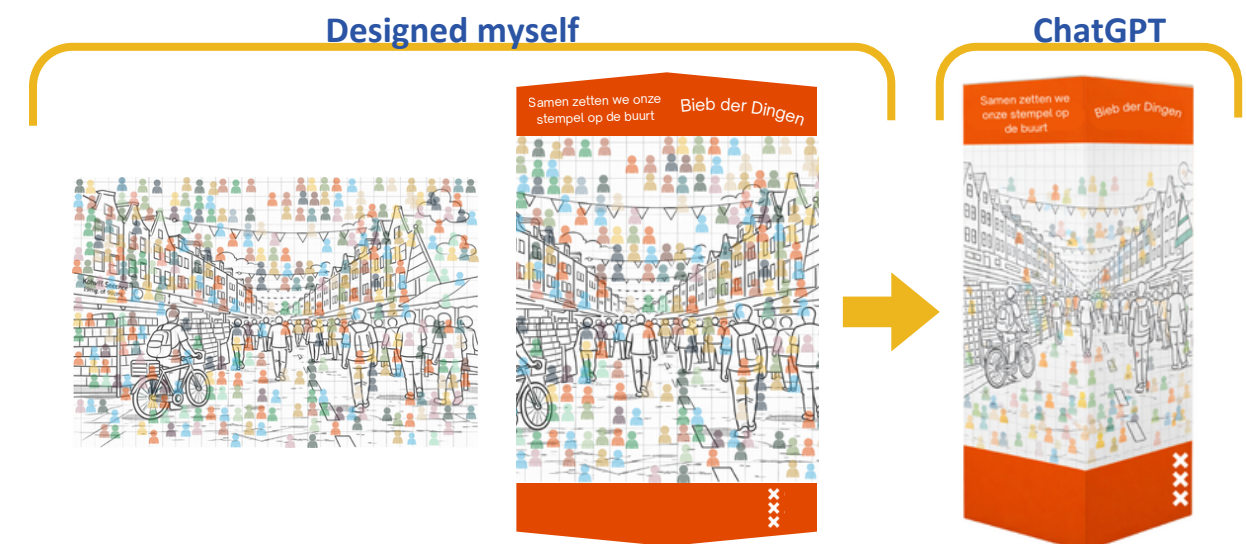


Figure 54: Use of ChatGPT for creating visuals

6

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7

APPENDIX

A. Project brief



Personal Project Brief – IDE Master Graduation Project

Name student Student number

PROJECT TITLE, INTRODUCTION, PROBLEM DEFINITION and ASSIGNMENT
Complete all fields, keep information clear, specific and concise

Project title

Please state the title of your graduation project (above). Keep the title compact and simple. Do not use abbreviations. The remainder of this document allows you to define and clarify your graduation project.

Introduction

Describe the context of your project here; What is the domain in which your project takes place? Who are the main stakeholders and what interests are at stake? Describe the opportunities (and limitations) in this domain to better serve the stakeholder interests. (max 250 words)

Amsterdam aims to halve the use of primary raw materials by 2030 and be fully circular by 2050. To accelerate circularity, the municipality of Amsterdam is investing in the access economy, an approach that prioritises access over ownership. However, there is still a long way to go to realise this ambition. A survey conducted by Planbureau voor de Leefomgeving among a representative sample of the Dutch population shows that only 1% of respondents rent, borrow or lease products such as clothing, furniture, washing machines or small electrical tools instead of buying them (Koch et al., 2023).

In line with this ambition, de Bieb der Dingen project (currently a working title) was launched by the municipality to enable borrowing, sharing and learning in neighbourhoods in Amsterdam. De Bieb der Dingen aims to establish a managed network of lending stations in Amsterdam, where residents can rent tools, appliances and other consumer goods they only need occasionally (Figure 1). The concept is based on the UK initiative Library of Things, where 21 stations have been set up and over 31,000 items have been borrowed since 2020 (Figure 2) (Library of Things, n.d.). Besides offering shared items, the Bieb der Dingen also aims to connect users with workshops, ideally held in or near the lending locations, in collaboration with local initiatives. These workshops focus on practical skills such as DIY, repair and creative reuse. The goal of the project is to foster the sharing economy to reduce waste and environmental impact, as well as to increase social cohesion and self-reliance among residents, and reduce economic inequality.

→ space available for images / figures on next page

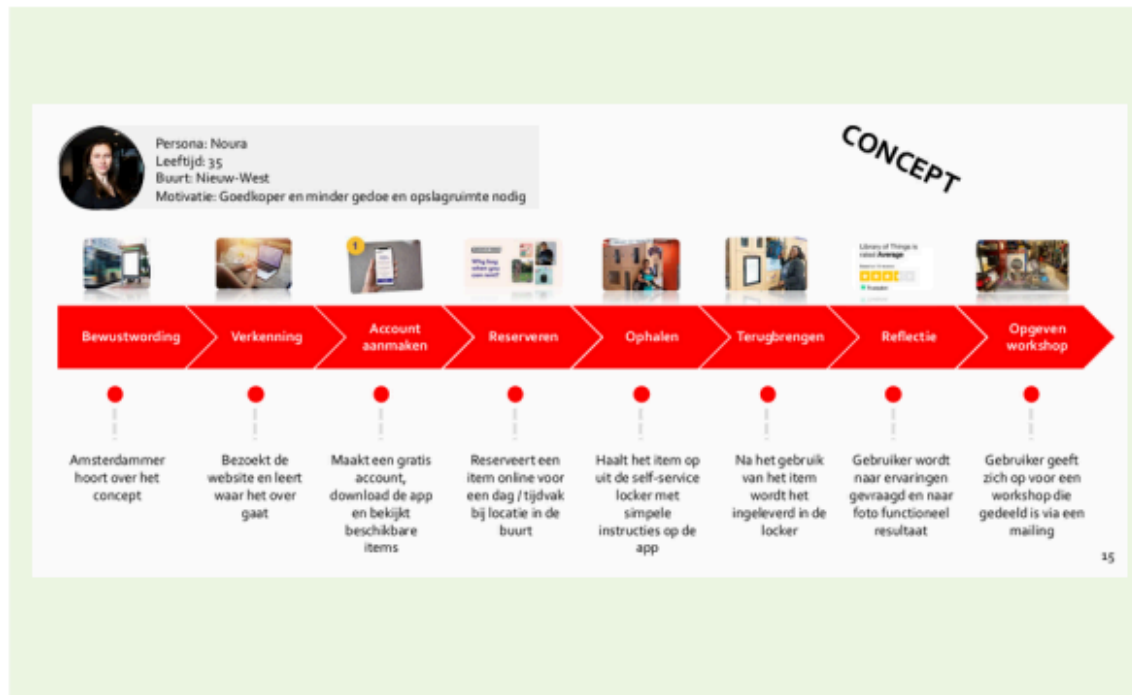


image / figure 1 Concept Bieb der Dingen (Gemeente Amsterdam, 2025)

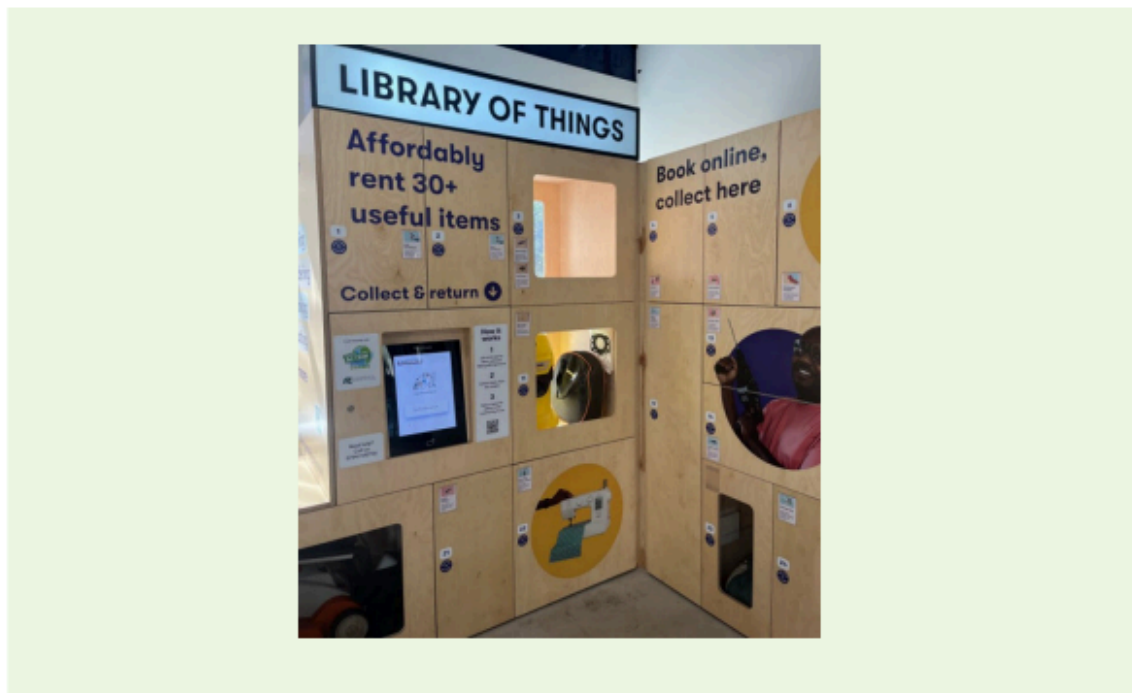



image / figure 2: Library of Things in London (Library of Things, n.d.)





Personal Project Brief – IDE Master Graduation Project

Problem Definition

What problem do you want to solve in the context described in the introduction, and within the available time frame of 100 working days? (= Master Graduation Project of 30 EC). What opportunities do you see to create added value for the described stakeholders? Substantiate your choice. (max 200 words)

The project is still in an exploratory phase and at this stage the focus is primarily on setting up the rental service, with an emphasis on its sustainable value. Accordingly, the role of local initiatives and how that involvement could shape the concept is unexplored. The same applies to the service of providing workshops aimed at developing skills which could be linked to local initiatives. This offers an opportunity to explore collaboration with local initiatives and thereby strengthen the social value of the concept. Exploring these gaps could contribute to the approval of the concept by the council member of sustainability. Namely, the council member's priority is to collaborate with citizens and businesses on circular initiatives (Tas, 2022). In addition, by exploring the social value of the project we can further investigate how it contributes to Brede Welvaart, a framework that measures prosperity which is used by the municipality in decision-making (Combé & Kwee, 2023). Then new opportunities could arise to connect with other municipal portfolios, such as Social Affairs. Consequently, more financial options could become available to support the project. My graduation project addresses the current gaps in the project by designing de Bieb der Dingen 2.0. It aims to strengthen the social value through collaboration with local initiatives. I will focus on the community in the Amsterdam Zuid district. My approach will be to identify potential partners and design how these partnerships can strengthen the concept. Furthermore, I will explore how these collaborations could be scaled or set preconditions for similar partnerships in other locations.

Assignment

This is the most important part of the project brief because it will give a clear direction of what you are heading for. Formulate an assignment to yourself regarding what you expect to deliver as result at the end of your project. (1 sentence) As you graduate as an industrial design engineer, your assignment will start with a verb (Design/Investigate/Validate/Create), and you may use the green text format:

Design the Bieb der Dingen 2.0 in district Zuid of Amsterdam to strengthen the social value by connecting with local initiatives.

Then explain your project approach to carrying out your graduation project and what research and design methods you plan to use to generate your design solution (max 150 words)

Discover: Research phase
 - List potential local partners for collaboration - Field trips & interviews with potential partners/residents - Research on district Zuid (demographic/issues)- Review literature on sharing initiatives of consumer goods (succesfactors and barriers) and the social impact of sharing, circular and social initiatives - Investigate current research by Bieb der Dingen team, including the co-creation sessions with residents. - Market analysis: Investigate comparable initiatives where public, private, and citizen cooperate & map how this concept relates to current sharing services.
 Define: ->Based on the insights, define potential forms of engagement, shared values and partnership opportunities and create a list of requirements & wishes. From these insights identify and prioritise potential partners.
 Develop: Ideate & Co-create. Organise sessions with selected potential partners to explore ideas, shared goals and needs, and possible roles.
 Deliver: Design the Bieb der Dingen 2.0 & validate outcomes through expert/stakeholder/users interviews and, where possible, incorporate the ideas during the pilots to test with users. Finalise the design and include a value model clarifying the roles and benefits for each partner and roadmap/scaling strategy.

Project planning and key moments

To make visible how you plan to spend your time, you must make a planning for the full project. You are advised to use a Gantt chart format to show the different phases of your project, deliverables you have in mind, meetings and in-between deadlines. Keep in mind that all activities should fit within the given run time of 100 working days. Your planning should include a **kick-off meeting**, **mid-term evaluation meeting**, **green light meeting** and **graduation ceremony**. Please indicate periods of part-time activities and/or periods of not spending time on your graduation project, if any (for instance because of holidays or parallel course activities).

Make sure to attach the full plan to this project brief. The four key moment dates must be filled in below

Kick off meeting	11 Sept 2025
Mid-term evaluation	4 November 2025
Green light meeting	16 December 2025
Graduation ceremony	29 January 2026

In exceptional cases (part of) the Graduation Project may need to be scheduled part-time. Indicate here if such applies to your project

Part of project scheduled part-time	<input type="checkbox"/>
For how many project weeks	<input type="text"/>
Number of project days per week	<input type="text"/>

Comments:

Motivation and personal ambitions

Explain why you wish to start this project, what competencies you want to prove or develop (e.g. competencies acquired in your MSc programme, electives, extra-curricular activities or other).

Optionally, describe whether you have some personal learning ambitions which you explicitly want to address in this project, on top of the learning objectives of the Graduation Project itself. You might think of e.g. acquiring in depth knowledge on a specific subject, broadening your competencies or experimenting with a specific tool or methodology. Personal learning ambitions are limited to a maximum number of five. (200 words max)

I am very excited to start this graduation project. During my internship at Elemental, I worked on the Reparatiecoalitie, where I collaborated with various stakeholders in the circular and repair sector. I enjoyed taking on a connecting role, bringing people and organisations together, and I hope to further develop this skill during my thesis.

This project also offers a valuable opportunity to gain experience working on a social initiative within a governmental context. In the future, I hope to work on societal innovation projects, so this is a great learning experience.

In addition, I have the following personal learning ambitions:

- Independently plan and facilitate a full co-creation process.
- Translate co-creation insights into concrete design outcomes (a step we did not focus on during the Creative Facilitation course).
- Improve my ability to set focus and make design decisions based on project goals and time constraints.
- Learn to work more efficiently in documenting and structuring my work (a take-away from writing the literature review of the Graduation Launchpad course)

B. Overview of informal conversations & attended events

Informal conversations with municipal officers

Advisor Social Facilities of Social Base within City District Zuid	Gained an overview of existing social initiatives within district Zuid and explored opportunities for local embedding.
Sustainability Coordinator of City District Zuid	Alignment with the Bieb der Dingen & district committee Zuid by a bi-weekly update meeting
Sustainability Advisor of Social Domain Cluster	Gained insight into how sustainability and the social domain are connected within the municipality, and how the Bieb der Dingen could contribute to both policy areas.
Secretary of the innovation department	Creating an understanding of the municipal administrative system and the administrative decision-making procedure.
Coordinator program Amsterdoen - Municipal programme supporting commons and citizen-led initiatives	Learned how the municipality supports collective initiatives such as energy cooperatives, food gardens, urban commons and shared mobility, and how the Bieb der Dingen could align with this program.
Artist in Residence of the innovation department	Sparring on how to further develop my conceptidea of creating a collective artwork

Informal conversations with experts in the access economy

PhD candidate of the faculty Industrial design Engineering at TU Delft within the ShaRepair consortium	PhD candidate focusing on co-creation within the sharing economy & sparring on how our research can be linked.
Sharing expert at Bax	Conversation with sharing expert about current sharing landscape within the Netherlands and Europe.
PhD student at Wageningen Univertisty ShaRepair	PhD student is conducting research in sharing and repairing ecosystem in the Netherlands. We shared first insights and I received their mapping of sharing initiatives of Amsterdam, which I used to research in analysis current sharing landscape.

Researcher of the 'Ecologische hartslag' at Hogeschool van Amsterdam	Sparring on how the 'Ecologische Hartslag' research, focused on intrinsically motivating sustainable behaviour, could be connected to the Bieb der Dingen and my project's focus on social value and intrinsic motivation.
Partnership Lead of Library of Things in London	Learning more about how the Library of Things in London operates, how they seek to create social value and what obstacles they encounter.

Conferentie Circulaire Consumptiegoederen	Learned about trends, challenges and innovations in the circular and sharing economy. Spoke with founder of Peerby.
Sharepair Practices consortium event	Received an update on new research insights from the Sharepair Practices researchers. Spoke with initiators of sharing initiatives, including a Dutch neighbourhood car-sharing initiative in Amsterdam Noord.

Visits to local initiatives

This list does not include the 11 local initiatives that participated in the co-creation sessions with local initiatives.

Coordinator of Gereedschapsuitleen De Eester – Local tool-sharing initiative	Gained insight into how a community-led tool library operates in practice, including social interaction, volunteer dependency, opening hours, and challenges they face.
Employee of Stichting Sina – organisation supporting vulnerable groups in Amsterdam	Gained insight into the role and challenges of the neighbourhood initiative and explored potential links with the Bieb der Dingen, including the possibility of hosting a pilot location in district Zuid.
Coordinator of Voedselbank Lutmastraat	Gained insight into the role and challenges of the neighbourhood initiative and explored potential links with the Bieb der Dingen, including the possibility of hosting a pilot location in district Zuid.
Coordinator of Huis van de Wijk – Rivierenbuurt	Gained insight into the role and challenges of the neighbourhood initiative and explored potential links with the Bieb der Dingen, including the possibility of hosting a pilot location in district Zuid.
Coordinator of Netwerk de Pijp	Gained insight into neighbourhood initiatives in De Pijp, including the role and challenges of Network De Pijp.

Attended events

Rond de tafel - Nederland Sharing Economy - Gemeenten & provincies (organised by Bax & Access Economy Alliance)	Learned from experiences of other municipalities working on sharing initiatives and talked to experts within sharing economy of Bax and Sharing Cities Alliances
---	--

C. Results co-creation session with residents

Overview results session Centrum

- Warmth and social value
 - Residents emphasized gezelligheid, warmth, and human contact. The Bieb der Dingen should feel like a neighbourhood living room: a place where you “bump into familiar faces,” not just a transactional pick-up point.
- Accessibility and inclusivity
 - Ease of entry: a visible, open entrance and simple instructions. Digital access should be complemented by in-person support or a non-digital alternative.
- Trust and reliability
 - Transparency in pricing and lending rules builds confidence. Quality and cleanliness signal care and accountability.
- Ease of use and clear information
 - Users want to know how it works before committing and which products are available, being able to reserve products.
- Fairness and affordability
 - Pricing should feel fair, non-commercial, and socially responsible
- Community and participation
 - Potential for workshops, mutual help, and connection with local initiatives.

Overview results session Zuidoost

Note: The other IDE graduation student analysed the Zuidoost session and identified the following themes (Gupta, 2025). In my analysis, I compared both the Zuidoost and Centrum sessions, building upon her analysis.

- Shared responsibility and trust
 - Participants valued safety, clear agreements, and shared responsibility between the Bieb and users. Limiting borrowing duration and item quantity prevents misuse. Safety and security were strongly linked to feeling welcome and comfortable.
- Ease of use and practicality
 - Residents valued structure, clarity, and help from volunteers. They proposed having both self-service (lockers) and personal assistance.
- Community feeling and hospitality
 - Beyond function, the space should feel gezellig, with warmth, welcome, and time to stay. A “hostess” or volunteer presence was seen as crucial for creating connection and belonging.
- Learning and inspiration
 - Participants expressed interest in learning practical skills (e.g., using a drill) and being inspired by creative projects.
- Accessibility and inclusion
 - Inclusivity was understood broadly: cultural diversity, language accessibility, and financial openness. Borrowing should be affordable or free for short-term use, and not depend on income checks.

D. Market analysis

1. Local Tool Libraries

Example: Gereedschapsuitleen in Amsterdam Oost – Meevaart

Source: Interview with coordinator of Gereedschapsuitleen Amsterdam Oost (see page 108 for the full interview)

Social dimension:

- Borrowing involves face-to-face contact with volunteers.
- The volunteers also offer advice, and guidance (e.g., how to use tools or provide additional items such as screws or safety glasses).
- Run by local volunteers
- Located in neighbourhood community centre the Meevaart

Ease of use & professional reliability

- Small customer base: 100 customers and 400 rents in the past 2 years.
- Limited opening hours: twice a week (Tuesday and Friday, 17:00–18:30).
- Limited marketing, mainly relying on word of mouth. Flyers were only distributed at the start of the initiative.
- Operated mainly by volunteers and one paid coordinator (16 hours per week), leaving limited capacity for growth or marketing
- An online rental platform exists, but rental administration is handled manually.
-

Scalability

- Strong dependence on volunteers and manual processes limits opportunities for replication and growth.
- Financially unsustainable without ongoing municipal or grant support

Inclusivity:

- Non-digital service, low-threshold service accessible to all residents.
- Prices ranging between 0,4 euro (screwdriver) and 5 euro (hammer drill) per rental
- Easily accessible for disabled and located in the neighbourhood

2. Peerby

Source: Informal conversation with the founder of Peerby during the Conference on Circular Consumer Goods, and insights from an IDE Master’s student conducting their thesis project at Peerby on user retention (Lokin, personal communication, November 2025) (thesis not yet published)

Social dimension:

- Peer-to-peer borrowing is initiated digitally and involves brief face-to-face contact during pick-up.
- Peerby works with local ambassadors in neighbourhoods to stimulate engagement and local ownership.

Ease of use & professional reliability

- Nationwide service with a professional digital infrastructure.
- Available customer service and clear accountability structures.
- However, user retention is low; on average, users borrow only once. The IDE graduation student is currently researching the underlying reasons for this lower retention rate.

Preliminary insights suggest that the service creates barriers and uncertainties, which prevent it from naturally becoming part of users' everyday routines. These factors include not knowing whether an item will be available when needed, having to coordinate pick-up and return moments, waiting for replies, being unsure about the condition of the item, feeling uncomfortable contacting neighbours, and the overall borrowing process taking more time than expected.

Scalability

- The app is available nationwide in the Netherlands and, due to its fully digital service model, is highly scalable.

Inclusivity

- Entirely app-based, limiting accessibility for residents with lower digital skills.
- A yearly subscription is required of 29,88 euro per year. With this subscription, users can borrow items; providers can choose whether to share items for free or for a fee.

Commercial Single-Function Rental Companies

Example: rental service Gamma (Gamma NL, n.d.)

Social dimension

- Interaction is purely transactional.
- Customers may receive technical advice from store staff, but there is no sense of sharing or social connection.
- No local community embedding.

Ease of use & professional reliability

- Professionally organised with reliable service.
- Clear maintenance procedures and accountability.
- Both online and in-store booking are available.

Scalability

- Highly scalable and operates nationwide.

Inclusivity

- Higher prices than community-based models (approximately €15–€25 per day for power tools).
- Deposit of around €50 and a valid ID are required.
- No locations in De Pijp or Rivierenbuurt; most stores are located outside Amsterdam's city centre.

Conversation transcript: Gereedschapsuitleen Oost Meevaart

Interview with Coordinator of Gereedschapsuitleen De Eester
Meevaart Balistraat 48, 5 Sep 2025

Het concept

- Prijzen: Schroevendraaier 0,5 cent en boor 5 euro
- Midweek of week huren, prijzen zijn per dag, maar teruggave kan niet elke dag
- 4-5 klanten per week
- In 2 jaar in totaal 100 klanten gehad en 400 uitleens
- 1-2 items per klant gemiddeld

- Geven ook tips over gebruik, bv iemand die accuboer wilde voor een beton
- Geven veiligheidsbrillen mee en schroeven mee ->Deze extra service meer in promo belichten

Doelgroep

- Jong oud 20-35 en 50-80
- Niet veel leners tussen 34-45
- Oostelijke havengebied, minder tractie voor gereedschapsuitleen, ze denken door:
 - Meer actieve deel appgroepen
 - Meer flats waar mensen en spullen met elkaar lenen
 - Mensen wonen groter
- Gereedschap uitleen initiatief voortgekomen uit buurtvergadering
- Initiatief draait op Floor (betaald voor 16 uur per week) en daarnaast 3 vrijwilligers
- 'Zonder vrijwilligers kunnen we dit concept niet draaiende houden'- Floor
- Kost tijd om dit concept op te bouwen, dus nu al twee jaar op dezelfde dagen, nu dinsdag en vrijdag
- Floor heeft beperkte tijd om dingen te testen zoals bv op zaterdag of woensdag open gaan.
- 1 keer samen gedaan met repaircafe, lastig te regelen door andere dagen en mensen komen er voor een ander doel
- De Gereedschapsuitleen mag gratis in de Meevaart zitten, enkel kosten voor website
- Geprobeerd om ook workshops aan te bieden -> kwamen te weinig mensen op af en lastig te realiseren, je moet bv dan stuk of 6 boren hebben of 6 naaimachines,

Gesprek met Vrijwilliger

- Droom om gewoon door te gaan, hoeft niet perse om te groeien
- "Ik ben al blij met twee uitlenen per week"
- Over Bieb der Dingen: Dacht dat het een hervulstelsel was, dus niet maar 1 item per kast maar dat er achter een voorraad was aan bijvoorbeeld boren, dus zodra 1 geleend is, er een nieuwe boor in de kast wordt gelegd.
- 1 boormachine is te weinig denkt de vrijwilliger

Promo

- 2 jaar geleden wel geflyerd langs de deuren, nu wordt er geen actieve promo meer gedaan (zie foto flyer onderaan)
- Nooit betaalde promo gedaan
- Hangt geen poster of bordje voor de ingang



E. Overview contacted local initiatives co-creation session

1	Buurtkamer -De Buurman	25	Combiwel
2	Buurtkamer- d'Oude Raai	26	Dynamo
3	Buurtkamer - Quellijn	27	Stichting Sina
4	Participatiecoach Zuid Prisma	28	Repair cafe de Pijp
5	Buurtkamer - Rijn58	29	Repair cafe Amstelhuis
6	Buurtkamer - Atelier77	30	Rapair café Rivierenbuurt
7	Buurtkamer - Rivierenhuis- President KennedyLaan	31	Ambachten de Pijp- Vereniging Ambachtelijke bedrijven (+- 30 aangesloten bedrijven)
8	Buurtteam de Pijp	32	Regenbooggroep Amstel
9	Buurtteam Rivierenbuurt	33	Regenbooggroep de Pijp
10	Buurt en Speeltuin- Buurt en Speeltuin Vereniging Amsterdam Zuid	34	De groene Kans - Rivierenbuurt – Atelier 77 (Dynamo)
11	Jongerenwerk Combiwel - De pijp	35	Groenloper
12	Jongerenwerk Team rivierenbuurt	36	Groen Gemaal
13	Netwerk De Pijp	37	Gemeente Amsterdam - Adviseur Maatschappelijke Voorzieningen, Sociale Basis bij Stadsdeel Zuid, Amsterdam
14	Voor Elkaar In Zuid	38	Gemeente Amsterdam - Duurzaamheidscoördinator Stadsdeel Zuid
15	Elektrisch Deelrijden De Pijp	39	Gemeente Amsterdam - Gebiedsmakelaar - k - Pijp
16	Voedselbank Zuid	40	Gemeente Amsterdam - Gebiedsmakelaar I - De Pijp
17	Sportcentrum De Pijp	41	Gemeente Amsterdam - Gebiedsmakelaar - m - De Pijp
18	Buurtbuik	42	Gemeente Amsterdam - Gebiedsmakelaar - n - Pijp
19	Buurtgroen 020	43	Gebiedsmakelaar - o - Rivierenbuurt
20	Buurthuis Hendrick de Keyser	44	Gemeente Amsterdam - Gebiedsmakelaar - p - Rivierenbuurt
21	Huis van de Wijk - De Pijp	45	Gemeente Amsterdam - gebiedsmakelaar - q - Rivierenbuurt
22	Huis van de Wijk - Rivierenbuurt	46	Wijkagent Pijp

23	Kinderboederij de Pijp	47	Wijkagent Rivierenbuurt
24	Natuurhub	48	't Bruggehuisje
		49	Servicecoördinator Stadsdeel Zuid OBA
		50	Buurtgericht ontwikkelaar OBA Zuid

F. Invention co-creation session with local initiatives



Een buurtkast voor én door de buurt

We hebben jouw input nodig!

Stel je voor: een kast in de buurt waar je eenvoudig spullen kunt lenen – van boormachine tot beamer. Zo bespaar je geld, ruimte én ontstaat er een plek om elkaar in de buurt te ontmoeten en te helpen.

Denk tijdens de workshop mee over vragen als:

- Hoe betrekken we bewoners en bestaande initiatieven?
- Hoe kunnen we mensen helpen met het gebruik van de spullen?
- Hoe zorgen we dat de spullen écht van de buurt worden?



Deel je ideeën en bouw mee aan iets moois voor de buurt.

- Schrijf je in voor 1 van de sessies:
 - 29 oktober 10:00 tot 12:00
 - 4 november 14:00 tot 16:00
 - 6 november 14:00 tot 16:00
- Incl. koffie, thee en iets lekkers
- Deelnemers krijgen een duurzaamheidscadeaubon als blijk van waardering.
- Locatie: Voormalige Stadstimmertuin 4

Scan de QR-code & schrijf je in!

Aanmelden of vragen?
Mail of bel Geesje:




G. Session plan: co-creation local initiatives

Co-creatie sessie Lokale initiatieven

Een buurtkast voor én door de buurt
Graduation project Geesje Creijghton IDE TU Delft
























Doel organiseren co-creatie

- Lokale initiatieven **meenemen in het ontwerp** van het concept en samen hun mogelijke rol hierin verkennen.
- Draagvlak en eigenaarschap** creëren bij lokale partijen.
- Voortbouwen op de expertise** van lokale initiatieven over de buurt, bestaande netwerken en het creëren van verbinding en vertrouwen.
- Inzichten ophalen in kansen en barrières** voor de Bieb der Dingen en deze meenemen als aannames bij het testen in de pilotfase.

Richting ontwerpproces thesis

Hoe kunnen we de Bieb der Dingen een concept maken voor én door Amsterdammers?
Welke rol spelen buurtbewoners en lokale initiatieven hierin?

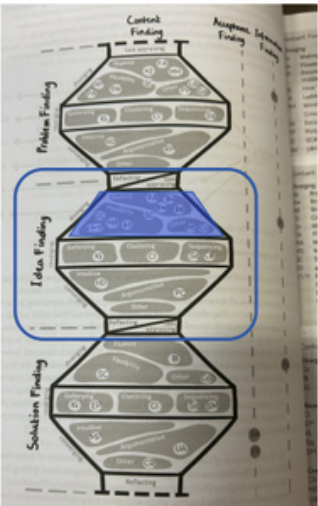
➔ Focus op creëren van verbinding en vertrouwen in de buurt



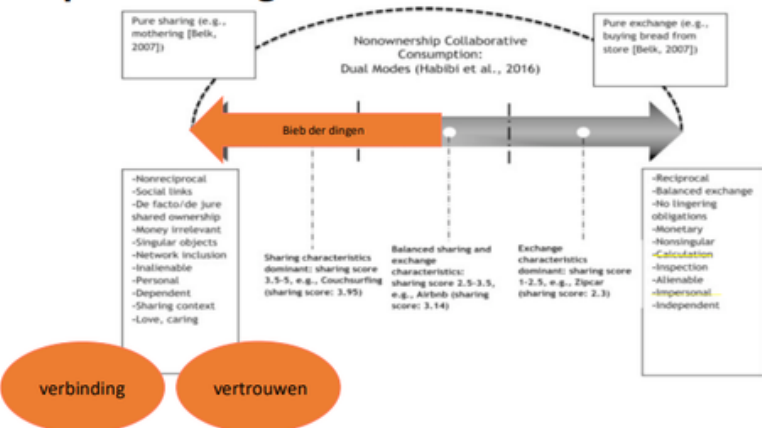
Hoofddoel sessie

Hoe kunnen we **samenwerken** om meer verbinding en vertrouwen te creëren in de buurt?

➔ Focus on diverging stage of idea finding



Hoe kunnen we richting een concept waarbij pure sharing centraal staat?



Planning sessie

Wat	Duur	Start om
1. Intro- praatje doel	5 min	10:05
2. invullen poppetje	5 min	10:10
3. Romp bespreken	10 min	10:15
5. Broek bespreken	15 min	10:25
6. Pauze	5 min	10:40
7. Waar denk je aan bij de Bieb der Dingen?	15 min	10:45
8. Hoe kan de Bieb der Dingen bijdragen aan meer verbinding en vertrouwen?	20 min	11:00
9. Hoe samenwerken? - verbinding met lokale initiatieven	20 min	11:20
10. Pauze	5 min	11:40
11. Hits & Dots - Afsluiting	20 min	11:45
	120 minuten	

Intro – 20 min

1. intro praatje 5 min vanuit mij
Kort doel uitleggen & concept globaal uitleggen

Begin met waarom jullie hier vandaag zijn?

*Kennis over de wijk, creëren van verbinding en vertrouwen.
Zijn al zoveel initiatieven, voortbouwen op wat er al is. Of al is geprobeerd, wat werkt wel en wat werkt niet*

*Gemeente is bezig met project: deze sessie willen specifiek focussen hoe we het concept kunnen maken voor én door de buurt
Focus op het creëren van verbinding en vertrouwen in de buurt.*

Korte opdrachtjes doen: vrij in je antwoord, schrijf alles op wat je denk, ook al is het onmogelijk of ver af te leiden.

*Voordat we dieper op het concept Bieb der Dingen induiken eerst korte introductie rondje en eerste opdracht
Vragen?*

Invullen poppetje & bespreken – 25 min

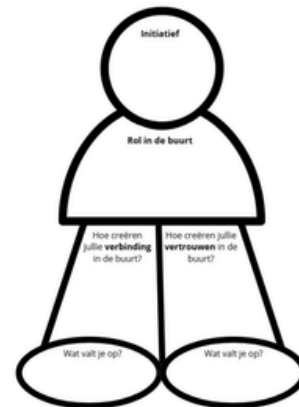
1. invullen poppetje individueel 5 min

2. Romp bespreken (10 min):

- van welk initiatief ben je
- rol in de buurt
- waarom ben je hier

3. Benen bespreken (10 min):

- Hoe creëren jullie verbinding en vertrouwen in de buurt?
 - Specifieker maken
- Voeten mag je optioneel invullen: als je ideeën inzichten of dingen hebt die je opvallen



Mindmappen 15 min

2. Waar denk je aan bij de Bieb der Dingen?

- Iedereen plakt post-its
- Plek om ook zorgen, barriers te delen

5 min: Plenaire korte bespreking:
- Vraag aan iemand: *wat valt je op?*



Rol Bieb der Dingen- 20 min

Ideeën genereren voor de Bieb der Dingen (15 min)
Hoe kan de Bieb der Dingen bijdragen aan meer verbinding en vertrouwen?



Brug naar volgende opdracht: Bij welk idee zie je een link met je organisatie? -> pak dit idee
Wat zouden we samen kunnen doen?

Fluency enhancers – focus op kwantiteit

Opdrachten die ik kan inzetten om het generen van nieuwe ideeën op gang te helpen

Opdracht 1: Omkeringstechniek

Hoe zou de Bieb der Dingen **minder** verbinding en vertrouwen kunnen creëren?

Verzin 3 minuten ideeën hiervoor
Draai elk slecht idee om naar positief alternatief

Opdracht 2: Yes and... - voortbouwen op elkaars idee
Start hoofdvraag
Eerste deelnemer zegt een idee
Volgen ja en
Paar rondes door laten gaan in tempo

Flexibility enhancers – gericht op variatie

Opdracht: Wat als.. Scenario's

- **Wat als** de Bieb der Dingen helemaal gratis is?
 - Wat gebeurt er dan met vertrouwen?
 - Hoe verandert de manier waarop mensen spullen delen?
- **Wat als** buurtbewoners zelf de Bieb beheren?
 - Wat verandert er in eigenaarschap, verantwoordelijkheid en verbinding?
- **Wat als** de Bieb volledig digitaal werkt — reserveren via een app en afhalen uit een kastje (zoals bij DHL)?
 - Wat betekent dat voor vertrouwen en ontmoeting?
- **Wat als** de Bieb der Dingen mensen samenbrengt voor een ander doel dan spullen delen?
 - Wat zou dat *gezamenlijke doel* kunnen zijn?

Flexibility enhancers

Opdracht: Koppelen van domeinen

Vraag:

- Wat als de Bieb der Dingen samenwerkt met [domein]?
Hoe zou dat meer verbinding en vertrouwen creëren?
Wat voor activiteiten, ontmoetingen of vormen ontstaan er?

• Geef elk groepje een ander domein of laat ze trekken uit een stapel kaartjes:

- Cultuur (festival, theater, museum)
- Sport (sportclub, vereniging, toernooi)
- Zorg (huisartsenpost, welzijnsorganisatie)
- Onderwijs (school, universiteit)
- Economie (winkelcentrum, lokale ondernemers)

Flexibility enhancers – gericht op variatie

- Opdracht **Reizen door de tijd**

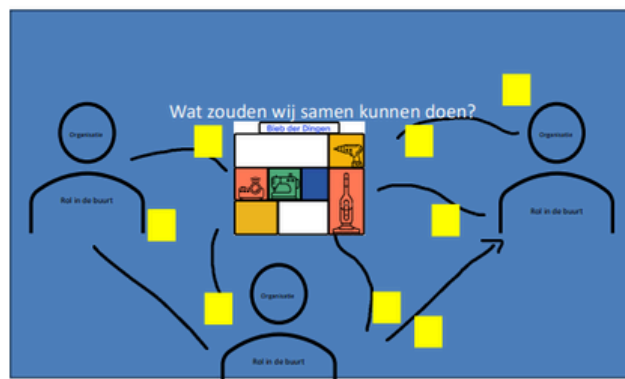
- Geef elk groepje een tijds kader, bijv.:
 - 🕒 *Bieb der Dingen in 1925* – zonder technologie, veel gemeenschapszin.
 - 🚀 *Bieb der Dingen in 2050* – hightech, circulaire samenleving.

• Vraag:

Hoe zou de Bieb der Dingen eruitzien in die tijd?
Wat leren we daarvan voor nu?

Hoe samenwerken - 20 min

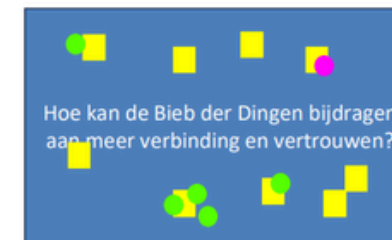
4. Eerst focus op verbinding tussen mensen en nu verbinding tussen initiatieven
Rol initiatieven Bieb der Dingen – werken naar gezamenlijk doel vertrouwen en verbinding in de buurt



Afsluiting 20 minuten

6. Terugkoppeling & afsluiting

- Hits & Dots opdracht: Wat vinden jullie interessante richtingen?
 - Hits ●
 - Novel/ radical ideas you like ●
- Wat zijn de belangrijkste inzichten?
- Wat nemen we mee?
- Vervolgafspraken/hoe houden we contact?



H. Results co-creation session local initiatives

Inzichten co-creatie sessies

Bieb der Dingen & lokale initiatieven in De Pijp & Rivierenbuurt

08-12-2025



TU Delft  Gemeente Amsterdam 

Inhoud

- 01 Achtergrondinformatie
- 02 Inzichten uit de sessies
- 03 Eerste conceptideeën

Achtergrondinformatie

Bieb der Dingen

De Bieb der Dingen is een nieuw project dat de Gemeente Amsterdam aan het verkennen is. Het idee is om in Amsterdamse wijken een plek te realiseren waar bewoners eenvoudig onderbenutte spullen kunnen lenen – van boormachine tot beamer. Spullen die je maar af en toe nodig hebt. Zo bespaar je geld en ruimte, én ontstaat er een plek om elkaar in de buurt te ontmoeten en te helpen.

Het concept is geïnspireerd op het Britse initiatief [Library of Things](#), waar sinds 2020 al 21 locaties zijn opgezet en meer dan 31.000 items zijn uitgeleend (zie afbeelding rechts).



Achtergrondinformatie

Afstudeerproject

De co-creatiesessies die zijn gehouden met lokale initiatieven in De Pijp en Rivierenbuurt zijn onderdeel van het afstudeerproject van Geesje, dat zij uitvoert bij de gemeente Amsterdam. Haar afstudeerproject maakt deel uit van de masteropleiding Strategic Product Design aan de faculteit Industrieel Ontwerpen van de Technische Universiteit Delft.



Afstudeeropdracht
Hoe kan de Bieb der Dingen een verbindend concept worden voor én door Amsterdammers?

Achtergrondinformatie

Co-creatie sessie

De drie co-creatiesessies zijn eind oktober en begin november georganiseerd om samen met lokale initiatieven te verkennen hoe de Bieb der Dingen kan bijdragen aan meer **verbinding** en **vertrouwen** in de buurt, en hoe we daarin kunnen samenwerken. De sessies boden ruimte om ervaringen en ideeën te delen. De opgehaalde inzichten zijn vervolgens samengebracht en geanalyseerd. Hieruit zijn interessante richtingen en eerste conceptideeën voortgekomen, die in dit document worden toegelicht. In de komende vier weken (december/begin februari) werk ik deze ideeën verder uit en kijk ik hoe ze kunnen worden meegenomen in de verdere ontwikkeling van het concept.



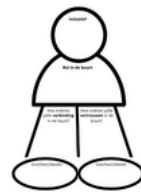
Deelname vanuit verschillende lokale initiatieven



Inzichten uit de sessies

Belangrijke aspecten voor het creëren van verbinding & vertrouwen

- Vereist tijd en aandacht
- Luisteren, open houding, laagdrempelig aanspreekpunt
- Consistent aanwezig zijn, bekende gezichten
- Duidelijk zijn: wat kunnen mensen aan je hebben?
- Verwachtingen managen, afspraken nakomen
- Professionele basis uitstralen: niet alleen vrijwilligers
- (Laagdrempelige) ontmoetingen organiseren (koffie, workshops, activiteiten)
- je mensen buiten je eigen bubbel ontmoet
- Klein, concreet en laagdrempelig beginnen
- Verenigen rond een gemeenschappelijk doel of gedeelde ergernis (vuil op straat)
- Aansluiten bij bestaande netwerken en plekken waar al vertrouwen is (OBA, buurtkamers, Voedselbank).



Dit zijn al concrete samenwerkingsideeën maar er kwamen ook nog andere interessante richtingen uit...

Interessante richtingen



Voortbouwen op bestaande wijknetwerken

- De buurt heeft al veel platforms en activiteiten → de Bieb der Dingen moet geen nieuw platform worden zoals Netwerk de Pijp.
- In plaats daarvan dienen als een knooppunt dat mensen verbindt met andere initiatieven.
- Een plek waar mensen zich gehoord voelen
- Werk samen met Gebiedsmakelaars
- Vertrouwde gezichten, laagdrempelig, sterke lokale aanwezigheid.
- De Bieb moet worden geplaatst op plekken waar al sociale inbedding is (zoals de OBA of buurtkamers)



Buurtgevoel creëren

- Stel lokale ambassadeurs aan
- Werk samen met Repair Cafés
- Neem de Bieb der Dingen op in welkomstpakketten van woningcorporaties
- Gebruik de Bieb als manier om bewoners en organisaties met elkaar in contact te brengen

Link Bieb der Dingen & lokale initiatieven

1. Bewoners & cliënten doorverwijzen naar de Bieb der Dingen



2. De Bieb gebruiken als plek om bewoners verder door te verwijzen naar maatschappelijke organisaties en buurt initiatieven (hulp aanbieden, talent signaleren, mensen verbinden)



3. Samenwerken op het gebied van communicatie (flyers, nieuwsbrieven, welkomstpakketten voor nieuwe bewoners)



Interessante richtingen



Bouwen aan een sterke identiteit

- Creëer een sterke, herkenbare en duidelijke identiteit, zoals het Repair Café, dat een herkenbaar verhaal en heldere verwachtingen heeft.
- Positioneer het niet als een concept "voor kwetsbare mensen", maar als een plek voor iedereen, waar kwetsbare groepen zich óók welkom voelen.



Rol als sociale verbinder (zonder sociale druk)

- De Bieb der Dingen hoeft geen plek te zijn waar mensen per se vrienden worden, maar het zou wel kansen moeten bieden voor laagdrempelige ontmoetingen.
- Tegelijkertijd: sommige mensen willen gewoon een item lenen zonder sociale interactie → Sociaal contact moet een optie zijn, geen verplichting (zoals bij de OBA).
- Een plek waar bewoners mensen kunnen ontmoeten buiten hun eigen bubbel.

Interessante richtingen



Ruimte voor kennisdeling en inspiratie

- Breng talenten en mensen samen (bijv. iemand die een naaimachine leent ontmoet anderen die willen naaien)
- Gebruik het item als gespreksstarter in de buurt (bijv. een item koppelen aan een thema die je onder de aandacht wil brengen)
- Bied uitleg via persoonlijk contact (face-to-face).
- Bied laagdrempelige ondersteuning bij het gebruik van de spullen (niet alleen workshops)



Iets terugdoen voor de buurt

- Creëer een plek waar mensen niet alleen iets vragen, maar ook iets kunnen teruggeven.
- Voorbeelden:
- lokale talenten inzetten en verbinden (workshops, anderen helpen)
 - "betalen" met een bijdrage aan de buurt → kleine acties in ruil voor gebruik



Zo ben ik onder andere aan de slag gegaan

Nieuwe richtingen: hoe kunnen we..



Op basis van deze richtingen ben ik verder gaan brainstormen..

Idee 1: Gevoel creëren dat je de spullen SAMEN met de buurt deelt en het gedeelde spullen zijn

Duidelijk merkidentiteit

- laten zien dat het niet zomaar spullen zijn, maar gepersonaliseerde items van de buurt



Denk aan: alle items zijn een felle kleur met logo of identiteit van de locatie (bv. logo van De Pijp)

Idee 3: delen op basis van vertrouwen

In plaats van een financiële vergoeding kunnen mensen iets lenen bij de Bieb der Dingen door een goede daad te verrichten voor de buurt

Deze sauna in Amsterdam werkt al op deze manier

WARM HEARTS
THE FLOATING SAUNA

Een buur helpen

De wijk schoon houden

Steentje bijdragen aan een maatschappelijke organisatie/buurt initiatief

Voor Elkaar in Zuid

NETWERK DE PIJP

Gambiweel

dynam

Idee 2: mensen samenbrengen rondom gemeenschappelijk doel -> de leefbaarheid in buurt verbeteren & plek creëren waar mensen wat terug kunnen doen voor de buurt

Hosten van workshops

- bewoners maken tijdens de workshops iets wat de leefbaarheid in de buurt verbetert, bijvoorbeeld een plantenbak

Op deze spullen het logo/Bieb der Dingen identiteit laten terugkomen (logo bestaat nog niet, dit is alleen om het idee te laten zien)

Idee 5: creëren van hulpnetwerk: buurtbewoners kunnen ambassadeur worden van een item

Na gebruik van een item kan je je aanmelden als ambassadeur, zodat je je burens kan helpen met het gebruik van dit specifieke item

Heb je hulp nodig bij het gebruik van de boor? stuur je buur Hans een berichtje

De boor wordt naar Hans vernoemd

Hans is ambassadeur van de boor. In ruil daarvoor mag hij een X-aantal keer gratis lenen.

Idee 4: werken aan een gezamenlijk kunstwerk per locatie

een memorabele/positieve/leuke activiteit rondom een uitleen creëren

Eisen handeling

- korte handeling
- vereist geen skills
- jong en oud moeten mee kunnen doen
- je voelt je onderdeel van iets groters

- Na X tijd een tentoonstelling met alle kunstwerken vanuit de verschillende locaties, bv in het gemeentehuis.
- Wanneer het kunstwerk af is, krijgt de buurt er iets voor terug (denk bijvoorbeeld aan een nieuwe bankje in de buurt) of wedstrijd voor mooiste kunstwerk met andere locatie (inspelen met buurt op een "team" gevoel.
- Kunstwerk weggeven aan de buurt of aan de "leenheld" van de buurt.

Idee 6: iets terug doen voor de buurt via buurtklusjes

Net hogedrukreiniger ingeleverd?

Heb je tijd om binnenkort met de hogedrukreiniger het buurt speeltuintje schoon te maken? (de huur is gratis)

Hulpvraag

De speeltuin heeft een schoonmaakbeurt nodig

Ja joh! Lijkt mij wel een leuk klusje, doe ik ook nog is wat terug!

Lokale initiatieven kunnen ook hulpvragen insturen

Heb je nog ideeën of vragen? Deel ze vooral!

Dit kan via de mail: g.creijghton@amsterdam.nl

Voor algemene vragen over de Bieb der Dingen kan je terecht bij Lydia Prinsen: l.prinsen@amsterdam.nl

TU Delft Gemeente Amsterdam

I. Sub-study: exploring ideas that align with local challenges

This sub-study was conducted as inspiration for the brainstorm sessions during the ideation phase.

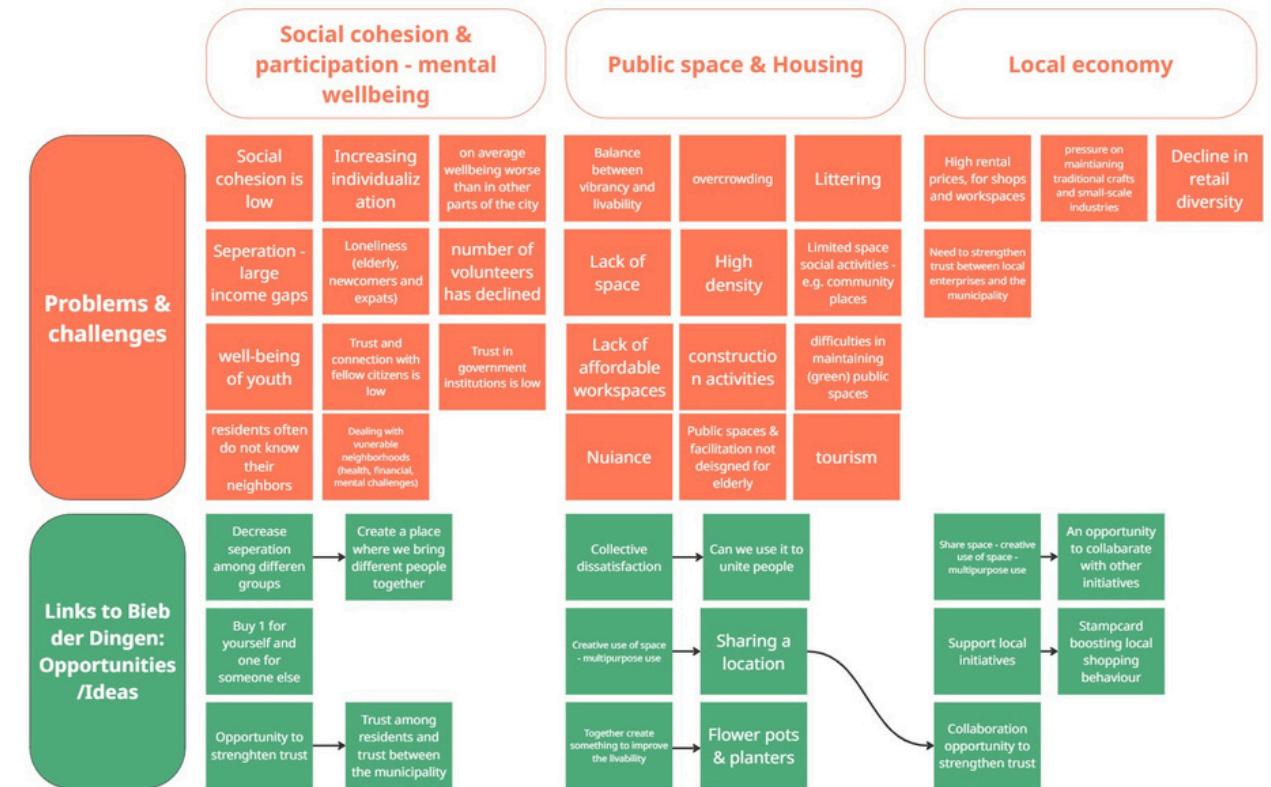
One of the design criteria formulated from the municipal perspective states that the design should align with municipal priorities to create broader political and organisational support (criteria 1,3 p.20).

From the co-creation sessions with local initiatives, a potential design direction emerged: unifying people under a shared purpose or frustration. This raised the question of whether the Bieb der Dingen could also connect residents through local challenges. Doing so could strengthen community engagement while also providing value for the municipality by addressing neighbourhood challenges. Therefore I conducted a sub-study on local challenges and brainstormed on potential links to the Bieb der Dingen.

Approach

Each city district committee publishes a five-year plan outlining key challenges and policy priorities (Gemeente Amsterdam Zuid, 2022). Complementary to this, there is a Gebiedsgerichte Opgaven Sociaal report, written by Sociaal Domein within the municipality which specifically focuses on social-related challenges in each area. (Gemeente Amsterdam, 2025). In addition, the municipality's Research and Statistics Department provides detailed annual data on social, spatial, and economic themes (Onderzoek en Statistiek, 2025). Based on these sources supplemented by conversations with municipal officers from the district Zuid, I identified the main problems in Amsterdam-Zuid focusing specifically on De Pijp and Rivierenbuurt. These challenges included social cohesion, participation, public space, local economy, safety, housing, mental well-being and climate.

These challenges were explored on possible connection to the Bieb der Dingen, in practical regarding the connecting role the Bieb der Dingen aims to be. Through this process, I identified three themes that are most relevant to my assignment, visualized in red in the Figure on the next page. I then brainstormed how the Bieb der Dingen could relate to these local challenges by generating possible links, opportunities and directions for addressing them, visualized in green in the Figure. The identified links served as inspiration and input for the How-Tos ideation session described in Chapter 3.2.



J. Item selection recognisable bags

The table below shows how these items will be delivered and whether they are suitable for a bag. If an item is not suitable for a bag, the table indicates whether it is suitable for a strap or whether an alternative solution is required.

Product	levering	Optie 1: Geschikt voor tas	Optie 2 Geschikt voor band	Optie 3 Alternatieve optie nodig
Thermische camera	in doosje		X	
Beamer	geen hoes	X		
Karaoke set	is makkelijk te vervoeren geen hoes nodig			X
Montessori Stepping Stones	geen verpakking of hoes	X		
Naaimachine	Komt niet met tas, kan je er wel bij kopen	X		
Bosmaaier (met accu)	komt zonder hoes, er is een transport beschermer voor zaag	X		
Heggenchaar (met accu)	komt zonder hoes, er is een transport beschermer voor zaag de;e;	X		
Onkruidsteker	geleverd zonder hoes of doos			X
Boormachine (met accu)	zit in koffer		X	
Excentrische schuurmachine	zit in koffer		X	
Gereedschapskist	zit in koffer		X	

Product	levering	Optie 1: Geschikt voor tas	Optie 2 Geschikt voor band	Optie 3 Alternatieve optie nodig
Telescoopladder	geen hoes nodig			X
Vochtmet	hangt af van welk type, soms geleverd in doosje		X	
Fietsgereedschapskist	Zit in koffer		X	
Decoupeerzaag (met accu)	Zit in koffer		X	
Grote pannenset	Geleverd zonder hoes of doos	X		
Slowcooker Professional	geleverd zonder hoes of doos	X		
Handhagedrukreiniger (met accu)	geleverd in koffer		X	
Nat en droogstofzuiger	geleverd zonder hoes of doos, geen hoes nodig			X
Tapijtreiniger	geleverd zonder hoes of	X		

Optie 1: Geschikt voor tas



Optie 2 Geschikt voor band



Optie 3 Alternatieve optie nodig



K. User-test: recognisable bags & ambassadorship

- 1.1 Resident 1: 22 year old female
- 1.2 Resident 2: 26 year old female
- 1.3 Resident 3: 24 year old female
- 1.4 Resident 4: 26 year old male
- 1.5 Resident 5: 29 year old female
- 1.6 Resident 6: 27 year old female
- 1.7 Resident 7: 62 year old male.
- 1.8 Resident 8: 56 year old female
- 1.9 Resident 9: 25 year old female.
- 1.10 Resident 10: 35 year old male

1.1 Resident 1: 22 year old female

Concept: goed, laagdrempelig in de buurt
Hoe werkt het met garantie?

Tas: Hoes met naam erop leuk, de kleur handig want het valt op -> goed voor de marketing

Ambassadeur Veerle: Zou ik haar benaderen? Zou wel eerst kijken met de qr-code voor een gebruiksaanwijzing. Ik zou mij ook afvragen hoe snel reageert Veerle?-> ik wil nu iets naaien dus moet wel snel reactie hebben dan. Dus denk dat ik dan online zal kijken

Zelf ambassadeur worden: Voor mij te veel afleiding als ik steeds moet antwoorden.
Mijn vader leent veel uit via Peerby en wordt gek van steeds alles moeten uitleggen bij elke uitleen.

Veerle of de Buurtnaaimachine: Voorkeur Veerle -> Persoonlijke
Alhoewel de wijk naam erop wel handig is.
Ik heb geen connectie met de buurt dus Buurt Naaimachine doet voor mij weinig.

1.2 Resident 2: 26 year old female

Concept: Goed concept, ik zou het wel gebruiken

Tas: Hoes is wel opvallend. De naam doet me denken aan de Check scooters, die hebben ook namen. Ik vind dat altijd makkelijk, want dan weet je welke je moet hebben

Bij de naaimachine onthoud je het ook makkelijk
Leuk om die andere verhalen te lezen, dan weet je wie het allemaal gebruiken

Ambassadeur Veerle:
Ik zou de chat gebruiken, dacht wel dat het een fictief persoon was en de chat een chatbot -> misschien foto van Veerle erbij

Zelf ambassadeur worden:
Ik zou dat niet doen, ik houd niet van op mensen antwoorden
Wat doe je ook als een buddy uitvalt of op vakantie is?
Ik denk dat mensen hier geen zin in hebben.

De Buurt Naaimachine of Naaimachine Veerle

Buurtnaaimachine heeft mijn voorkeur
-> Draait meer om de buurt
Ik krijg het gevoel van 'Ik moet er goed voor zorgen want het is van de hele buurt'
En deze naam onthoud je beter

1.3 Resident 3: 24 year old female

Concept: goed concept, het oogt vriendelijk

Tas: wel heftig, kleur is wel heel opvallend. Maar niet dat ik er niet mee over straat zo gaan.
Het valt op -> en steekt aan, mensen gaan er zo eerder over praten
Maakt het wel duidelijk, dat het een leenobject is
-> Gelijk duidelijk wat erin is
Boekje ook leuk maakt het persoonlijk en ook vriendelijk, niet zo commercieel

Veerle contacten? Ik zou eerst zoeken op chat GPT.
-> De chat is meer wat voor de oudere doelgroep
Ik zou ook liever bellen dan chatten
Chabot zou ik niet willen -> ik haat chatbots
En dan wordt het community gevoel ook minder

Zelf ambassadeur worden?

Geen behoefte aan. Zou wel eerder oude mensen willen helpen maar niet echt behoefte aan jonge mensen, die kunnen het gewoon zelf opzoeken. Zou eerder oudere vragen om ambassadeur te worden, die hebben tijd -> soort seniorenclubje
Mensen in Amsterdam zijn egoïstisch dus die zitten hier niet op te wachten.
Voor hobby spullen denk ik wel meer animo voor
6 maanden te lang -> kortere periode

Veerle of de Buurtnaaimachine?

Meer affiniteit met de buurt
Veerle random, wie is het?

Idee: Soort algemeen Reddit maken per locatie -> dat mensen elkaar kunnen helpen, beter dan op 1 iemand z'n schouders
Mensen hebben geen zin in domme vragen.

Idee: Via het platform hulp vragen aan de buurt. Bv. Heb hulp nodig met mijn kast in elkaar zetten.

1.4 Resident 4: 26 year old male

Het concept: Nuttig, en goedkoop. Ik zou wel goed willen weten wat ik precies kan huren

Tas: Leuk, opvallend, simpel, niet te chique gewoon praktisch. Boekje ook leuk, maakt het minder commercieel

Veerle vragen: Ik zou de QR wel eerst scannen voor meer uitleg over de naaimachine. En misschien ook over dit specifieke type
En anders gewoon Chat-GPT vragen

Zelf ambassadeur worden: Ik heb geen zin om ergens aan vast te zitten, geen zin in verantwoordelijkheid. En geen tijd voor. Ik ben daar misschien te egoïstisch voor

Veerle of de Buurtnaaimachine?

Veerle doet me denken aan de Check scooters -> te yupperig
Buurtnaaimachine spreekt meer tot de verbeelding
En is niet commercieel -> Veerle wel

1.5 Resident 5: 29 year old female

Het concept: Goed concept, zeker handig als je niet een vast huishouden hebt, dan ga je dit soort producten niet allemaal aanschaffen

Tas: Handig, gebruiksgemak
Boekje maakt het persoonlijk -> wat hebben andere gedaan

Veerle contacten: QR-code: zou wel scannen om even te kijken, denk dat daar een goede handleiding is
Maar wel eerder gewoon Chat-GPT
Had niet door dat Veerle een echt persoon zou zijn

Ambassadeur worden: Hangt af van de frequentie, een laagdrempelig appje beantwoorden is oke
Maar hangt wel van product af. Voor een muziek box niet snel. Maar stel er zou een camera in zitten.
Daar weet ik veel over en vind ik leuk om mensen mee te helpen.
Stel je kan ik contact worden gebracht met mensen over de camera, soort camera groepje in de buurt

Veerle of de Buurtnaaimachine? Veerle: associatie, is van iemand
Buurtnaaimachine: collectief, we helpen elkaar, buurtgevoel
Lastig, beide leuk, maar denk voor buurtnaaimachine als ik dan moet kiezen.

1.6 Resident 6: 27 year old female

Het concept? Leuk concept, praktisch, saamhorigheid

Tas: Leuk, persoonlijk. Leuk de andere verhalen te lezen
Soort buurtgevoel
Tas valt erg op, wel een beetje een Thuisbezorgd kleur. Wel handig

Veerle contacten? Ik zou eerst op internet kijken en daarna Veerle vragen. Zou Veerle niet te veel willen belasten. Wel handig als iets van het product kapot is, of iets specifiek over dit type model.
Zou wel denken dat Veerle een virtueel persoon is.

Zelf ambassadeur worden: Zou het niet zien zitten, geen zin in gedoe
En ook niet omdat het niet mijn naaimachine is. Stel het is mijn naaimachine dan misschien wel.

Veerle of de Buurtnaaimachine? Veerle voelt persoonlijker aan: hangt wel van de naam af
Ik heb weinig contact met de buurt, dus Buurtnaaimachine doet mij minder.

1.7 Resident 7: 62 year old male

Concept: Lijkt op de Peerby app. Ik vind het wel een goed idee

Tas: Leuk en herkenbaar.
Boekje ook leuk om boodschap achter te laten. Wel bang dat het een beetje viezig wordt of kwijt raakt.

Veerle contacten: Ik zou links naar Youtube via of een soort uitleg video handig vinden. Wellicht dat Veerle die dan opneemt.
Ben geen fan van chatbot, dus zou heel vervelend vinden dat het een chatbot is.
Buddy systeem leuk, dat je elkaar helpt

Zelf ambassadeur worden: Ik zou daar geen zin in hebben. te veel moeite

Veerle of de Buurtnaaimachine: Ik vind Buurtnaaimachine leuker. Maar rivierenbuurt is te groot. Zou het dan de naam of straat van de locatie erin doen. Dus bv Rijn 58

1.8 Resident 8: 56 year old female

Concept: Goed concept, mensen kunnen hun spullen niet kwijt hier in Amsterdam. Iedereen woont steeds kleiner tegenwoordig

Tas: Handig mee te nemen. Valt op, wel een beetje easy jet achtig
Het boekje voelt een beetje als iets van 20 jaar geleden
-> Meer een gastenboek wat ergens ligt
Maar op zich wel geinig om het op deze manier te doen

Veerle contacten: Ik zal wel Veerle contacten. Denk dat via daar je ook handige tips of gebruiksaanwijzing kan vinden.

Zelf ambassadeur worden? Ik zal het wel veel werk vinden. Ik ben wel goed met de naaimachine dus ik vind het wel leuk om mensen erbij te helpen. Buddy klinkt alleen gelijk zo groot. Soort laagdrempeligere manier zou beter zijn. En zou ook leuk zijn dat je bij de Bieb der Dingen een ruimte is om elkaar in echt te helpen. Of dat je via daar een buurtkamer kan huren.
Ik zou wel leuk vinden om met wat mensen uit de buurt samen te komen om hun op weg te helpen.

Veerle of de Buurtnaaimachine: Veerle leuk, ook wat hipper en minder stoffig

1.9 Resident 9: 25 year old female

Concept: Ik zou het zeker gebruiken. Lijkt mij heel erg handig.

Tas: Leuk. Lijkt wel een beetje op ING. Boekje ook handig om specifieke tips te geven over het apparaat. Sommige naaimachines kunnen wel eens een bepaald geluid maken, dus bijvoorbeeld tips of dingen over het apparaat specifiek erin zetten is handig.

Veerle contacten: bij gebruik van de naaimachine gaat veel fout dus is heel handig dat je iemand kan contacten. Ik app bijvoorbeeld altijd mijn moeder over vragen.

Ambassadeur worden: Dat denk ik niet. Bij een naaimachine gaan er vaak dingen fout, zeker bij mensen die hem voor het eerste gebruiken. Denk daardoor dat er veel vragen zullen zijn, denk dat ik daar geen zin in heb.

Groepsapp als alternatief lijkt mij beter. Elke machine is anders dus een app per apparaat is zeker handig voor specifieke vragen over type naaimachine. Dan voel je ook geen druk als je een tijdje niet reageert. Je hebt dan wel alleen minder dat persoonlijke gevoel.

Veerle of de Buurtnaaimachine: Veerle voorkeur. Bij de buurt voelen mensen zich denk ik minder snel verantwoordelijk.

1.10 Resident 10: 35 year old male

Concept: Goed concept, bijzonder. Ik wilde ook graag meedoen om je onderzoek omdat ik echt waarde zie in het concept. Mensen hebben kleine woningen in Amsterdam en daardoor minder ruimte om spullen op te slaan. Zeker handig voor dure spullen. Nu lenen we vaak spullen van vrienden of via Boels of Praxis. Deze partijen geven vaak niet duidelijk aan dat je er ook spullen kan huren.

Veerle contacten: Ik zou haar wel contacten bij vragen.

Zelf ambassadeur worden: Ik zou dat niet zo snel doen. Heb daar geen tijd voor. Groepsapp lijkt mij beter, dan heb je ook meer kans dat iemand reageert. Bij een buddy kan je ook kans hebben dat iemand een dag niet reageert en dan is je uitleen al voorbij.

Veerle of buurtnaaimachine: Beide leuk. Veerle, maakt het minder anoniem. Op die manier krijgen mensen ook meer attachment met het apparaat en gaan mensen er beter op letten. Maar buurtnaaimachine ook leuk, meer community gevoel. 'Ik deel het met de buurt'

L. Brainstorming ideas: collective artwork

Exploring ways to create a neighbourhood feeling

The purpose of the collective artwork is to foster a sense of neighbourhood belonging and connection. Possible ways to embed this in the design were explored, resulting in several directions:

Representation of lending behaviour in the artwork: each item has its own particular figure



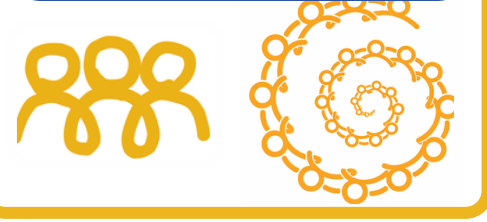
Residents mark their home on the map



Creating a symbolic or iconic visual of the neighbourhood



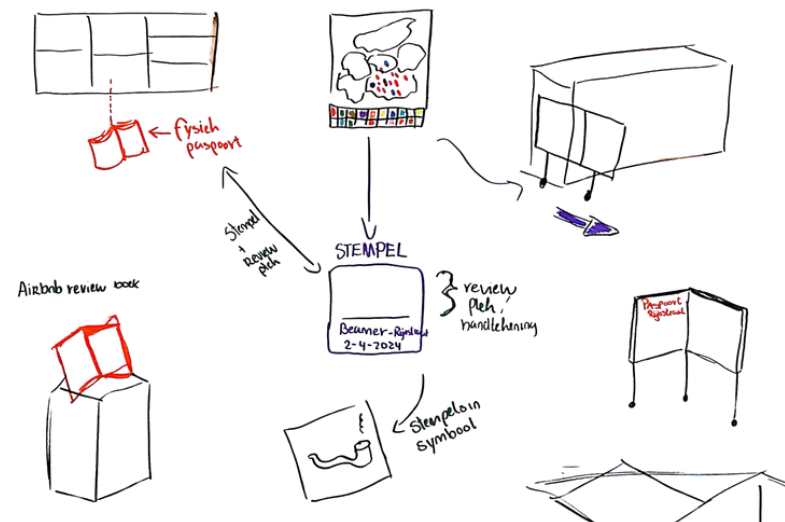
Visualizing an increasingly connected neighbourhood



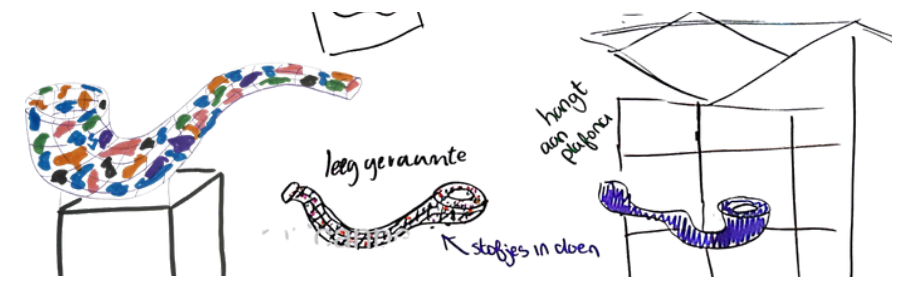
Combining participation activities with strategies aimed at evoking a neighbourhood feeling



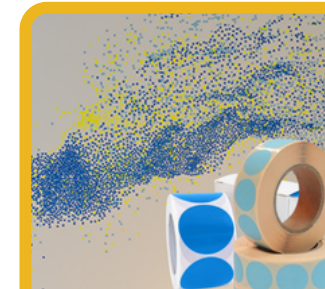
Stamping



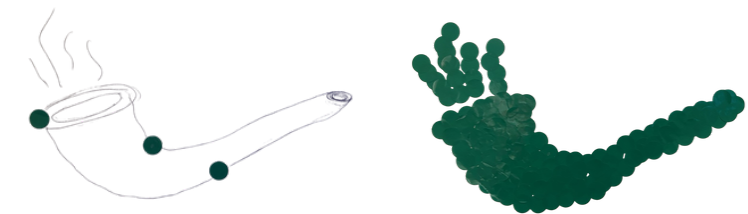
Weaving fabric



Tying fabric



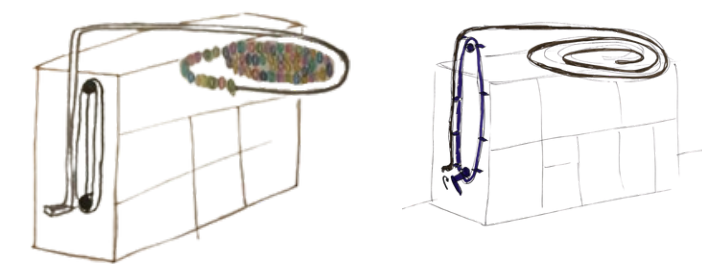
Adding stickers



Throwing 'a ball' into a target or net



Bead stringing along a cable

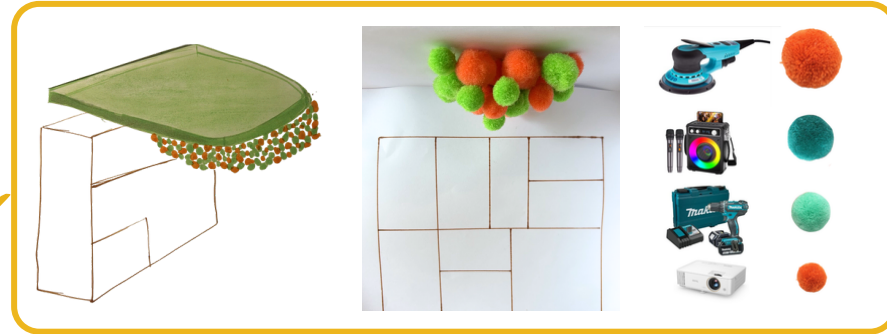


From these initial ideas I developed three concept ideas:

Wat je deelt blijft hangen: users throw a ball onto the ceiling

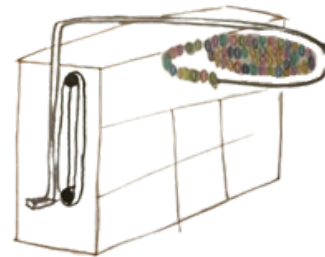
After returning the item, residents are invited to throw the ball onto a designated ceiling area above the locker. The colour and size of each ball correspond to the type of item borrowed, creating a visualisation of borrowing behaviour over time.

Rail instead of throwing



Railsystem

Fabric figures are hoisted onto a rail by the residents, so that they hang on a spiral-shaped rail attached to the ceiling of the lending location.



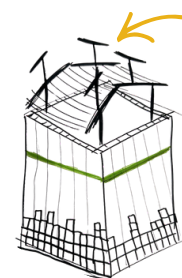
Maak je hart voor de buurt

Each resident leaves a heart at the neighbourhood collection point. Once the hearts reach the target line, a local initiative will be supported.



Tokens instead of hearts

Icon tokens can be placed on top of each other. Clearly making it visible how much is borrowed.



Iconic neighbourhood symbol on top of the collection point.

Leave your stamp on the map of Amsterdam



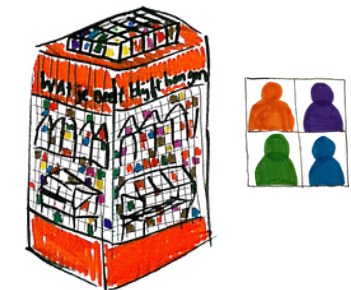
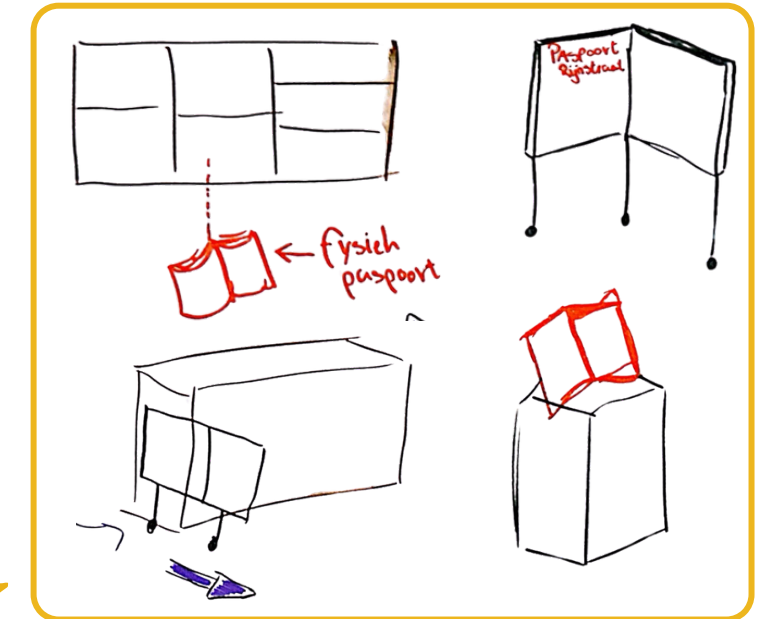
After returning an item, users can mark their place of residence on the map using a stamp. Each item has its own unique stamp.

Possibilities to place the map

Iconic drawing of the neighbourhood instead of a map

Leave your stamp on an iconic drawing of the neighbourhood

Each resident leaves a stamp on the iconic drawing of the neighbourhood that is specially made for each location. The neighbourhood gradually will be coloured by its residents.



M. Conceptplan: Bieb der Dingen 2.0

As part of the final delivery of my thesis to the municipality, I developed a document presenting Bieb der Dingen 2.0 in detail. The document outlines the rationale behind the social design interventions and provides an extended explanation of each intervention and the value it creates.

Sociale waarde ontstaat niet vanzelf, daar moet je bewust voor ontwerpen

De Bieb der Dingen is meer dan een professioneel, betrouwbaar en gebruiksvriendelijk leensysteem. Het is een plek waar buurtbewoners samen delen, elkaar helpen en zich verbonden voelen. Maar dat gebeurt niet vanzelf. Sociale waarde vraagt om expliciet ontwerp.



Waarde & relevantie

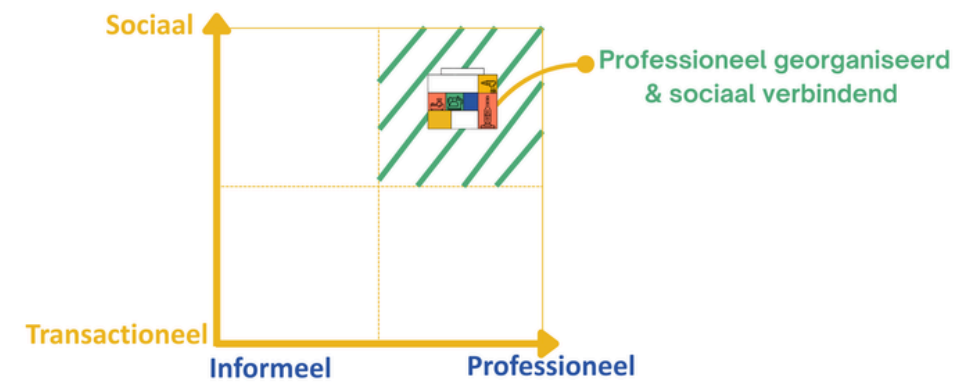
De Bieb der Dingen positioneert zich als een professioneel, betrouwbaar en gebruiksvriendelijk leensysteem, met een sterke sociale en buurtgerichte focus. Juist dit sociale karakter is essentieel, aangezien het inspeelt op de intrinsieke motivatie om mee te doen, wat cruciaal is voor duurzame gedragsverandering. Tegelijkertijd draagt het bij aan het versterken van de sociale cohesie binnen de buurt.

Het risico van een te transactionele ervaring

Het huidige systeem is efficiënt en gestroomlijnd: gebruikers reserveren online en halen items op via self-service lockers. Echter, het leenproces dreigt hierdoor anoniem en afstandelijk te worden en steeds meer te lijken op een transactionele dienst. Daardoor verdwijnt gaandeweg de sociale waarde van het samen delen.



Doel: de Bieb der Dingen uniek positioneren



Ontwerpdoel

Het professionele systeem van de Bieb der Dingen zó ontwerpen dat het wordt ervaren als samen delen in de buurt.

Het ontwerp van de Bieb der Dingen 2.0

De Bieb der Dingen 2.0

Een ervaring van samen delen in de buurt



Let op: teksten op het spaarpunt & de tassen in de kast kloppen niet

De Bieb der Dingen 2.0

Drie hoofd ontwerpcomponenten

1 De herkenbare tassen



2 Het fysieke product paspoort



3 Het buurt spaarpunt



De herkenbare tassen



De items worden uitgeleend in een herkenbare tas met het logo van de Bieb der Dingen aan de ene kant en de naam van het item aan de andere kant. De tas zal worden uitgevoerd in de kleur van de merkidentiteit van de Bieb der Dingen. Voor de uitwerking van het concept is gekozen voor oranje.

De herkenbare tassen



Lokaal gemaakt door bewoners in workshops



Gemaakt van gerecycleerd vilt van textielafval

via I-did of Fraenck. Beide partijen zijn Nederlandse social enterprises, die gerecycleerd vilt verkopen en hiervan zelf ook hoezen en tassen maken.

De herkenbare tassen

Mogelijke samenwerkingspartners het hosten van de workshops

Lokale creatieve centra	Stadsdeel	Categorie
Atelier de Ambacht	Nieuw-West	Textiel
Roua Atelier	Nieuw-west	Textiel
Modestraat	Noord	Textiel
Werkplaats Molenwijk	Noord	Textiel
Pantar	Citywide	Textiel



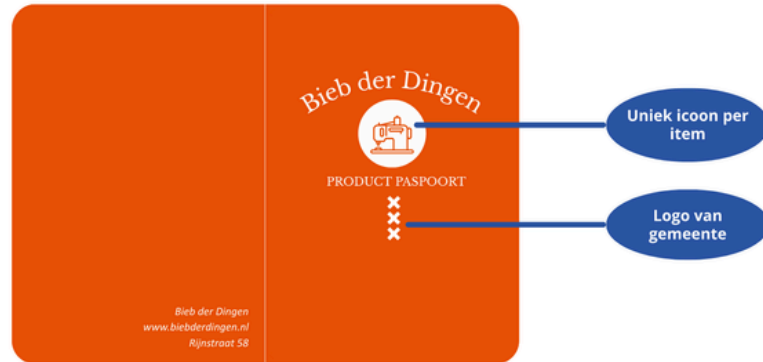
Het fysieke product paspoort



In elke tas zit een fysiek product paspoort dat met een koord aan de tas is bevestigd. In het paspoort staat aanvullende informatie over het item en bevat een QR-code die gebruikers doorverwijst naar het digitale productpaspoort.

Het fysieke product paspoort

Voor- & achterkant



Uniek icoon per item

Logo van gemeente

Het fysieke product paspoort

Eerste twee pagina's

Persoonlijke informatie van het item → geeft item meer persoonlijkheid

Ervaring van mede buur → gevoel van samen delen

Link spaarsysteem

Link digitale product paspoort & buurtapp

Nieuwe oneliner: benadrukt samen delen

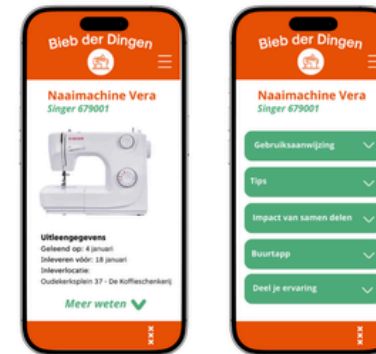
Uitnodiging om een boodschap achter te laten in het product paspoort

Het fysieke product paspoort

De vrienden van Veerte	De vrienden van Veerte
Gekend door:	Gekend door:
Met de naaimachine maakte ik:	Met de naaimachine maakte ik:
Tips voor de volgende gebruiker:	Tips voor de volgende gebruiker:

Op de daarop volgende pagina's kunnen bewoners een bericht achter laten. Het werkt als een soort gastenboek. De vragen kunnen aan de hand van het item worden aangepast.

Toevoeging voor digitale product paspoort: buurt groepschats



Uit de gebruikerstest met prototype tas bleek dat alle tien de deelnemers het worden van een item ambassadeur te veel commitment vonden. Een laagdrempeligere manier om buurtbewoners te helpen rondom hobby items sprak mensen daarentegen wél aan. Op basis hiervan is gekozen voor een Signal-groepsapp voor twee hobbycategorieën. De locatiebeheerder neemt deel aan de groepsapp en houdt toezicht.

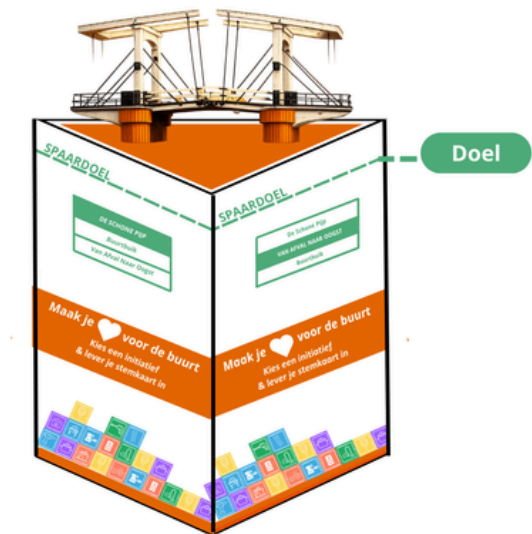
Twee hobby groepsapps voor:

Naaimachine & DIY

Gereedschap & klussen

Maak je voor de buurt

Elke keer dat je leent, sparen we samen voor een buurtinitiatief.



Maak je voor de buurt

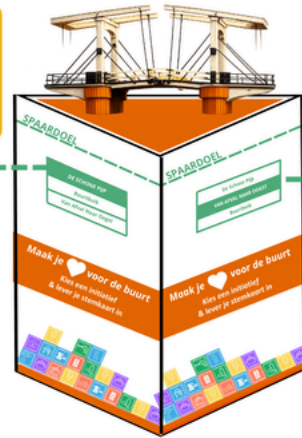
Na elke uitleen lever je de stemkaart in bij het spaarpunt voor de uitleenkast.

Stemkaarten



Maak je voor de buurt

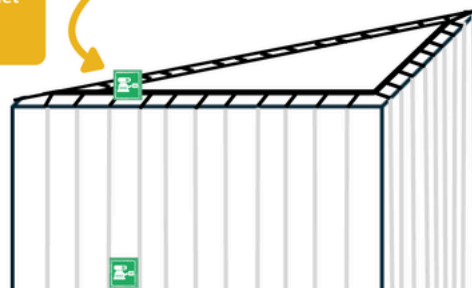
Elke zijde steunt een ander initiatief (3 in totaal). De gebruiker kan kiezen welk initiatief die wil steunen door de stemkaart aan die zijde in te leveren.



Maak je voor de buurt

Het spaarpunt heeft aan de bovenkant van elke zijde een rij openingen waarin de itemkaarten kunnen worden ingeleverd. De kaarten vallen naar beneden in de pilaar en stapelen zich in rijen op elkaar, vergelijkbaar met het mechanisme van het spel Vier op een rij.

Inlever systeem



Maak je voor de buurt

In elke locker komt een dispenser met de stemkaarten. De gebruiker mag na de uitleen één stemkaart pakken en inleveren bij het spaarpunt



Ontwerp stemkaarten

Elk item heeft een eigen icoon



Zelfde icoon als op het product paspoort



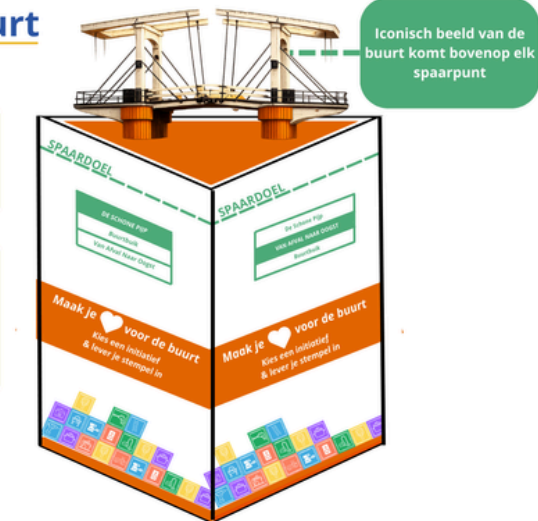
Per item categorie een andere kleur



Maak je voor de buurt

Iconisch beeld bovenop spaarpunt wordt gemaakt door het Hout- en Meubileringscollege

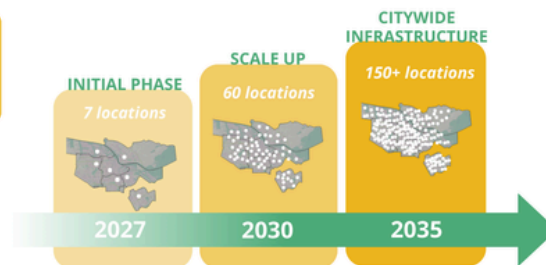
Studenten krijgen de opdracht om in een straal van 750m rondom de uitleenplek een iconisch symbool/gebouw/constructie te ontwerpen voor op het spaarpunt



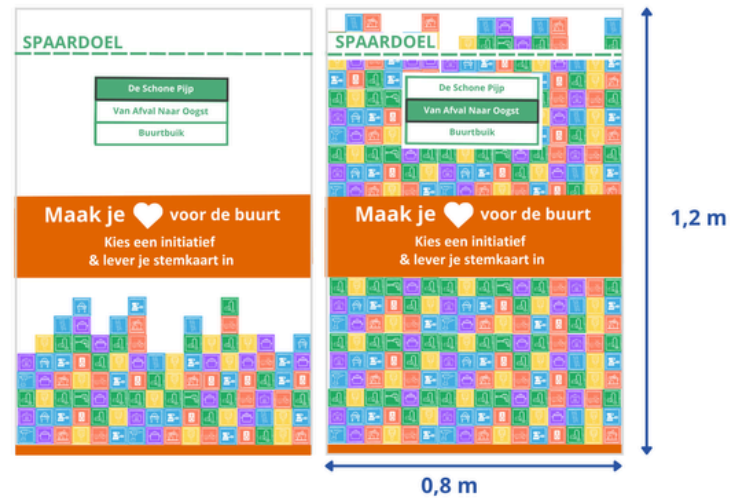
Maak je voor de buurt

Iconisch beeld bovenop spaarpunt wordt gemaakt door het Hout- en Meubileringscollege

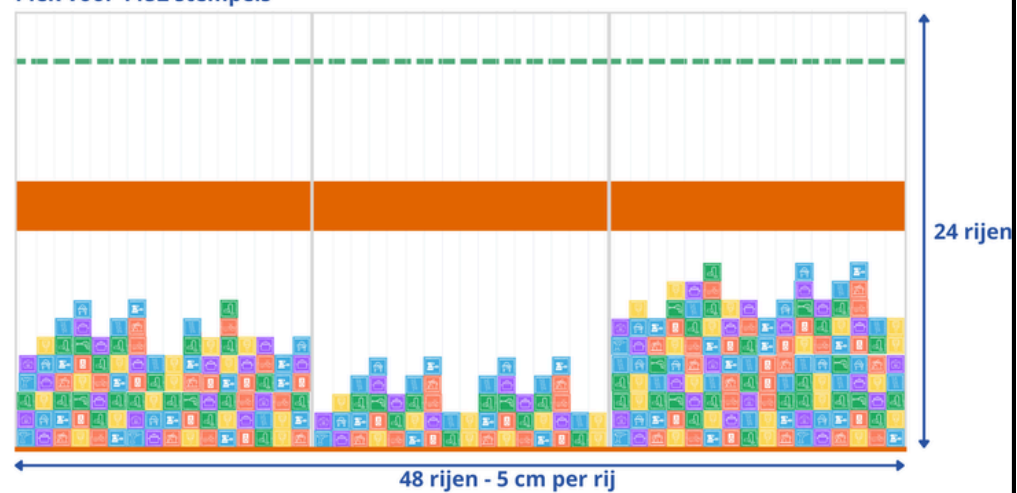
Testopdracht in de eerste fase van 7 locaties
→ vanuit daar kijken of het vast in het curriculum kan worden opgenomen



Layout zijdes spaarpunt



Plek voor 1152 stempels



Uitgaven aan buurtinitiatief

- 1 stemkaart staat gelijk aan €1 voor een lokaal initiatief.
- Per initiatief is het spaardoel €350.
- Dit betekent dat er 350 stemkaarten nodig zijn om het spaardoel te bereiken.
- De gemeente kan voor de initiatieven een verdubbelaar inzetten. De gemeente doneert dan een extra donatie bovenop de €350.

Berekeningen gebaseerd op:

- Gemiddeld 1260 uitleningen per jaar per uitleen locatie
- De uitleningen kosten de gebruiker gemiddeld 6,33 euro
- 1 euro per uitlening gaat terug naar de buurt
 - +/- 15 % van wat de gebruiker gemiddeld betaalt voor een uitleen

Aanmelden buurtinitiatief

Buurtbewoners kunnen via de website zelf lokale initiatieven aanmelden. Een initiatief komt in aanmerking wanneer het:

- binnen een straal van 750 meter van de uitleenlocatie ligt;
- niet-commercieel is (bijv. stichting, bewonersinitiatief of vrijwilligersorganisatie);
- transparant is over de besteding van de donatie.

Productie spaarpunt

Het spaarpunt kan op maat gemaakt worden door het bedrijf Eiso Bergsma uit Abcoude

Bij een oplage van twee zuilen worden de productiekosten per zuil geschat op 2500€ - 3500€



Waarde van het spaarpunt



- Maakt delen zichtbaar
 - Je ziet hoeveel er gedeeld wordt en dat lenen een collectieve activiteit is.
- Geeft lenen extra waarde
 - Je draagt bij aan de buurt en speelt in op het gevoel: "ik doe iets goeds."
- Verbindt bewoners aan lokale initiatieven
- Creëert een korte, positieve handeling bij elke uitleen
- Maakt de uitleenplek locatie-eigen

Waarde van de herkenbare tassen met het fysiek product paspoort



- Creëert een sterke, herkenbare visuele identiteit
- Maakt delen persoonlijker
- Bevordert zorgvuldigere omgang van de items (Gong & Zhang, 2022)
- Brengt bewoners in contact
- Bouwt een lokaal hulp- en kennisnetwerk op
- Maakt items makeklijker en veiliger te vervoeren

Waarde van het spaarpunt



- Maakt delen zichtbaar
 - Je ziet hoeveel er gedeeld wordt en dat lenen een collectieve activiteit is.
- Geeft lenen extra waarde
 - Je draagt bij aan de buurt en speelt in op het gevoel: "ik doe iets goeds."
- Verbindt bewoners aan lokale initiatieven
- Creëert een korte, positieve handeling bij elke uitleen
- Maakt de uitleenplek locatie-eigen

N. Cost estimation implementation of Bieb der Dingen 2.0

An estimate of the implementation costs has been made for Bieb der Dingen 2.0 at two locations. It is assumed that:

- Each location includes one neighbourhood savingpoint (Maak je hart voor de buurt).
- For eight items, recognisable bags are produced.
- For eight items, an alternative strap or band is provided.
- For all 20 items, a physical product passport is produced.

Onderdeel	Sub-onderdeel	Prijs	Partij	Opm	Link
Kunstwerk	transparante zuil	6000	EISO Bergsma	Heb met deze partij gebeld, ze kunnen de zuil op maat maken. Precieze prijs hangt van het ontwerp. Prijs gaat significant omlaag met meer oplages. Vooral machines en maten instellen kost veel geld. Range is 2500 -3500 per zuil voor een oplage van twee.	Productoverzicht Plexiglas & kunststof op maat
Kunstwerk	Iconisch symbool buurt		Hout en Meubileringscollege	Vragen zij hier kosten voor?	Home - Hout- en Meubileringscollege
Kunstwerk	sticker	54	Drukwerkdeal	80 cm bij 40 cm . 6 in totaal	Verwijderbare stickers bedrukken Drukwerkdeal
Kunstwerk	poster , kartonnenplaat	60	Drukwerkdeal	60 cm bij 40 cm	Verwijderbare stickers bedrukken Drukwerkdeal
Kunstwerk	sticker	25	Drukwerkdeal	80 cm bij 10 cm	Verwijderbare stickers bedrukken Drukwerkdeal
Kunstwerk	Spaarstempels	270	Visitekaartjes - Alle materialen Drukwerkdeal	1200 per locatie, 2400 in total . 5cm bij 5 cm. Per 500 kost het 54 euro	Visitekaartjes - Alle materialen Drukwerkdeal
Tassen	Stof	336	I-Did of Fraenck	14m is nodig. Gem 24 euro per stof	Duurzaam, lokaal en sociaal i-did
Tassen	Extra materiaal	160		5 euro per tas	
Tassen	Production	420	Lokaal buurtatelier	Host for workshop costs around 35 euro. take 4 hours of workshop for the cover and 2 hours for the straps	
Tassen	Borduren	320		32 items - aan twee kanten laten borduren. Schatting 10 euro per tas	
Tassen	Prototype ontwerpen	100		protoypte model maken	
Product paspoort	Boekje	240		schatting 6 euro per boekje - totaal 40 boekjes	
Totaal		7985			