Personal Project Brief – IDE Master Graduation Project

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PROJECT TITLE, INTRODUCTION, PROBLEM DEFINITION and ASSIGNMENT

Complete all fields, keep information clear, specific and concise

Project title Creating a regenerative housing design tool through the redesign of a case study.

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)

The project originates from a question at Heijmans Housing. There, sustainability is developing into regenerative design. From lessening a negative impact, to generating a positive impact. The question: What does regenerative housing look like?

Domain:
Built environment in the Netherlands, regenerative design.

Stakeholders:
Heijmans, and more specifically Heijmans Housing. Heijmans housing builds homes according to their clients' wishes. Building more sustainable or regenerative, therefor, requires a knowledge or appreciation of this added value to the housing from their clients. The largest client, conveniently, is Heijmans Real Estate. At Heijmans Real Estate, the plans for the land and housing are conceptualized and afterwards mostly developed and built by Heijmans Housing.
Other stakeholders are chain partners for materials, eventual inhabitants of the houses, municipalities, regulators in the market and the direct (natural) environment of the project.

Opportunities/Limitations:
Current limitations to designing more sustainable are focused on money and the higher cost that are usually implicit within innovations. Besides this is a lack of knowledge and an efficient way to measure sustainability en regenerativity.
Opportunities are the need to become more sustainable and become an innovative market leader

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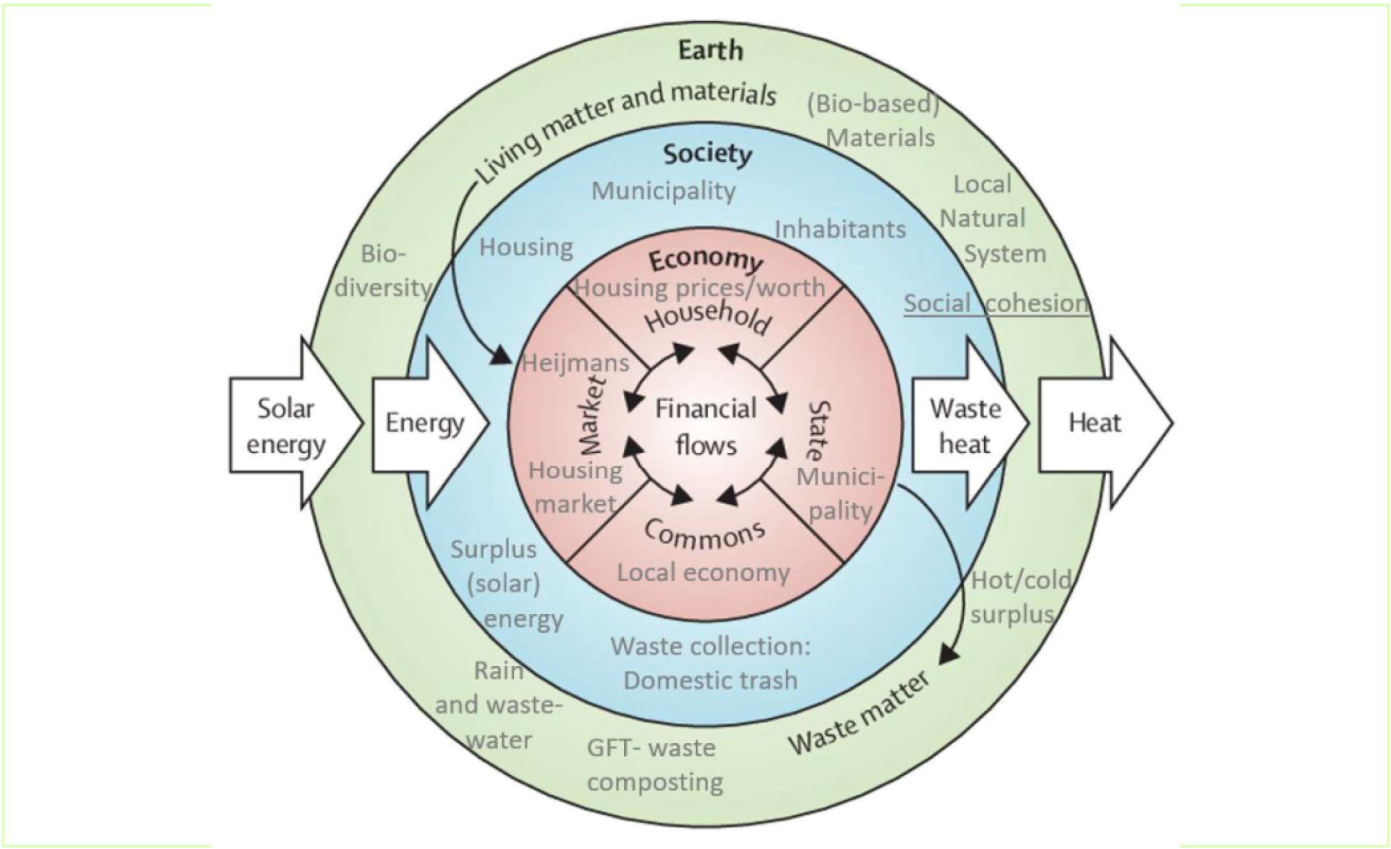


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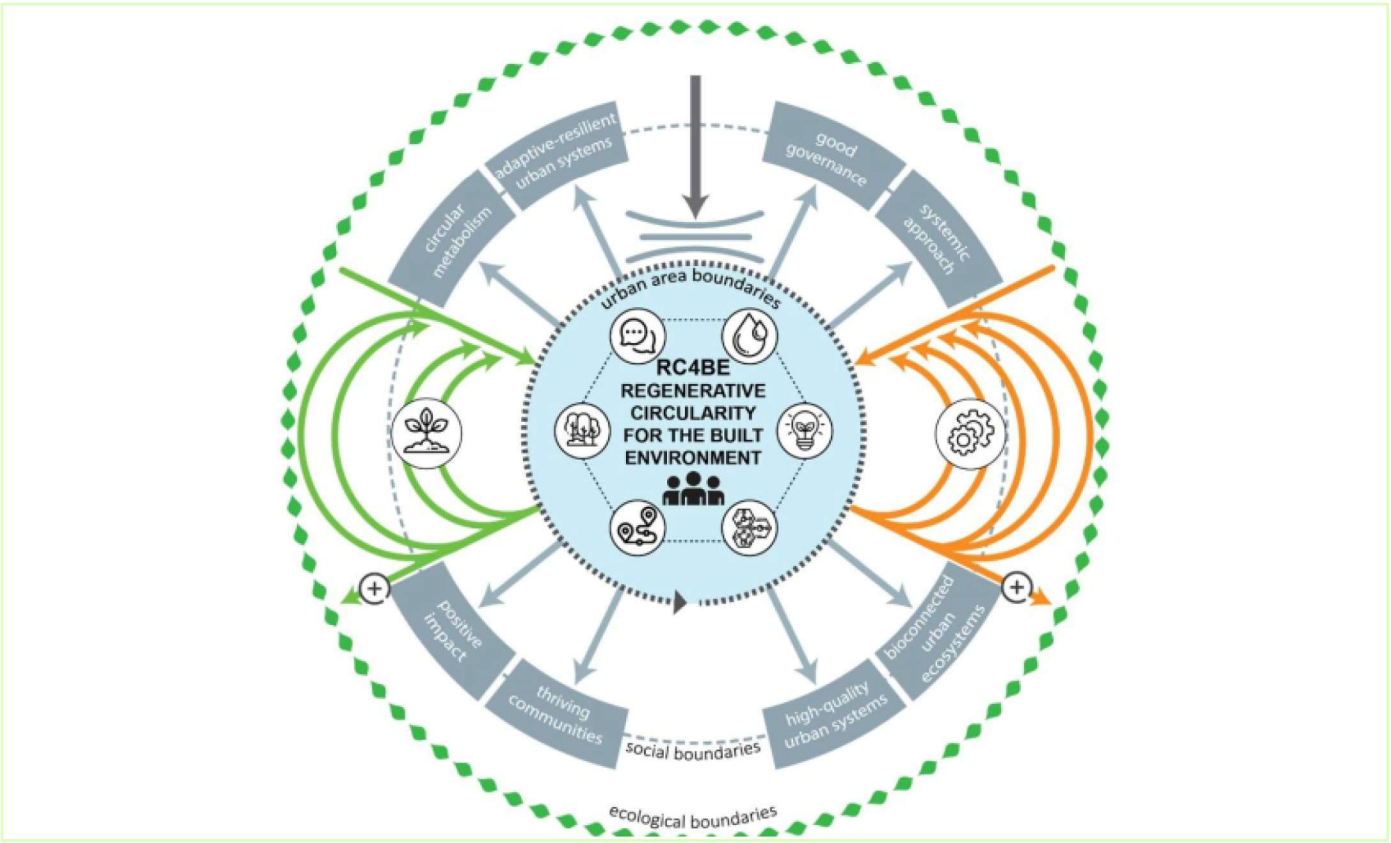


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Problem Definition

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)

Problem:
Heijmans defined their problem as 'How does regenerative housing look like?'.

Opportunities:
It would be valuable for Heijmans to understand and reflect on the way they currently operate and have examples for how regenerative design would look like. A tool or roadmap to implementing this within their future projects would make the implementation of more regenerative design obtainable for Heijmans Housing.

Research Gap:
Currently there is ample research on regenerative design (for the built environment). With frameworks, questionnaires in the market and qualitative research at municipalities and housing cooperations. However, no qualitative research has been done to reflect on market driven housing projects and housing contractors like Heijmans Housing.

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 a tool that helps to create regenerative housing projects for Heijmans Housing

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)

Approach:
Using the knowledge within the company to reflect upon a sustainable project that has been built (project Maanwijk), through a regenerative design lens. This outcome and process can then be used to create a vision of how this project could look like if it had been fully regenerative. The design process of this regenerative design can then be optimized into a roadmap or tool that helps Heijmans design new regenerative projects.

Methods:
To obtain as much information as possible and create support within the organization for regenerative design, co-design is an interesting method that can be used within this project through organising workshops. To capture the complexity of the network that Heijmans Housing operates in, systemic design will help to visualize the stakeholders and create a roadmap or tool that helps in developing regenerative housing.

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	20 sep 2023
Mid-term evaluation	10 jan 2024
Green light meeting	29 apr 2024
Graduation ceremony	24 jun 2024

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	✔
For how many project weeks	40
Number of project days per week	2,5

Comments:
Due to working during this entire graduation, the assignment is carried out part-time.

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)

Motivation:
- Creating impact and change within the build environment.
- Showing a path forward, an alternative way of building and living. A positive future image other than the negative way of thinking that to live more sustainable we must lose most of what we have. I want to make people see an obtainable regenerative future to be enthusiastic about.

Goals/Ambitions:
- Working with regenerative design framework.
- Learn about and apply co-design methods.
- Learning more about setting up interactive sessions with colleagues who are not used to thinking outside of the norm.
- Furthering my knowledge on sustainable practices in the built environment.