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# The Bieb der Dingen 2.0

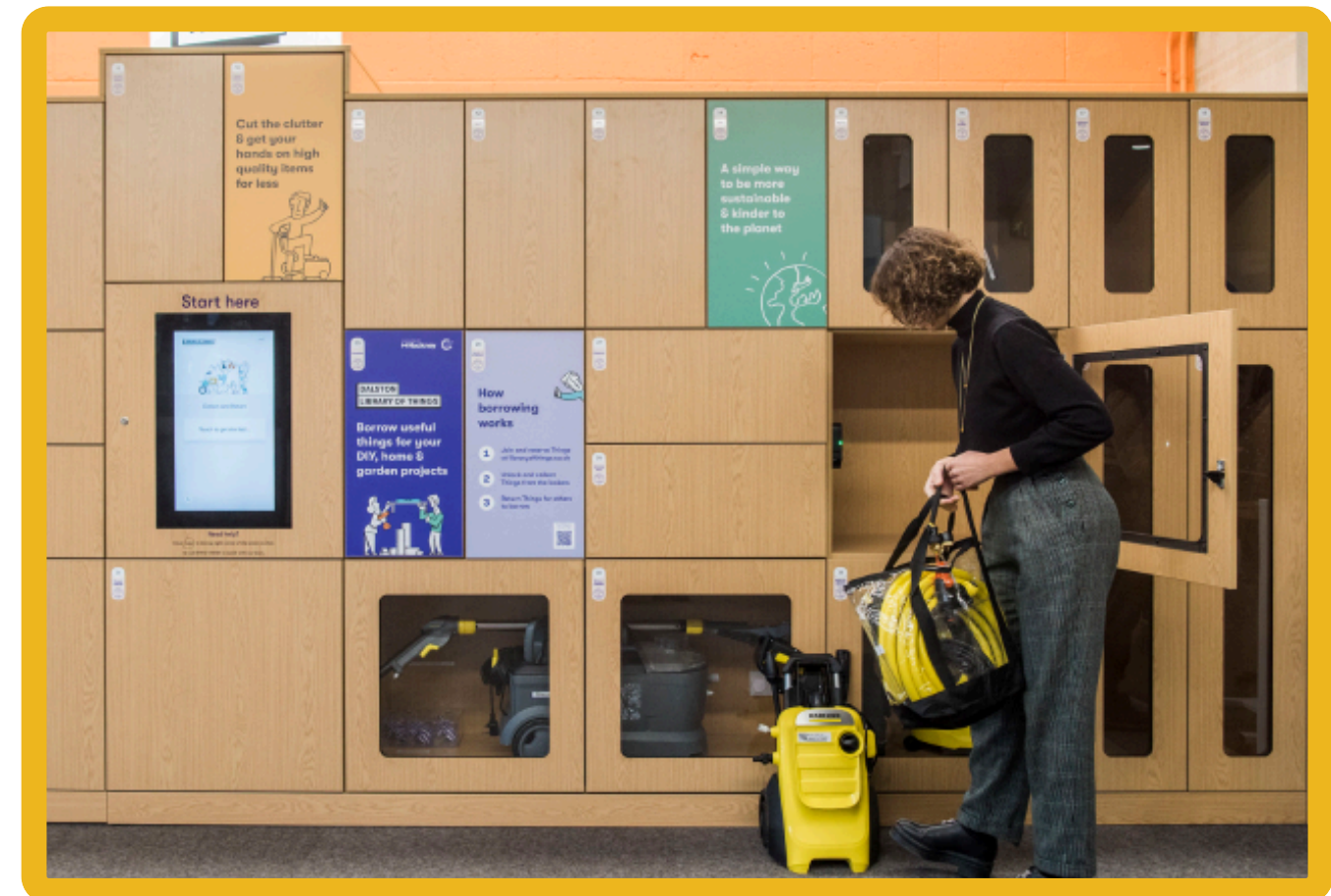
An experience of sharing together  
in the neighbourhood



# The Bieb der Dingen

The Bieb der Dingen is a professionally managed network of lending stations in Amsterdam that is currently being developed by the innovation department of the municipality, commissioned by the sustainability and public space department. At these lending locations, residents can borrow tools and household items for a small fee that are typically used infrequently.

The Bieb der Dingen aims to be a professional, reliable and user-friendly lending system with a strong social core. This social character is essential: as it appeals to intrinsic motivation, which is crucial for sustainable behavioural change, and it strengthens social cohesion within the community.

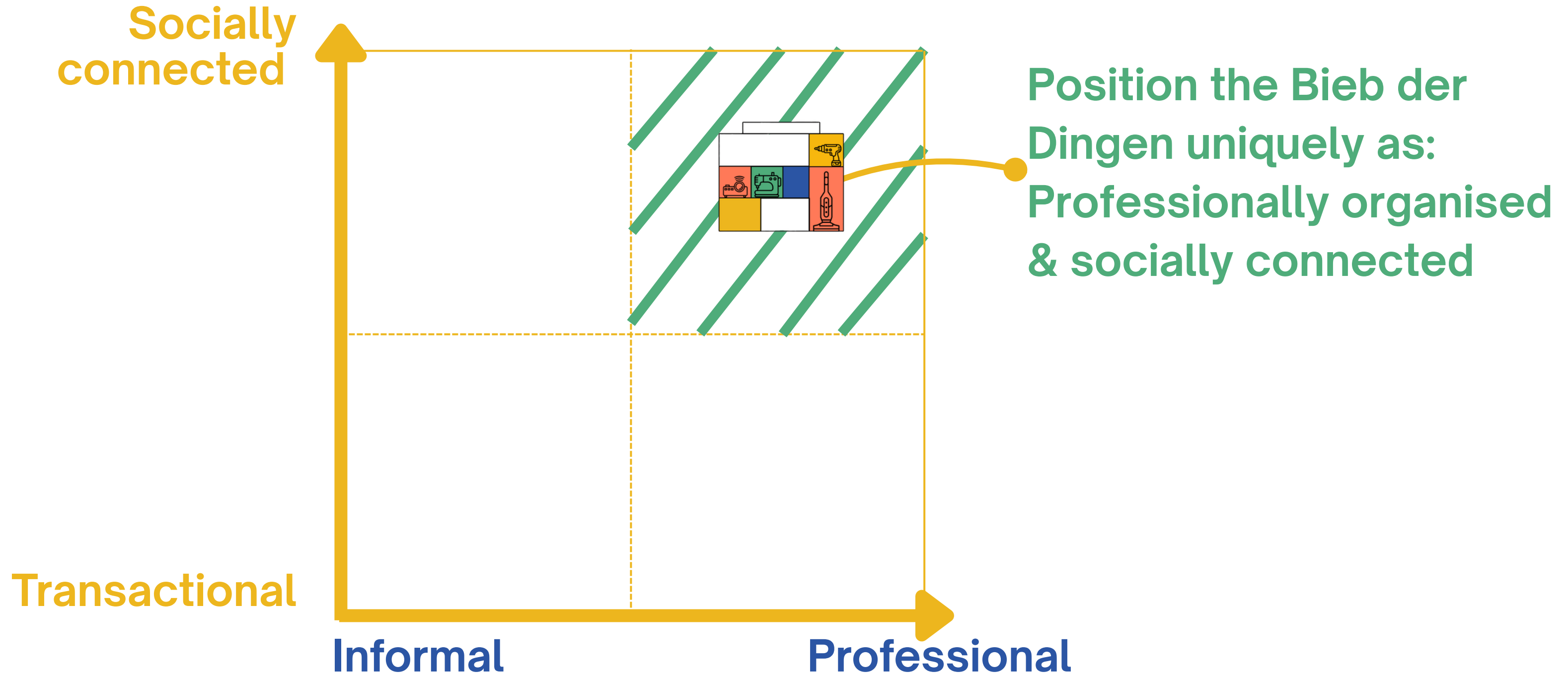


# The risk of becoming too transactional



The current system is inspired by the Library of Things in London and designed to be efficient and streamlined, with users reserving items online and collecting them from self-service lockers. However, this risks turning the lending process into an anonymous and transactional experience, causing the social value of sharing to diminish.

# The goal



**Social value does not arise automatically;  
you have to deliberately design for it.**

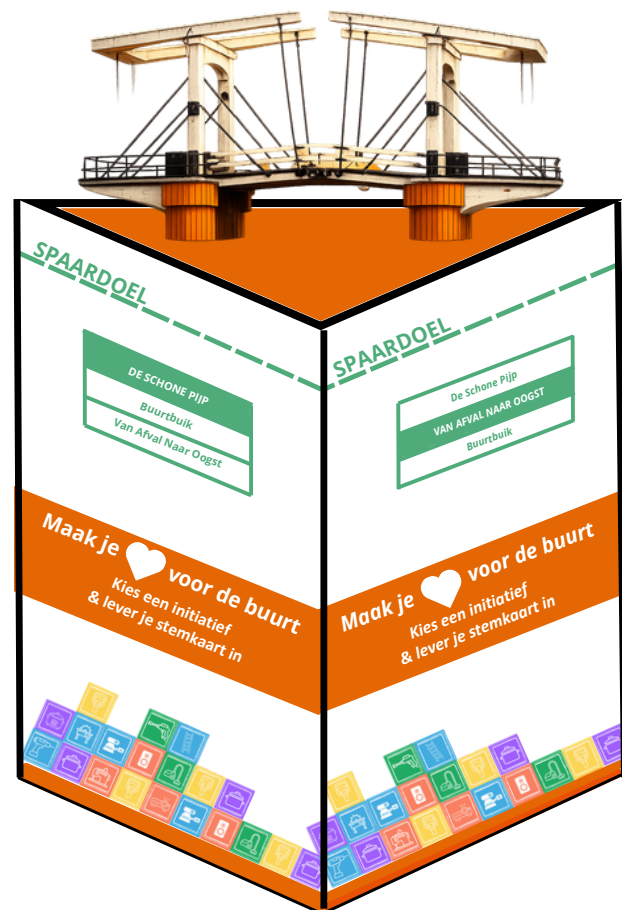


## Design challenge

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?**

# Design of the 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 (e.g. the pillar) are not accurately represented and are only intended to give an impression of the interventions.*

# Items are lent in recognisable bags with the item name placed on them



Locally produced by residents

## Each bag contains a physical product passport



The product passport gives each item more personality by emphasising that it travels through the neighbourhood and is shared among residents.

# In the first two pages users can find additional information



# Users are invited to leave a message behind in the passport

**De vrienden van Veerle**

*Geleend door:*  
.....

*Met de naaimachine maakte ik:*  
.....  
.....

*Tips voor de volgende gebruiker:*  
.....  
.....  
.....  
.....

**De vrienden van Veerle**

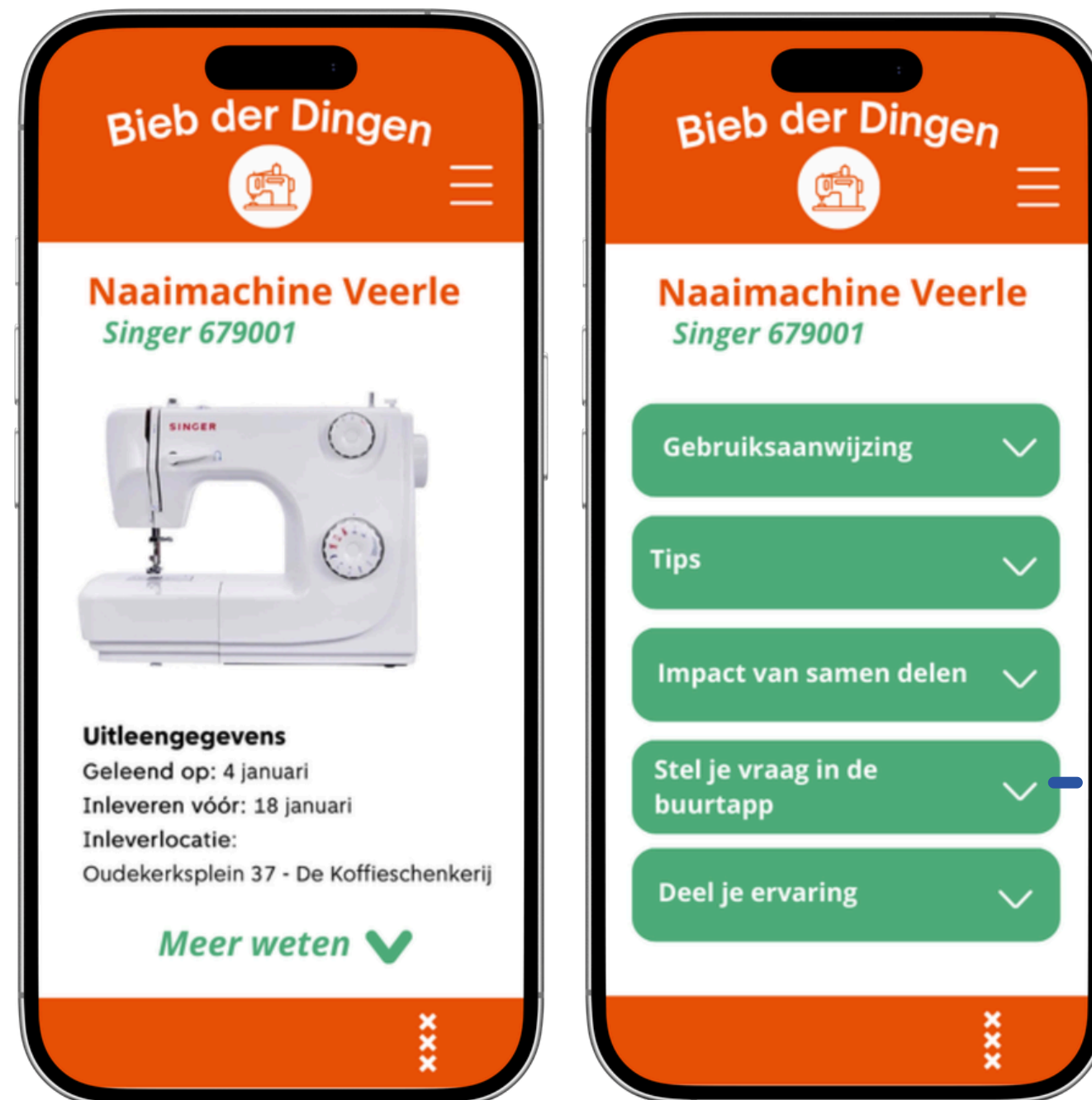
*Geleend door:*  
.....

*Met de naaimachine maakte ik:*  
.....  
.....

*Tips voor de volgende gebruiker:*  
.....  
.....  
.....  
.....

Users can write their experiences and tips in the passport. It works as a guest book for the item.

# Users can ask questions and help each other in the neighbourhood group chats



Two group chats around:

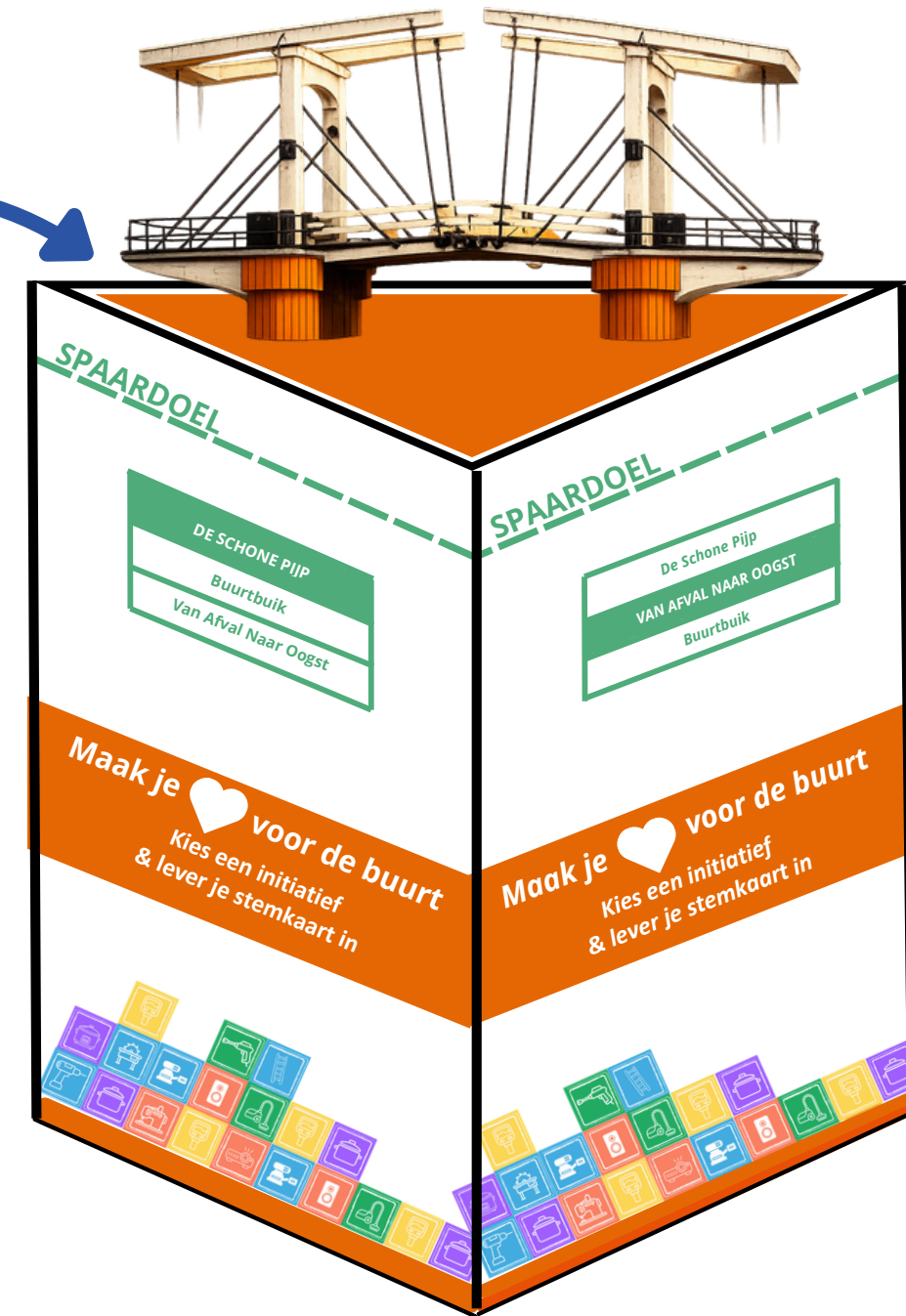
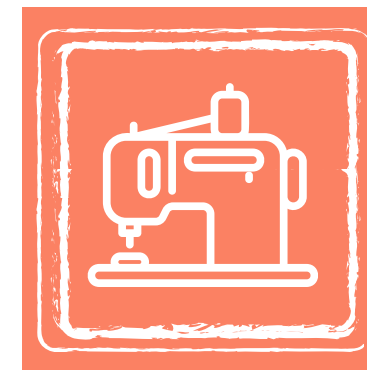
1. Creative projects & sewing

2. DIY & tools

# With every lending action, users contribute to a local neighbourhood initiative

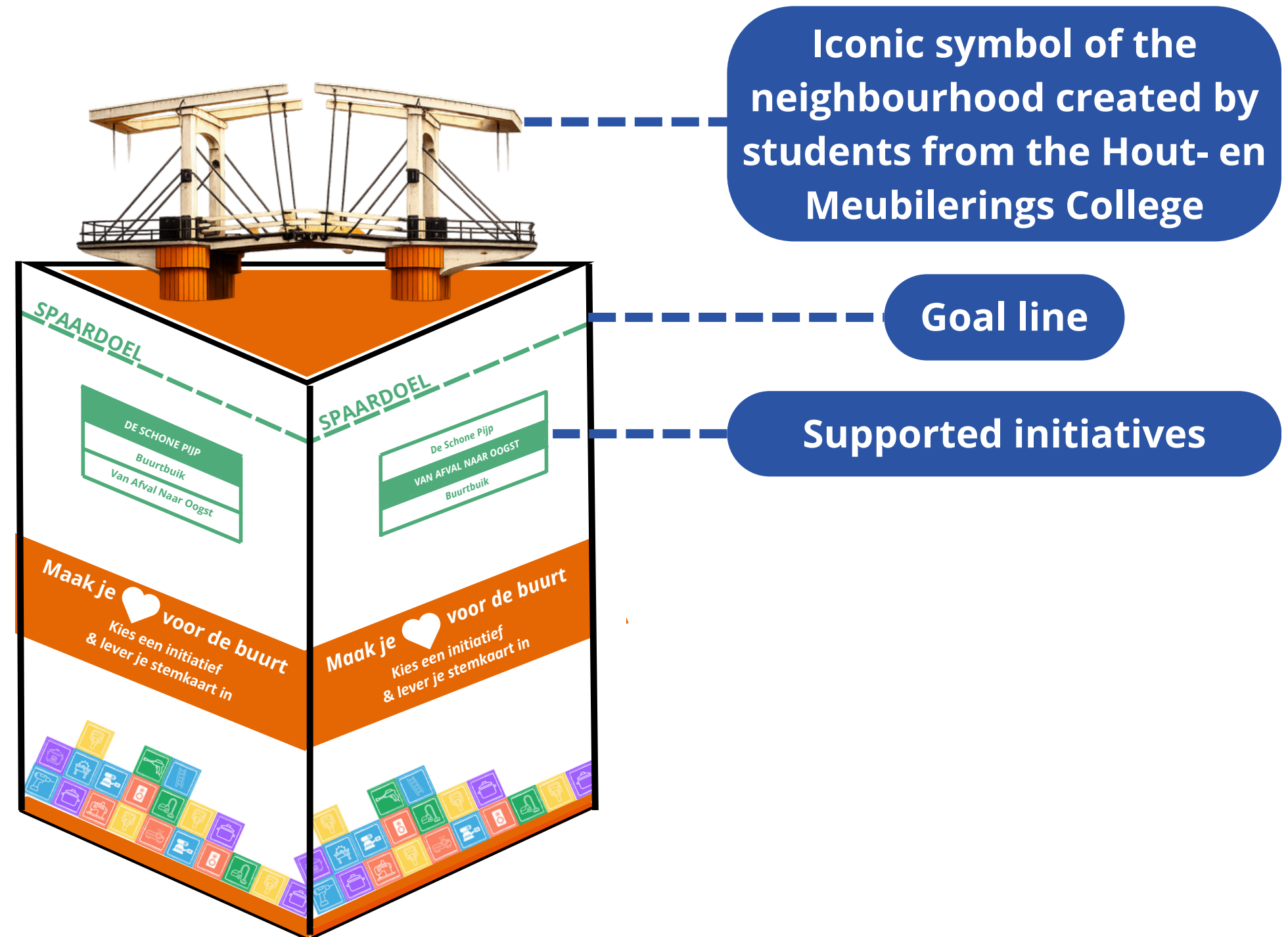
After returning the item, users take an item card from the locker and insert it into the neighbourhood saving point. The pillar gradually fills with cards, making visible how much is being shared and contributed to local initiatives.

Item card



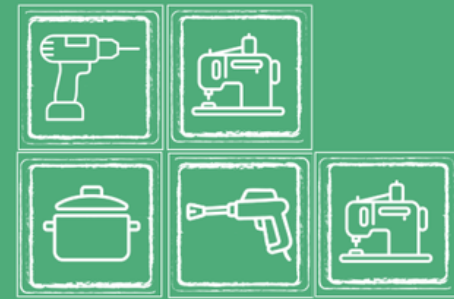
# Once the goal line is crossed, a donation is made to the corresponding local initiative

Each side supports a different local initiative, three in total. Users choose which initiative to support by inserting their card on that side.



# The Bieb der Dingen 2.0 makes sharing

Visible



Personal



Collective





Thesis Geesje Creijghton  
MSc Strategic Product Design  
Faculty of Industrial Design Engineering TU Delft

Chair: Ruth Mugge  
Mentor: Willemijn Brouwer  
Client: Innovation department Amsterdam municipality  
Client Mentor: Lydia Prinsen