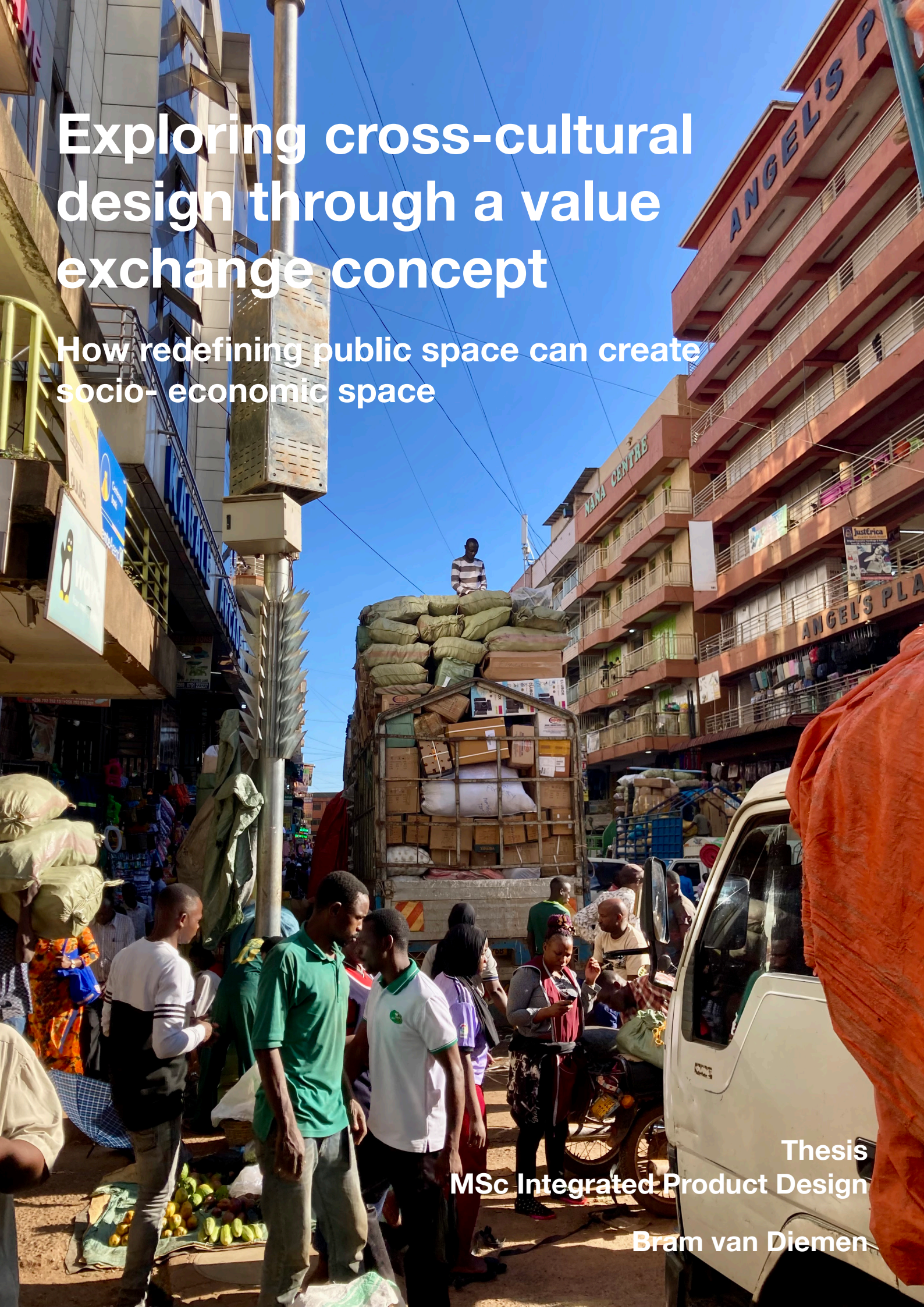


Exploring cross-cultural design through a value exchange concept

How redefining public space can create socio-economic space



Thesis
MSc Integrated Product Design

Bram van Diemen



Figure 1: street vendors at Nakasero market, downtown Kampala

Colophon

Master thesis

Exploring cross-cultural design through a concept on value exchange:
Redefining public space to create socio-economic space

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All pictures and visualizations by author. Names and pictures used with subject's consent.

Front page: Nakivubo road, Kampala



Preface

This thesis describes a process not only of a concept design, but of a deeply personal discovery of who I am as a designer and as a person. I was never sure of what I wanted to do in life, until I lay in bed one Kampala night, deeply impressed by the stories of the street vendors I interviewed, and promised myself to dedicate my professional life to helping people like them.

There's a few people I would like to thank.

First and foremost, to Designwithoutborders (Lawrence, Nancy, Abigail, Nora, Dennis, Victor, Philip and Thomas) thank you for jumping into this with me and for the many conversations you shared with me. Not only would nothing have been possible without you, I would probably have died somewhere in my first days in Kampala if it would not have been for you.

My supervisors, Matthijs, Ruud and Lawrence. You are very different from each other, in the best possible way, but you share one important trait: your incredible ability to inspire. Many times, when the project or life got me down, you have no idea how much just 30 minutes of speaking to either one of you inspired me and turned my mood for the week by 180 degrees. Thank you for your trust and time.

My family, mom, dad, Guus, Sander, Ingeborg, thank you for letting me go and your unwavering support, and to all my friends, thank you for the many cups of coffee, the laughs and the tears along the way. I love you.

And lastly, I am eternally obliged to the street vendors of Kampala. You have made me realize the little one needs to be happy and free, and I hope this concept will not only make you proud but change your living circumstances. If people with so little fortune can be as loving as you are, maybe there is hope for the rest of us after all.

This project is just the start of so many years to come of exploration and creation, and I look forward immensely to them. I thoroughly enjoyed it and I hope you will enjoy reading about it just as much.

Webale nnyo!!

Bram



Figure 2: birthday party

Executive summary

This graduation project takes place in Kampala, Uganda, in collaboration with Design without Borders Africa (Dwb).

The aim of the project is threefold:
Create social impact in the domain of value exchange in the public space of Kampala,
Apply the Vision in Product design (ViP) method for the first time in the designer's career and
Evaluate the responsibility of the designer in relation to a cross-cultural design project.

After establishing the ViP domain as 'value exchange in the public space' and performing two deconstructions (one by the designer and one by Dwb) extensive research is performed. It focuses on a time 10 years ahead (2034) and collects 215 factors (statements about the domain): 161 from literature, and 54 from interviews with 35 vendors in Kampala. The factors are clustered into 16 driving forces of the future context.

With the driving forces a framework is constructed of 12 cells, the directions the future context can move into. The axes of the framework reveal the root of the problems around street vending.

(1*) the organization of public space: Kampala's public space receives meaning from many, misaligned origins. Government planning is not consistent with the use of space.

(*2) socio-economic uncertainty: the sheer numbers of people combined with a lack of jobs creates uncertainty to which people react in different ways. These reactions create their motive to participate in value exchange.

3 cells are chosen to formulate a vision statement. We want to decrease discrimination, provide stability for hustlers and steer investments to where they are needed. Three goals which correspond to the main stakeholders: vendors, clients and the local authority (KCCA). The lost in translation between them must be addressed to enable any social transformation. Integration of vendors must become the goal rather than expulsion. To achieve this we want to reveal the value of value exchange: showing vendors' contribution in terms of convenience, urban life and economic potential.

With individual and group ideation the concept is developed. It consists of a stall and street design assigning space to vendors in pedestrian zones. Vendors are given fixed categories, streets are replanned and vendors are made the guardians and cleaners of the street. Placement of spots is used to regulate traffic flow and decongest the city. The concept couples this reorganization of public space to the other axis of socio-economic insecurity, by turning street vending from a last resort into a first step up the formal ladder. Vendors can only rent a stall for six

months during which they are educated, build a network and are helped in saving money – after the 6 months they are ready to start a full business. The financial and organizational aspects of the concept are also thought out.

Elaborate testing is performed with vendors and authorities. Most of the feedback is worked into the concept. Recommendations for further development include directions for stall design and a road map for taking the concept to a pilot level.

The reflection results in 6 design principles guiding western designers doing projects in radically different contexts.



Figure 3: Street vendors of Kampala

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Figure 4: Owino market, Kampala



Introduction

How to read this report

The set-up of this graduation project is threefold.

Firstly, the project aims to create societal impact in Kampala, Uganda, by developing a concept for the street vendors in Kampala.

Secondly, the project encompasses the first try by the designer at using the Vision in Product design (ViP) method.

Lastly, the project tries to reflect in a constructive way on the responsibility of the designer and what it means to do a project in a country like Uganda as a western designer. Is a project like this possible, desirable even?

The interplay between the different aspects of the project leads to increased insights in each field. For example, exploring the theory on cross-cultural design makes little sense when one is not actively pursuing such a design project at the same time, and learning and exploring the ViP method can only be achieved through active following of all the steps. Taking the plunge and, as all designers know, just trying out some things, is the only way to understand and answer the questions this project seeks to answer.

The thesis report follows this structure. The red parts depict the crucial, core parts of the ViP process, explained on the next pages. The yellow parts represent the reflection on cross cultural design. Lastly, the brown parts include the design process and project details.

The brown parts are meant for those with an increased interest in the project or process. It is possible to read only the red or yellow parts and get a comprehensive explanation of the project.

Street vendors and Uganda

Street vendors are persons selling simple products and food in the street.

They can be selling from makeshift stalls, small moveable structures or simply from a basket they carry around (Figure 5). They are everywhere in Kampala, especially in the evening, and occupy sidewalks, empty spaces, or walk in the middle of the road to sell to cars waiting for traffic lights. Their practices have been illegalized by the KCCA and they live in constant uncertainty regarding the future of their business.

Street vending is a widespread practice in Kampala. It is a way for many to support themselves and their families, but has seen heavy discussion and battle for the last twenty years. Street vendors are blamed to cause problems like litter and congestion of the streets, and are therefore arrested and fought off the streets. Yet, the number of street vendors has increased rather than decreased over the years. This project therefore seeks to redefine the street vendor of the future, to find out whether there is a place for him in Kampala, and what this place looks like.

Uganda is a country which has had very little contact or experience with the act of design.

This is strange, since the people use all kinds of objects and services which were – or could be – created by designers. The country sees an incredible complexity shaped by the laws of capital and power, and very politicized contexts.

This graduation project was performed in collaboration with **Design without borders Africa** (Dwb) (Figure 6). Their work in this country is unbelievable. They are more or less the only product design firm in Uganda. They consciously practice human centered design, with all employees of Ugandan (one of Kenyan) origin. They were founded by a Norwegian organization but the ownership shares are soon to move to the Ugandans themselves. All employees have a basis in either architecture or engineering and reschooled to design on their own initiative. They use human centered design to improve the daily lives of those with low income and explicitly focus on what is often referred to as the 'bottom of the pyramid'.

Their goal with student projects like this one is to show the possibilities of design to the rest of Uganda and to the Ugandan authorities. For this particular project, they made it clear that what they want is something with which they can start a conversation with the Kampala city authorities about the possibilities around street vendors.

“...more or less the only product design firm in Uganda. They consciously practice human centered design (...) to improve the daily lives of those with low income.”



Figure 5: Street vendors on Namirembe Road, downtown Kampala

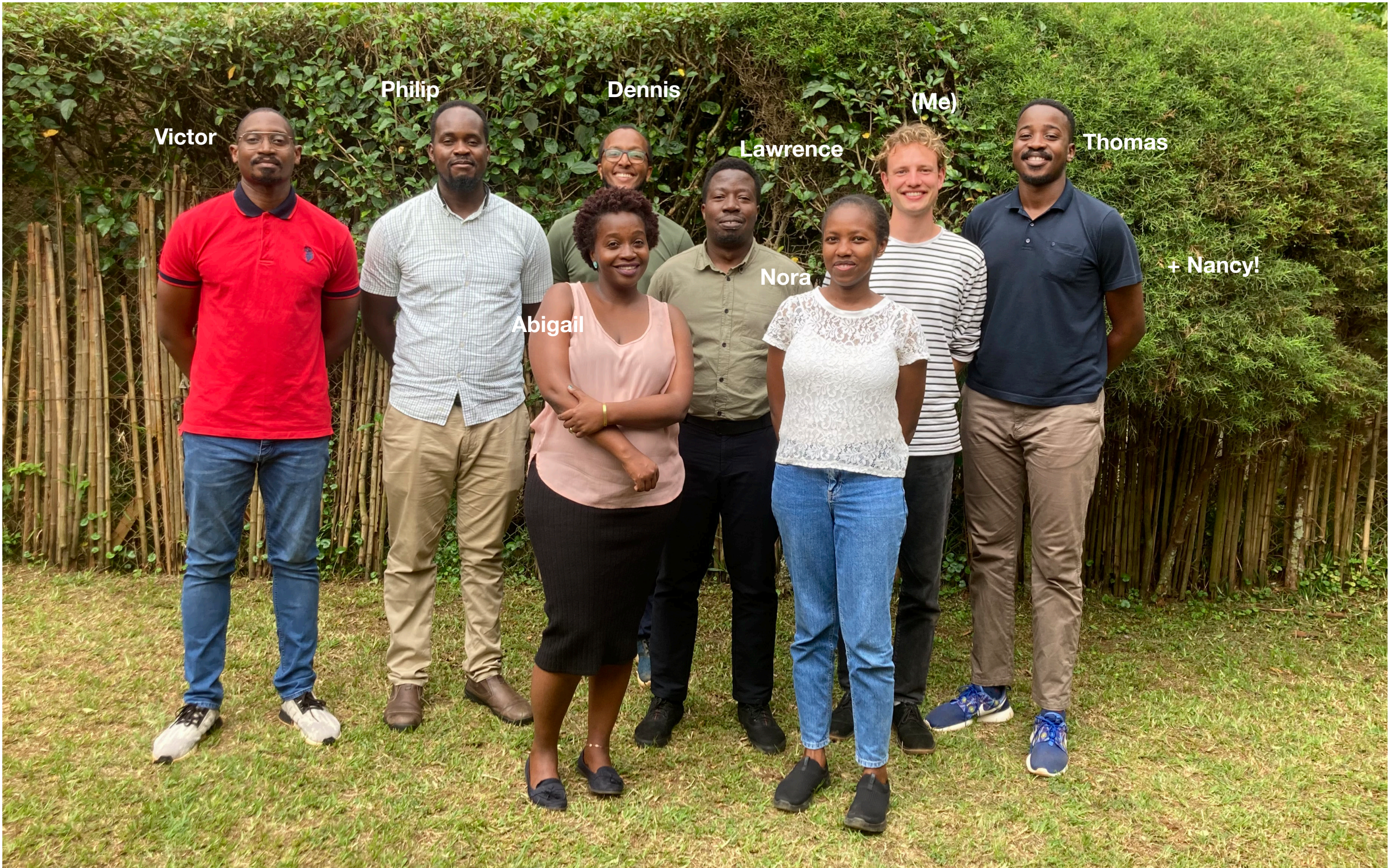


Figure 6: the Design without borders team

ViP method

The ViP method is used for this project, because its broad, socio-cultural approach seemed well applicable to a complex phenomenon like street vending. Its structure determines the structure of this report.

It was created by Matthijs van Dijk (who uncoincidentally also chairs this graduation project) and Paul Hekkert in response to what they perceived as failing design approaches what only looked to 'solve the problems of today'. They envisioned a comprehensive design methodology considering the full societal context of the product. Seeing the product as merely a means to instrument change on deeper levels of people's behavior, they created the method through 15 years of academic and real-world practice. It sees three starting points:

1. A designer's responsibility is to look for opportunities and possible futures, instead of simply solving present-day problems. Changing the perspective from to the future and consciousness of the designer's impact is crucial.
2. Products are a means to accomplish appropriate interactions (relationships), as it is in this interaction that products obtain their meaning. ViP is interaction-centered and steps over the product as the end aim of the design process.
3. The appropriateness of any interaction is determined by the context in which a product is used. This can be the world of today, tomorrow, or may lie years in the future. Future contexts may demand new behaviors and experiences. This makes ViP context-driven. (Hekkert & Van Dijk, 2016)

Before starting the design process, it is necessary to establish the **domain** the project will concern itself with. This is the area where one aims to make a contribution (Hekkert & Van Dijk, 2016). The level at which this is chosen determines the size of the explored context. The more abstract the domain, the more societal factors will be taken into account. The abstraction level must suit the available time.

The method consists of multiple steps. (Figure 7)

In the **deconstruction**, the product is looked at in the 3 levels of the ViP method, starting at the bottom.

This is the **intervention**: anything we see around us. Products, policies, services etc., but even phenomena. This is the 'what' of a situation. The interventions have attributes: properties (what do you see), features (what sets the intervention apart) and characteristics (how can it be characterized).

The second level is that of the **impact**. It describes the influence of the intervention on society. On users, bystanders, politics, etc. and of political, cultural, technical etc. nature. This interaction is concerned with the 'how' of the situation.

The highest level is the **context**, or society: the 'why'. Why is the intervention the way it is and why does it have the impact it does? What contextual factors drive the domain?

The deconstruction creates a quick overview of the present and a sense of urgency. Now it is time to focus on the future and on designing.

It follows the same levels, but in the opposite order. The future context is constructed by collecting many **factors** and clustering these into the domain's **driving forces**. From the driving forces the framework is extracted: the core of the ViP method.

The **framework** is a matrix which reveals the directions the future of the domain will move into. Its cells all represent a different situation, which will all exist next to each other in the future.

After the framework comes the most important part: creating the vision statement. How does the designer react to this newly constructed future? What social change do they want to orchestrate? What should the interaction be with the intervention be? The designer picks one or more situations to work on and formulates a desired impact.

This vision determines the full concepting process. The developed product must cause the envisioned social change and fit into the chosen cell.

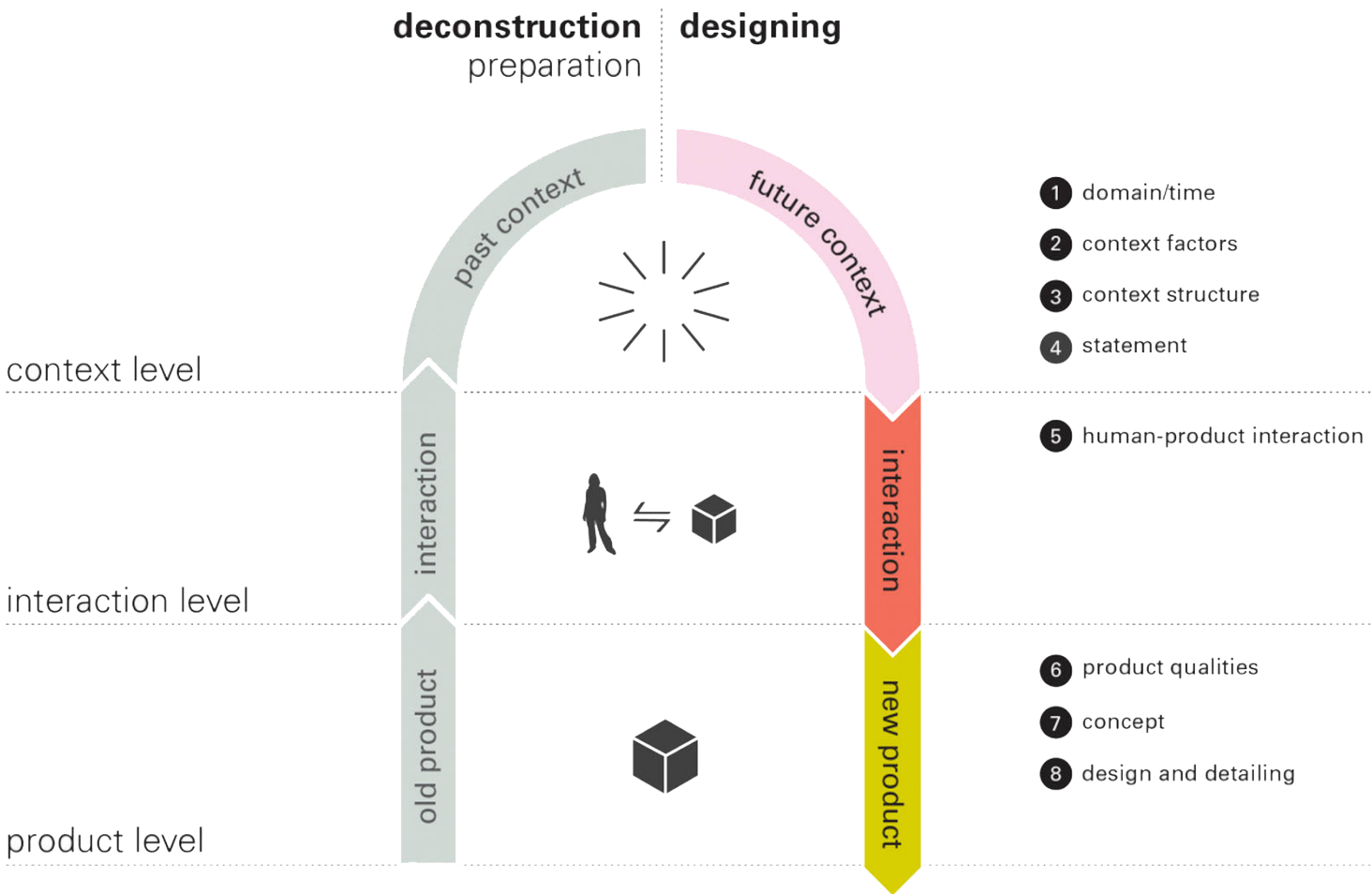


Figure 7: ViP approach (Hekkert & Van Dijk, 2016)

Cross-cultural design

The cross-cultural character is the central axis of the project. Reflecting on this created 6 cross-cultural design principles and three reflections, spread through the report.

In my design education at the TU Delft, I never learned about designing for non-western contexts. Yet, there seems to be a large necessity to create impact there.

However, my desire to learn about it and do it contrasts sharply with the discomfort I also feel towards it. Is it even possible for me to understand the needs and situations of people in Uganda? And more fundamentally, **is this something one should do?** Where lies the boundary between helping and neocolonialism? Who am I even helping, myself or the Ugandans? What **challenges and opportunities** are there in a project like this?

There is only one way to find the answer to these questions: by just doing it. Whilst neo-colonialism must be always avoided, I do want to explore the possibilities and responsibilities I have as a designer in a context like the Ugandan. The cooperation with Designwithoutborders is also interesting to reflect upon and discover further.

Throughout the whole project, from set-up to conclusion, a logbook was kept. This resulted in 6 design principles and three reflection themes, spread throughout the report.

Ideally, these show to others not only what is and isn't possible/desirable, but inspires them to also start creating impact in a meaningful way.



Figure 8: vendors focus group. L.t.r. Lucy, Sharif, me, Nancy (Dwb), Lule, James



Research

Figure 9: Interviewing Dennis in Soroti

Domain: what to work on?

Exploration

To be able to determine the domain of the project, the area the designer aims to make a contribution in (Hekkert & Van Dijk, 2016)), the field must be explored from a bird's view perspective.

Street vending is a practice which has been around for a long time, not only in Kampala but in many cities around the world, but the handling of the situations that arise is different per case. In Kampala, the situation has risen to a true crisis due to the political circumstances under which the phenomenon has developed.

The old city authority was formed by the Kampala City Council (KCC), which was democratically elected. Since the street vendors form a large and outspoken part of the city's population, the elected officials needed the support from the vendors and thus kept them out of reach of the authorities. Their practices were considered illegal, but they were kept off the hook in exchange for their support during campaign rallies or election times. At the same time, the KCC was not performing very well. Firstly, the KCC consisted mostly of opposition party members and therefore was heavily underfunded by the central government, run by Yoweri Museveni's (Uganda's president) National Resistance Movement (NRM). Secondly, since political quarrels were prioritized over actual policies and governing, the city was not run optimally. Waste was not disposed of, decent roads were absent, and many other public services were severely lacking, even compared to many other African capital cities. The response by the NRM came in 2002: the KCC was swept aside, and a new city government was installed, named the Kampala Capital City Authority. Its members are appointed by the central government and the minister of Kampala, very active in the KCCA, stands close to Museveni. The KCCA, with new ample funds, quickly assigned engineers and planners to pave roads, create better waste disposal and improve public services overall. Part of the new plans was also to 'clean the streets' – which in part meant removing street vendors. Crack-downs on the vendors increased heavily since 2015 and have only become more frequent since. (An important addition here could be that the number of vendors since the same year only increased). The crux here now lies

in the fact that the KCCA was not elected anymore by Kampala's population. This meant, that the KCCA officials no longer needed the support from the street vendors and had no interest any longer in protecting their rights and practices. In short, the street vendors were in deep trouble because of this twofold development, where they not only became the new target of the authorities, but also lost the protection they had in the past. (Young, 2017)

This short story, derived from the papers and dissertation of Graeme Young, serves to illustrate the complexities in the context of street vending and the amount to which the situation has been severely politicized. In choosing the domain, this higher level to the developments around the street vendor must be kept in mind and therefore the abstraction level must be picked accordingly.

Domain choice

A quick choice for the domain could be 'street vendors in Kampala'. Yet, further exploration of the topic together with the Ugandan designers brought up two points which, together with the political tensions described above, steered the domain to a more abstract level.

The first one is the diversity of trades taking place in the streets of Kampala. There are many different grades of vendors on the streets. Their practices differ in formality, permanency, size, and goods traded. The largest ones are the markets. These are fixed in the same place, with formalized structures and rules. Vendors rent a stand and sell their products from it, every day. Vendors usually specialize in one category of products.

Mobile markets are legitimized places where vendors can sell products on a set day of the week. Each day a mobile market is held in a different part of town and products sold range from food to clothes, jewelry, shoes etc. Vendors pay a set amount to the Kampala Capital City Authority (KCCA) to be allowed to sell at the mobile market.

Kiosks are small makeshift stalls that sell mostly food and sometimes newspapers, books etc. They are fixed in one place and allowed/condoned by the city to sell in this certain place.

Street vendors are persons who work alone selling one category of products. They can be selling from makeshift stalls, small moveable structures or simply from a basket they carry around. They are everywhere, especially in the evening, and occupy sidewalks, empty spaces, or walk in the middle of the road to sell to cars waiting for traffic lights. Their practices have been illegalized by the KCCA and they live in constant uncertainty regarding the future of their business.

Because of this large array of different trades all taking place in the streets of Kampala, it makes little sense to only focus on the street vendors, since the different practices will likely influence and intersect with each other.

The second reason to expand the horizon of the project is the fact that vendors do more than just sell

products. They add different kinds of value to life in the city. Bringing convenience by getting products to all places in the city, for example, so that customers do not need to go to the markets. Furthermore, they are the city's eyes and ears – living on the streets they are up to date on many things and know what is happening around the city. They are street-wise and can offer advice about many things regarding city life. They are also a source of security, as streets where they sell are not empty and they serve as the 'security camera' of the streets, reducing theft and burglary. Finally, they play a role in shaping the city's culture. The liveliness they bring to the streets is enormous and the humor with which products are praised to customers is the color of Kampala's streets.

Due to the diversity of the trades taking place in the streets of Kampala and the many kinds of value playing a role in the context of the trading, the domain is chosen as 'value exchange in the public space'. This domain is abstract enough in the sense that it allows for the investigation of all kinds of value, but also already narrows down by looking only at those exchanges taking place in the public space.

"A good vendor is more than the product he sells"

Lawrence, Dwb

Deconstruction: deep dive into the present

In the deconstruction, the domain is looked at in the 3 ViP levels, starting at the bottom. For this project, two deconstructions were executed. One by me, the main designer, and one by

Dwb in a group session led by me. This was done to compare them and detect possible misinterpretations on my side. The full transcript of the session can be found in Appendix V.

Intervention: describing the phenomenon

Properties: what do you see?

Long-term vendors are more often women, short-term vendors are more often men - but not always.

Uganda's median ('average') age is 15 but vendors are typically older than this, between 20 and 30 years old.

Vendors are from the low social class of the **urban poor**.

Vendors are typically not from Kampala, but moved from rural Ugandan areas to the city in search of a better life and a steady income. Switching between

easy-access jobs such as vending becomes their way to support a **livelihood** for themselves and their families.

Vendors display goods on quickly **moveable** mats, small structures or constructions hung around themselves. Women also display goods in baskets on their heads.

Vendors' lives are **dynamic**, insecure and provide minimal income.

Features: what sets the intervention apart from others?

Vendors bring products to crowded places. They sell **simple products** and foods or raw ingredients.

Vendors are the **ears and eyes** of the city. They know all the news and gossip, because they are moving around, and will tell anyone. A good vendor is more than just the product he sells and provides more than only economic service.

Moreover, vendors are used to **steer public opinion** on social and political issues. Their support is sometimes bought off and used to create the appearance

of public support. Their (apparent) support can mean a politician can be elected - or the opposite. Vendors also provide **security** in the city, by acting as a sort of 'security camera'. By being in streets that would otherwise be deserted, they prevent thieves and burglars from doing their business.

Lastly, street vendors know the city and will help you when you are in need of whatever, like when your car is broken down in a deserted part of town.

Character: how can the intervention be characterized?

Street vendors can be characterised as **street wise** folks who know how to **survive**. They are loud, resilient and adaptable and are very assertive when it comes to selling and surviving. They understand the streets.

They know their way around the streets. Not only the maps, but also the social structures and how to fix things for themselves. Their help is valuable and often offered and they are always in for a **joke**, selling their merchandise and lighting up the atmosphere in the streets.

Community is also essential in their way of life, both between them and with other people on the street. Though sometimes related to criminal and logistic issues, they are part of the core **fiber** of the city, standing in society with two solid feet. They provide their share of the value offered to citizens and are an essential part of city life. As a symptom of many greater factors out of their control, they try to make the best they can of their lives.

Temporary: street vendors' practices and structures are always temporary and not constantly bound to the same places and times.

Mobile: vendors often move around with their merchandise, looking for customers or strategic selling places.

Versatile: street vendors don't sell one particular product, they can keep changing it up, though many vendors often sell the same as their colleagues. Some vendors even keep changing their merchandise with

Informal: vendors have no official employment. This also leads to their set-ups being improvised and Do-It-Yourself kinds of structures.

Mobility: street vendors differ from market or store vendors because they can move around, be it from day to day or constantly, for example at traffic lights.

Freelancer: vendors are mostly not tied to a particular trade and are therefore quite flexible in their occupation – they are not registered as a certain business and

Quick: the value exchange must take place very quickly, before the client needs to move on – especially for those vendors selling in traffic.

Convincing and persistent: vendors understand the art of seduction and selling and can convince many clients; when they don't succeed at the first try, they keep persistently trying.

Loud: vendors use their presence to attract attention to their merchandise, creating noise and hustle.

Design without borders

whatever food the season brings (fruits, grasshoppers)

Surprising: some vendors sell surprising products, like live fish or traffic triangles. Sometimes they can be helpful in reminding clients they needed a certain thing.

Storage points: all vendors have some way of storing and displaying goods, be it on their heads or makeshift structures. Furthermore, they often have separate storage places where they leave the products they can't constantly carry around.

don't have large investments into their business.

Convenient vs. non-convenient: vendors' presence is convenient in terms of the service they provide, and that they are in strategic places which clients pass by anyways. Yet at the same time, their presence in these strategic places is also inconvenient because they block roads and take up traffic space.

One-man business: vendors don't hire others, they do all the work themselves.

Observant: the moment a potential client even looks at them or their merchandise, they're hooked and will very likely be convinced to buy something.

Annoying but useful: the street vendors are present, loud and can block roads, but they bring a great deal of convenience to people and life on the streets.

Impact: how does the intervention affect people?

On clients

Vendors offer **covenience**, by bringing products close. For example, they make fresh ingredients available when rushing from one place to the other. Searching or going into a shop is not necessary.

Clients also benefit from vendors as they **inform** them on the latest news and gossip, giving updates on what is going on in the streets of Kampala.

Clients feel **safe** because of the presence of street-wise vendors, who can help them with their expertise when necessary and ensure streets are never empty.

On others

Street vending has radically altered the use of **public space** in Kampala, turning roads meant for transport only into economic hubs. This is also causing congestion and chaos on the streets.

It is not clear to me at this point, how much the **congestion** is actually a problem and how much of it is perspective. It has not been proven that the congestion is only caused by vendors. Kampala was designed for 50,000 inhabitants but now houses almost 2 million people.

On politic

Street vending is not recognized as a legal profession by the Kampala Capital City Authority (KCCA) and this has led to severe **'crack-downs'** on street vendors, where they are reported to be violently arrested, jailed and generally 'treated like animals'. Their merchandise can be seized.

Vendors used to have a large influence in politics as they could steer public opinion and thereby help politicians get elected into the Kampala City Council (KCC). However, the **KCCA** is not elected but appointed by the central government, which ended the ability of the vendors to defend themselves politically.

Vendors also take away merchandise from **shop owners**. They don't pay rents etc. like shop sellers and can position themselves in easy to reach places.

The **city culture** is impacted and shaped by the street vendors' opinions as they decide which social and cultural issues or phenomena are 'on trend'.

The KCC and Lord Mayor are standing up for the rights of the urban poor (and thus street vendors), but did not always provide the best **value** for vendors in regards to taking care of the city and the streets.

Since vendors operate in the informal sector, they do not pay any **taxes** and don't provide a direct revenue stream for the city authorities.

Comedic relief: street vendors add comedy and fun to the street atmosphere with their jokes and presence.

Society is less boring: without street vendors, many people and the streets would just be serious and less enjoyable.

Security: at night when most shops are closed, many streets are not deserted because of street vendors' presence. They keep the streets active and guarded.

Bargaining: the bargaining culture is strong and impacts clients by allowing them cheap buys. Many vendors are trying to survive and can be so desperate that they will accept almost any price for their merchandise.

Relationships: the relationships between vendors and clients are very service related – for anything you want done, there is a guy to be found. In this sense, even the boda boda guys, who often pick up and deliver things, could be considered street vendors or at least hustlers.

Deception: sometimes people misuse the sense of security associated with vendors and dress up as one whilst actually participating in theft or crime. Vendors work in open and crowded spaces which also attract thieves etc.

Congestion/sanitation: vendors congest the streets and their practices create much trash (plastic etc.) on the streets. They can pollute sanitary streams and are sometimes even seen as dirty themselves, e.g. if they wash their foods (or themselves) in dirty water.

Convenience: street vendors provide a very convenient service to the inhabitants of Kampala, by bringing everyday necessities to all parts of town. People can buy most things from the comfort of their car on their commute or way home.

Proactive: vendors genuinely try to earn a living and don't take to begging or stealing. They are actively trying to survive and not waiting on the world to help them, which makes them less of a burden to society and economy.

Landmarks: some places have become their own landmark because of certain street vendors' presence, like a place in Bugolobi known for the many and great chicken grillers. In a city where addresses and directions are not a straightforward thing, this can be very helpful.

Political: the vendors spread gossip, and easily make up the crowd during campaigns. Most political events take place in the streets and since the vendors are always there, they automatically become involved.

KCCA: the authorities are not happy with the vendors and want them to move off the streets.

Context: what are intervention and impact shaped by?

In Uganda, a trend of **de-democratization** can be seen. President Museveni has been in power since 1986 and is doing everything he can to stay there. This includes removing limitations to presidential terms, upholding a one-party system, arresting and removing opposition etc.

This development is closely related to the **re-central-ization** of the governmental bodies. Uganda, once praised for its progressive approach in rebuilding governmental structures after its civil war (1980-1986), is now seeing a regression in this. A good example is the replacement of the elected KCC's power with the

Uganda is also struggling, like many countries, with discrimination, including **class-discrimination**, visible mostly in the stark contrasts. No realistic alternatives are offered for the vending practices. Private investors have much power but do not take the poor's interest to heart. The **privatisation of land** in Kampala is also a source of social contrasts and discrimination, due to land use fights and development struggles. Street vending could be seen as the symptom of many other context factors in Uganda. Primarily, it is the result of the combination of rapid **urbanization** and a **lack of economic opportunities**. Many urban dwellers come from rural areas looking for opportunities, but the

Yet, **corruption** is still incredibly widespread in Uganda, as is political patronage. Cronyism and bribery are common practices, seen horizontally across ministries and vertically across national and regional authorities.

Uganda sees a historic **division** between the north and the south of the country, going back to the different tribes and kingdoms that shaped the nation. Kampala can be seen as the heir of the Buganda kingdom, seeing economic prosperity, whereas the north of the country is left behind. This tribal/regional/ideological division can still be seen in many issues, governmental bodies and economic indicators.

power of the government-appointed officials forming the KCCA.

The KCCA is legitimising itself with large spendings on what could be called 'cosmetic' improvements to the city. Its **clean city plans** include investing in new roads and public services, heavily combatting anything that does not fit in the picture of a modern, western city.

city is lacking in providing these. This drives them into the informal sector. Uganda is still building up and recovering from its period of colonialism, followed by many power struggles, a dictatorship and a civil war. Museveni and his regime have brought many improvements to the country in the **past**, legitimising and popularising the current government with the population.

In 2007, Uganda adopted its **2040 vision**, aiming to create "A Transformed Ugandan Society from a Peasant to a Modern and Prosperous Country within 30 years". Many interventions and actions can be traced back to this plan.

Uptown/downtown: Kampala sees a difference between the inhabitants of the up- and the downtown regions of the city. There is a love-hate relationship between vendors and society for two main reasons:

- 1. Vendors provide a useful service, but also belong to a low-income and low-opportunity economic group, for which they can be looked down upon.
- 2. Even though vending is not a profession people necessarily feel proud of, there are a lot of positive stories related to the practice as people can feed their children through it and send them to school. People feel pride in this even though they might want something different for their kids. It is not

Lack of education: street vendors are those people who are not qualified for other jobs due to a lack of education, caused either by poverty or one of the many wars of the past years in Uganda.

Lack of jobs: even people with good education are sometimes left without a job, as the formal job market is not able to absorb everyone, especially not all graduates.

Shop owners: lastly, authorities are also responding to complaints from shop owners in their removal efforts, as these see vendors as unfair competition. Vendors can place themselves in more strategic places and don't have the disadvantages of rent, taxes, and book-keeping. In short, vendors place themselves outside of the system and this gives them an advantage (even though, one could say, the system also treats them quite badly).

something to aspire to, but it is creating value in certain senses.

Furthermore, there is a strong aspect in the dislike of street vendors related to a sense of wanting to make the city look good, which also stems from the uptown/downtown split.

Taxes: yet the main reason behind the KCCA's efforts to clean up the streets is the fact that vendors don't pay any taxes or licenses. Yet, cleaning them up so far has not worked, as there are too many of them with little or no other place to go.

Corruption: a phenomenon that is behind almost all problems in many countries like Uganda, it also plays a role here, for example by being one of the reasons for bad education and lack of jobs.

Public space: the public space as represented by the authorities has not yet accepted them, which also makes the vendors the way they are: temporary, informal etc. Yet public space referring more broadly to all the people in it, has accepted the vendors because of the convenience they offer.



Figure 10: woman selling pans on Kafumbe Mukasa road

Plunging into literature and the field

After setting the domain and completing the deconstruction, the research was started. In ViP, this is done by collecting factors: statements about the future context of the domain.

It is important to note that everything from this point on concerns itself with the future of the context domain, and not the present anymore. The time span for the future research was chosen at 10 years. Far enough ahead for the solution to be relevant over a long time span but close enough to today to make reliable statements about developments.

Dwb expressed their concern during a collective session that in the case of Uganda, which sees a society and economy of uncertain and volatile developments, research into the future can be challenging and comes with estimation and interpretation, if it is at all possible. Luckily, creating an idea of how society will relate itself to value exchange in the future turned out to be possible.

The research consists of 'factors': statements about future society that are related to the domain. 161 factors were collected through literature research, and another 54 from field work (interviews), resulting in a total of 215 factors. Each describes one fact about the future of Uganda/Kampala related to value exchange in the public space.

All collected factors can be found in Appendices II and III. The next pages give an impression of the collected factors. Four different factors categories can be distinguished:

- 1. States:** statements which are believed to be the same over a long time span. Classifying a factor as a state does not mean it will never change, but that it will be constant in the time period relevant to this design project. An example of a state is that corruption is omnipresent in Uganda: though it (hopefully) might be the case that corruption will one day cease to exist in the country, it is unlikely that this will change over the coming ten years. (Saxton, 2023)
- 2. Principles:** factors which are true everywhere and always. Principles differ from states in them being universal to humanity or society. They

speak of human nature or definitions. An example of a principle is that trust takes a long time to build but is easily lost. (Lee & Galletto, 2021)

- 3. Trends:** trends and developments differ from states and principles because they describe a changing phenomenon. Trends do this in relation to human behavior: the things people do, say, like etc. An example is the fact that criticism is starting to arise on the way street vendors are treated by local authorities. (Kiberu, 2023)
- 4. Developments:** developments also describe a change, but not related to human behavior. They are often articulated using numbers or statistics. An example of a development is that Kampala will see a large increase in heatwaves over the coming 20 years. (Nsair, 2021)

In addition to the literature research, conversations with Design without borders' designers also resulted in some factors, as did a conversation with Dr. Graeme Young on the 29th of November 2023 (he completed a PhD at the University of Cambridge in 2018 on the topic of street vending in Kampala).

Field work

To gain first-hand insights and experience, interviews were conducted. These were held between November 21st and 27th 2023 in the streets, markets, and mobile markets of Kampala:

- Namuwongo market: 21/11/2023
- Nile avenue; in and around HAM shopping mall: 22/11/2023
- Ntinda market and Ntinda road: 23/11/2023
- Kamwokya market: 24/11/2023
- HAM shopping mall and around: 27/11/2023

A total of 34 vendors were interviewed and 1 vendors' representative (market official). Furthermore, the KCCA Deputy Director of Gender and Community Services and Production was interviewed on the 29th of November 2023.

Research questions were the following:

1. How does the public space in Kampala develop?
2. What does the value exchange look like in Kampala? Why?
3. What trends, developments, states, and principles influence Kampala's value exchange in the future?

The results of the interviews were translated to 54 factors, to be found in Appendix III. Some were derived in abstraction from all interviews, whilst some are directly related to a numbered interview. An impression of the factors is given below.

Full interview guides can be found in Appendix IV. The main goal was to gather context factors related to the domain, reasons behind the behavior people show. To get to larger-scope developments that might eventually shape the future of value exchange in the public space. Questions were asked about the reasons participants took to vending, fears and hopes for the futures, whether they encountered any challenges. The relationships between vendors, clients, authorities, and other players in the field like vendors' representatives were explored. Those who had been

in the field for a longer time were asked whether they had seen any changes over the years.

Full interview transcripts are found in Appendix V.

Secondary goals of the interviews were setting up a network of vendors for testing later in the project, and getting an image of the practical side of things – what do the vendors and their clients do, what do their environment and practices look like, how can the value chain be described, etc. etc. A picture was taken of each vendor to create a catalog of the different ways people are selling in the public space – markets, baskets, stands, stalls, carry-arounds, etc.

S1. Uganda's median age is expected to climb from 15.7 years in 2023 to 17 in 2035, meaning it has one of the youngest populations worldwide. (Statista, 2023)	always been charged with political meaning, and major actors don't agree on the future of vending. (Monteith, 2016)
S2. Uganda sees a large break line between the north life for Ugandans. (Lawrence, 2023)	S28. Violence and riots seem to be part of everyday life for Ugandans. (Lawrence, 2023)
S3. 'Uganda's Human Capital Index is low. Children born in Uganda today are likely to be 38% as productive when they grow up as they could be if they enjoyed complete education and full health.' (Overview, z.d.)	S29. Land disputes are at the core of many, if not all, urban space issues. Private investors, corruption and low government budgets prevent land buying for communal housing or other building. (Lindell et al., 2019) (Lawrence, 2023)
S4. The chance of dying from a road injury is much higher for men (46/100000) than women (13/100000) (Countries, z.d.)	S30. Uganda's economy is dynamic and changes/ grows very very quickly. (DevelopmentAid, 2023)
S5. Old tribal wounds are still present and heal slowly. (The East African, 2022)	S31. Research data about Uganda is lacking, for example on SDGs: "Currently, the country can report on 117 out of 201 SDG indicators that are applicable to Uganda's context but most of the available data is not appropriately disaggregated by gender, age, disability, income and other required characteristics." (Uganda Common Country Analysis, 2021)
S6. Only 0.2 % of Uganda is non-religious, 87% is Christian and 13% is Muslim. (Kokole et al., 2023)	S32. Uganda is surrounded by countries in conflict/war and is housing 1.5 million refugees, mostly in the north and west. (Country - Uganda, n.d.)
S7. Uganda has a 2040 vision to create 'A Trans-formed Ugandan Society from a Peasant to a Modern and Prosperous Country within 30 years' (Uganda Vision 2040 – National Planning Authority, z.d.)	S33. "Youth unemployment stands at between 64% and 70%, and about 400,000 youths are released annually into the job market to compete for approximately 9,000 available jobs. About 30% of the youths who are institutionally qualified in Uganda are unable to find jobs, and the situation is even worse for semiskilled and unskilled youths." (Ntambirweki Kangongo & Megalah, z.d.)
S8. Militarism has been omnipresent in Uganda and will continue to be so for at least the coming ten years. (Solomon, 2016)	S34. "40% of children, or approximately 6.2 million, aged 5 to 17 are engaged in child labor" (2021 Statistical Abstract, 2021)
S9. 'Uganda ranks 142nd out of 180 countries on Transparency International's Corruption Perception Index.' (Afip, 2023)	S35. Informal and formal governance are intertwined, and whilst management starts out good, it often worsens and is taken over by another, for which the same goes (for example Nakasero market). (Monteith, 2015) (Lawrence 2023)
S10. Museveni has brought relative stability to Uganda for many years, and he uses his good deeds (in the present and past) and war heroism to stay in power and legitimize unethical deeds in the present. (Conversation, 2023)	S36. There is a strong narrative about young (uneducated) men as bayaye (Uganda for 'hooligan'). The word originates in the 1970s and is associated with 'street-wise' ghetto people. Bobi Wine, the opposition leader, is seen as one. (Pier, 2021)
S11. It is possible to "[...] collude with the institutions such that they don't enforce the law." (Taylor, 2023)	S37. The Buganda kingdom represents a cultural institution that is of great cultural and political influence. Disputes between the kingdom and the government arise ever so often. (Ndho, 2019)
S12. Many issues are related to tribal sentiments in some way. Museveni's government people are all from Western Uganda, which makes their ruling of other kingdoms painful for citizens. (Taylor, 2023)	S38.. Uganda sees a moralized society, where "the supposed moral deterioration of society is passionately discussed in public and in private." (Baral, 2018)
S13. International companies invest and benefit heavily from Africa (like Total Energies from crude oil) without respecting human rights. (Jazeera, 2023)	S40. Corruption is part of the Ugandan culture and deemed socially acceptable. (Saxton, 2023)
S14. There are active rebel troops like the ADF. Though some may perish, others may be born and there will probably be rebels for a long time. (548 ADF Rebels Killed in Congo: Ugandan Army, n.d.) (NOS, 2023)	S41. Political patronage systems are widespread in Uganda (Tangri & Mwenda, 2008)
S15. Many preachers take to the streets to spread their religious message. They form part of the city's fiber. (Watsimba, 2022)	S42. Class discrimination is a part of Ugandan society and culture. (Young, 2017)The class dimensions of this logic are obvious: street vendors, as visible members of the urban poor, prevent the city from properly functioning for other residents by being visually unappealing, blocking traffic and pedestrians, posing a potential physical or monetary threat, undercutting businesses and undermining local government finances. Their livelihood needs are considered secondary to such concerns.(Young, 2017)
S16. Ugandan society is still dealing with the legacies of conflict and how they can be remembered, acknowledged, and memorialized within broader complex social, political, and cultural relations. (Moles et al., 2023)	S43. "In spite of the benefits of the cities like job creation and infrastructure development, there is inequality in urban areas compared to rural areas and many of the world's urban poor live in substandard conditions" (Nuwagaba 2022).
S17. "people residing in the outskirts of the city only come to the town center to shop, trade goods, idle around and return to their homes - hence urban life is minimal and restricted to daytime." (Nuwagaba, 2022)	S44. Political situations include many complex factors and players. Simplistic conceptual opposites such as "state vs civil society" and "domination vs resistance" are not enough to describe the situation. (Lindell et al., 2019)
S18. Many facilities that form part of Ugandas recent economic development are indirectly controlled by other countries/institutions than the state, because they were built with their funds. (Wilkins & Vokes, 2023)	S45. Democracy can lead, and has often led, to a situation where staying in power is more important than governing. (Gustafsson, 2019)
S19. Many significant developments are out of control of the state. (Wilkins & Vokes, 2023)	S46. Aspirationalism (due to fantastical future promises) can lead to large disappointment and anger when the projects don't turn out as expected. (Wilkins & Vokes, 2023)
S20. Epidemics and outbreaks occupy medical activities at the expense of longer-term sicknesses - like Africa's 'invisible' cancer epidemic. (Wendland, 2013)	S47. Implementing inefficient policies can be more useful to be re-elected than implementing effective policies. (Gustafsson, 2019)
S21. Problem --> informal solution --> side-effects --> solution is criminalised instead of solving the problem. Example is waste collectors (and street vendors)! (Doherty, 2019)	S48. Regime continuity does not imply political stasis. (Wilkins & Vokes, 2023)
S22. "Urban conditions expose slum dwellers to poor physical infrastructure, undesirable work conditions, pollution, and health and safety challenges." (Ssemugabo et al., 2020)	S49. Policies are often implemented in such a way as to silence accusations and maintain support. (Lindell et al., 2019)
S23. Air pollution, driven by urbanization, industrialization and traffic remains a silent killer by leading to many health risks. (Katushabe et al., 2021)	S50. 2. "There is no specific law or regulation that regulates data protection. [...] Uganda has no specific body mandated to enforce and oversee data protection." (State of Privacy Uganda, n.d.)
S24. Uganda's government could see improvements in efficiency and organisation. (Chereni et al., 2020)	S51. Press freedom is under pressure; many news sources are government-controlled and journalists are violated. (Uganda, 2022)
S25. The building and reformation of houses - and thereby part of the public space - is largely informal and driven by current, emergent needs. (Mukilizi & Machyo, 2021)	
S26. Rioting has become a form of 'politicised noise': Protests have become 'institutionalised'. (Goodfellow, 2013)	
S27. Vending spaces and activities in Kampala have	

S52. Most of the policies advanced by the government(Posner et al., 2010) to help traders seem to be more political than economically support traders. (Kiberu, 2022)	P18. "human rights, the rule of law and democracy are interlinked and mutually reinforcing" (United Nations, n.d.)
S53. "Business in Kampala is regulated by a complicated patchwork of acts, bylaws and ordinances, including a 1969 law on trade licensing and a law governing official markets which dates to the days of British colonialism." (Taylor, n.d.)	P19. Trust is built through positive relationships, good judgement/expertise and consistency. (Zenger, 2021)
S54. "urban management" is unable to make significant progress because of local power struggles" (Gombay, 1994)	P20. To sell something, customers need to get out of their comfortzone, and this can only be achieved if they trust the seller. (Schultz, 2023)
S55. Polygamy is common in Uganda, where men are allowed to many multiple women. This leads to large amounts of children in one family. (Admin, 2022)	P21. Trust takes a long time to build but can be lost quickly. (Lee & Galletto, 2021)
S56. Streets have little structure/no lanes/are used by many modes of transport simultaneously. (Siya et al., 2019)	P22. "There are lasting legal and financial consequences when the bonds of trust are broken." (Lee & Galletto, 2021)
S57. "Kampala's topography, hydrology, and class structure ensure that trash flows downhill, accumulating in slums where it leads to flooding and outbreaks of cholera, typhoid, and other waterborne illnesses as well as to endemic malaria." (Doherty, 2019)	P23. "Trust is the fundamental element of all human relationships." (Lee & Galletto, 2021)
S58. Patriarchy is strong in Uganda, leading to gender-based violence and women performing worse on asset ownership and employment status. (Madinah, 2020) Men are often monitoring many aspects of women's lives. (Svensson & Larsson, 2015)	P24. Value exchange is a transaction between two parties that results in each party receiving something of value, some kind of benefit, from the transaction. (Week, 2021)
S59. Kampala was designed by colonialists for about 50,000 inhabitants. (How Kampala Was Designed by Colonialists," 2021)	P25. Value is the importance or worth of something for (Stanford Encyclopedia of Philosophy), 2021)
S60. Uganda adopted one of the strictest anti-LGTBQ+ laws in the world in May 2023. (NOS, 2023)	P26. Value is relative and can take many forms (monetary, emotional, social, etc.). (Value Theory (Stanford Encyclopedia of Philosophy), 2021)
S61. "Scarcity enhances the value (or desirability) of anything that can be possessed, is useful to its possessor, and is transferable from one person to another." (Lynn, 1991)	P27. "Public spaces – including streets – are, and must be seen as, multi-functional areas for social interaction, economic exchange and cultural expression among a wide diversity of people." (UN Habitat, 2018)
S62. "Old cultural meanings [...] are stripped away as something becomes a prized economic asset" (Taylor, 2023)	P28. "Important conditions for urban planning to be successful are the contextual existence of good governance and management arrangements, as well as viable mechanisms to redirect part of the value gains into the nurturing of better quality public space." (UN-Habitat, 2018)
S63. Power not only makes people selfish, but it also enables them to reach their (selfish) goals faster. (Guinote, 2017) President benefitting from market disputes is example. (Young, 2017)	P29. "Streets are versatile in the nature of activities they host, which range from social and economic to cultural and political uses." Their main provision is mobility. (UN-Habitat, 2018)
S64. There are many ways to justify immoral actions, and they use framing. (Breines, 2020) Example: calling the arrestation of opposition leaders 'escorting/ guarding them for their own safety'. (Afip, 2023a) Example: reminding the public of past heroism (Conversation, 2023)	P30. Poverty significantly impacts mental health and reduces people's ability to make good decisions. (Philipp, 2023)
S65. Many environmental circumstances determine whether a person becomes a criminal, apart from their personality. (PSYCHOLOGY AND CRIME Office of Justice Programs, z.d.)	P31. The tunneling effect sees poor people unable to focus on other things than the task at hand/surviving. (Philipp, 2023)
S66. In order to construct/imagine a reparative future, one must understand the honest past. (Moles et al., 2023)	P32. The tunneling effect sees poor people unable to focus on other things than the task at hand/surviving. (Philipp, 2023)
S67. "Repair politics are relational, affective processes." (Moles et al., 2023)	P33."Contextual factors, including food insecurity and violence, increase depression risk among urban refugee and displaced youth." (Logie et al., 2020)
S68. "Understandings of a shared future can only be fostered through understanding, empathy, and dialogue" (Moles et al. 2023)	Trends
S69. "The past is a powerful political object (whether it is being called upon to justify the status quo or to challenge it.)" (Wilkins & Vokes, 2023)	T1. De-democratization, aimed at keeping the present government in power, is more and more often the norm. (Young, 2017)
S70. There is tension between the narrative and the actions of a government. (Baral, 2019)	T2. Centralization, re-installing the power into the central government, is a process that will continue. (Young, 2017)
S71. "Corruption (the abuse of entrusted power for private gain) erodes trust, weakens democracy, hampers economic development and further exacerbates inequality, poverty, social division and the environmental crisis." (Transparency International, 2020)Kampala Post, z.d.)	T3. Kampala is creating a narrative of neo-liberal urban planning, pushing the individual initiative, yet government involvement is large in many development projects. (Baral, 2019)
S72. The fight against corruption can not be independent from state reforms. (Tanzi, 1998)	T4. The Kampala Capital City Authority (KCCA) plans/ tries to make Kampala into a modern, 'western developed' city with their 5-year strategic plans. (Inside the 5-Year Strategic Plan for Kampala City The environmental crisis." (Transparency International, 2020)Kampala Post, z.d.)
S73. The phenomenon of 'infrastructural violence' describes how inequality, marginalisation and disconnection are often sustained by the (physical) infrastructure of contemporary cities. (Rodgers & O'Neill, 2012)	T5. Mobile money, "a type of financial innovation, enables individuals to transfer, deposit and save money using cell phone technology." It is gaining ground in Uganda, more and more people pay with their phone. (Kibucha, 2021) (Dunne & Kasekende, 2017)
S74. Implementing inefficient policies can be more useful to be re-elected than implementing effective policies. (Gustafsson, 2019)	T6. Many governments are restricting cooperation with Uganda because of the anti-gay-laws. (AfP, 2023)
S75. Lack of housing and education makes people vulnerable to exploitation. (Bwambale et al., 2021)	T7. The KCCA is executing more and more 'crack-downs' of street vendors. (Taylor, 2022)
S76. The principle of subsidiarity ("a central authority should not be very powerful, and should only control things which cannot be controlled by local organizations") is omnipresent in modern, liberal democracies. (Subsidiarity Noun - Definition, Pictures, Pronunciation and Usage Notes Oxford Advanced Learner's Dictionary at OxfordLearnersDictionaries.com, n.d.) (The Principle of Subsidiarity Fact Sheets on the European Union European Parliament, n.d.)	T8. Uganda is becoming more aware of its littering problems and campaigns are run to decrease waste disposal. (Independent, 2023)
S77. "Divide and conquer"-tactics are diverse and very	T9. The Ugandan government is recognizing new cities to accommodate urbanisation, which is seen as a prerequisite for building a large middle income class: "Effective 1st July 2020, ten cities became operational." (Nuwagaba, 2022)
	T10. Uganda says it sees great potential in, pushes for and has many policies encouraging entrepreneurialism. (Entrepreneurship Policy Review, 2023)
	T11. Uganda is rapidly building new roads and

infrastructure - funded especially but not exclusively by Chinese investments. (Works on 684kms of New Roads to Start This Financial Year, n.d.) (Wilkins & Vokes, 2023)
T12. Uganda is investing heavily in tourism, also to Kampala. (Uganda, 2023) This is changing the cityscape drastically. (Wilkins & Vokes, 2023)
T13. A new generation of modern, politically active, more networked and technologically connected youth is standing up. (Wilkins & Vokes, 2023)
T14. The NRA regime is regaining its image of developmentalism - it's regaining trust through its handling of Covid and the start of oil drilling. (Wilkins & Vokes, 2023)
T15. There is a growing trend where economic progress is (perceived as) strongly related to securitisation. (Wilkins & Vokes, 2023)
T16. Foreign investors are decreasing investments due to Uganda's large debt and worsening LGBT rights. (NOS, 2023)
T17. "Uganda faces challenges away from low value-added agricultural production, non-tradeable services and manufacturing activities towards high value globally competitive industry" (Leipziger & Manwaring, 2020) and is implementing policies to "spur industrial development, economic transformation and guide its industrialization, employment and wealth creation agenda." (Uganda's New Industrial Policy, 2020 United Nations Development Programme, n.d.)
T18. Politics are becoming future-oriented as the political future is very uncertain. People are anxious whether there will be a peaceful transition of power to an election-winner and maybe expect to Museveni's son succeeding him. (Wilkins & Vokes, 2023)
T19. Management and government styles have become increasingly authoritarian. (Lindell et al., 2019)
T20. People take to social media to voice criticism of the government. (State of Privacy Uganda, n.d.)
T21. Traders are moving out of the Central Business District and towards the suburbs because "operational costs like rent, electricity, meals and transport costs are lower." (Kiberu, 2022)
T22. Muayye are on the rise. People's perceptions are changing and they are becoming present in culture and politics. They are becoming the face of the young - vs the old. (Namagamba, 2022)
T23. Criticism starts to arise on the harsh treatment of street vendors and the lack of policies concerning them. (Kiberu, 2023)
T24. More and more women are "empowered by the possibility of earning their own livelihood and managing their businesses." (Larsson & Svensson, 2018)
T25. "more of the working class choose to dine out rather than prepare meals at home." (Mbae et al., 2012)
T26. Consumers have busy schedules and choose convenience (Mbae et al., 2012)
T27. Alcohol abuse is prevalent among the urban poor. Also the young (living in slums). It is related to many other poverty issues. (Swahn et al., 2020)
T28. Views on the 'modern city' might slowly be changing, to a 'modest imaginary' where low-tech solutions are "no longer framed as temporary placeholders while 'waiting for modernity', but instead as pathways towards a not yet predetermined end." (Lawhon et al., 2022)
T29. Most household-level vulnerabilities relate to energy poverty, as households try to save charcoal/ wood/energy - but for example their food is not disinfected properly. (Mguni et al., 2020)
Developments
D1. Rapid urbanization at an estimated 5.2-16% (Tumwesigye et al., 2021) in Uganda will continue, which means Kampala will grow from 3.8 million (2023)and joint infrastructure projects. (Press Releases, 2023)
D2. From extrapolation, Uganda's population can be expected to continue growing fast from 44.4 to 54.6 million in 2033 (Countries, z.d.)
D3. In Uganda, life expectancy at birth has improved by 17.9 years from 48.8 years in 2000 to 66.7 years in 2019, and is expected to continue improving, though at a slower rate.(Countries, z.d.)
D4. An oil boom could be coming with EACOP, the world's largest heated oil pipeline to be used in 2025 after two decades of construction, but the global oil picture has changed (renewable energy) and it could become a 'white elephant'. (Atuhaire, 2022) (AfP, 2023)
D5. The impact of climate change on Kampala will be large, especially since a large part of urban dwellers is poor and vulnerable to cc impacts. (Lwasa, 2010)
D6. Kampala is expanding more and more and this drives land conflicts on the edges of town. (Taylor,

2023)
D7. Urbanisation is not creating more jobs due to "failure to reallocate economic activities from the agricultural sector toward the more productive industrial and service sectors resulting in urbanization without growth," yet, "If managed effectively, urbanization will drive Uganda's economic growth, productivity and welfare by creating infrastructure, organized living and employment." (Nuwagaba 2022)
D8. The EACOP pipeline is met with strong criticism saying it displaces thousands, is unsustainable and will not bring economic development due to plummeting oil prices.(HOME — #StopEACOP, n.d.)
D9. Whilst the west transitions from fossil fuels to renewable, Uganda is switching from wood (eating up forests) to oil. (Atuhaire, 2022)
D10. African urban population is likely to triple in the coming 35 years with more than 1.3 billion people living in cities. (Nuwagaba, 2022)
D11. A boom in private education is sending more and more children to primary and secondary institutions. (Wilkins & Vokes, 2023)
D12. President (since 1986) Museveni is old and will (likely) be succeeded somewhere in the coming 10 years. (Taylor, 2023) His son already stated he would like to succeed him, but he is surrounded with controversy. (Jazeera, 2023) Uganda is heading to a major political crisis, with a high potential for violence among groups competing for power—a process which will bring ethnicity further to the foreground. (Dijkstra, 2022)
D13. Uganda's debt is large and growing. Over the coming 90 years it will be paying it back. (Um, 2022)
D14. Kampala will see more heatwaves. (Nsaire, 2021)
D15. Due to the city's expansion, more and more houses are built on wetlands, which is expensive and prone to flooding. (Building in Wetlands Is Both Costly and Deadly, n.d.)
D16. Uganda's GDP per capita was \$819 in 2013 and has risen to \$935 in 2022. It is supposed to rise to \$1036 for Uganda to become a middle income country. (DevelopmentAid, 2023)
D17. Uganda's "under-five mortality rate decreased from 137 deaths per 1,000 live births in 2000 to 53 deaths per 1,000 in 2019." (DevelopmentAid, 2023)
D18. Uganda plans to start nuclear energy generation in 2031. (Reuters, 2023)
D19. Electricity access is growing, from 12% pf the population in 2010 to 45% in 2021. (World Bank Open Data, n.d.)
D20. "By 2040, Uganda seeks to boost electricity generation capacity from 1,000 megawatts (MW) to 41,738 MW. This will be accomplished by developing alternative energy sources such as hydropower, geothermal, peat, solar, and wind energy as well as the exploitation of the country's oil and gas resources." (DevelopmentAid, 2023)
D21. ICT is Uganda's fastest expanding sector., at 25% growth. (DevelopmentAid, 2023)(Openlexport.com, 2017)
D22. Regarding the SDGs: "Uganda ranks 140 out of 165 countries, with a global index score of 53.5, having improved from 52.6 percent in 2019. The country is on track to achieve Goal 13 on climate action." (Uganda Common Country Analysis, 2021)
D23. The preventive measures against COVID have slowed progress and development towards socio-economic goals. (Uganda Common Country Analysis, 2021)
D24. Uganda is member of the East-African Community. The process towards an East-African Federations is being fast-tracked. (Overview of EAC, n.d.)
D25. Cooperation between Uganda and its neighbours is increasing, for example through visa-free borders and joint infrastructure projects. (Press Releases, 2023)
D26. Uganda is trying to invest in infrastructure, as it recognizes its essential role in the 2040 development plans and there is a great lack of good infrastructure in the country. (Development Aid, 2023)
D27. For Uganda's case, the un-planned rapid horizontal city growth will cause structural and socio-economical challenges for the established cities including: poor land tenure system; low level of physical planning; lack of an interrelated transport system; challenges related to environmental management especially wet land management; garbage collection and disposal, noise pollution and development of slums; and increasing crime rate. (Nuwagaba, 2023)
D28. The rise of smartphones is changing the political landscape by spreading more diverse news, also to rural areas. (Wilkins & Vokes, 2023)
D29. The impact of climate change on Kampala will be large, especially since a large part of urban dwellers is poor and vulnerable to cc impacts. (Lwasa, 2010)
D30. Uganda is "providing wide vaccine coverage and working on improving nutrition programs." (DevelopmentAid, 2023)

D31. Privatisation is an ongoing development in Kampala through many sectors, including management of markets. This leads to other interests being prioritised over citizens'/vendors' needs. (Lindell & Appelblad, 2009)	S77. Without the right connections, talent serves you little (I2, I12, I13)
D32. People are, more and more, paying with their personal data instead of the traditional way, due to the rise of 'free' services like Google and Facebook. (The Consequences of Paying With Data, n.d.)	S78. Those in power only care about money. (Abigail & Appelblad, 2023)
D33. Police raids and spyware, both to steal data, are on the rise, targeting human rights defenders and opposition. (State of Privacy Uganda, n.d.)	S79. The city's fibre and culture are a lot like flirting. (I7, I15)
	S80. Money from the top does not reach the bottom, as each layer it goes through skims some off. (I11)
	S81. There's no workers protection; people can be fired just like that. (I19)
“215 factors, 161 from literature and 54 from field work, were collected”	
D34. "Rights to online expression in Uganda are under threat. They are constrained by overly broad, vaguely defined laws that can be used by politicians to criminalize speech on the Internet they do not like." (Nitsche, 2018)	S82. Uganda has traditional values regarding sexuality: being pregnant can get a girl kicked out of the house. It is happening, but there is no education or talk about it. (I18, Nancy, 2023)
D35. Due to the economic crisis, caused by Covid, "cost of living today has more than doubled if not tripled". (Kiberu, 2022) "Strict COVID-19 restrictions pushed many families further into poverty." (Taylor, n.d.)	S83. The contrast between uptown and downtown is sharp, as uptown folks don't respect the downtown people. (I12, I15)
D36. The transformation of the informal economy is on-going; it is shaped by and shaping the mobile phone. (Larsson & Svensson, 2018)	S84. People want to take care of their kids before anything else. (I11)
D37. Uganda's literacy rate is increasing. It rose from 56% in '91 to 79% in 2021. (Uganda Literacy Rate 1991-2023, n.d.)	S85. It is hard to find reliable partners as Ugandans can be selfish when it comes to money or business. (I11)
D38. Solar-powered street lighting could be a sustainable way of creating safety and more workable hours. Case studies are taking place in Kampala. (Gillard et al., 2019)	S86. Ugandans don't often look ahead when planning in business. (I11)
D39. Government is cracking down on the use of 'Khat' (a psychoactive leaf that is chewed) and restricting legal use to medical applications. (Apofeed, 2023)	Principles
D40. Uganda is becoming one of the countries with the largest amount of refugees in the world. (Monteith & Lwasa, 2017)	P34. The more people have, the less they share. The opposite is also true. (Interviews, 2023)
States	P35. When life is really tough, people come together and support each other. (Interviews, 2023)
S57. People feel strongly connected to their village/ tribe/background even if they grew up in Kampala. (Interviews, 2023)	P36. When living day to day, one can not plan for a better future. (Interviews, 2023)
S58. A lot of things you 'just have to know'. Manners, recommendations, word of mouth, 'I know a guy', places, boda prices, bargaining, the way things are done: you just have to know. Through word of mouth, recommendations. (Interviews, 2023)	P37. True well-designed innovation can not be ignored. (Abigail, 2023)
S59. People are open and non-judgmental in Uganda. (Interviews, 2023)	P38. Unhappy people tend to isolate themselves; happy ones talk to others. (I11)
S60. Convenience is important to Ugandans. (Interviews, 2023)	P39. When not elected, those in power don't have to face the consequences of their actions/failing policies. (Young, 2018)
S61. Uganda has an inventive, creative culture. (Interviews, 2023)	P40. When a person needs money they'll accept any price. (I11, I12)
S62. Kampala is a spread out city, with large compounds and low, 1-2 story houses. (Interviews, 2023)	P41. Education is paramount in ensuring a future. (Saavedra, 2023)
S63. Street vendors have their own theatre (drama) and sports clubs. (I34)	P42. To start a business you need capital. (Interviews, 2023)
S64. Ugandans are a very serviceable people. (Interviews, 2023)	Trends
S65. Rain, falling every day, completely halts city life. (Interviews, 2023)	T31. Some people are actually succeeding in creating small businesses. (I13, I7)
S66. There is a guy for everything. (Interviews, 2023)	T32. More and more people are leaving their villages and coming to Kampala. (Interviews, 2023)
S67. Many (poor) Ugandans live from day to day financially (Interviews, 2023)	T33. More and more people dream of having their own business, their own shop. (Interviews, 2023)
S68. Many young Ugandans already have kids and families. Whom they need to feed and send to school. (Interviews, 2023)	T34. Due to the lack of jobs, people are willing to do any job they can get. (I5, I18, I19)
S69. Acceptance of 'fate' is a core life attitude in Uganda. (Interviews, 2023)	T35. People want to be self-employed because it allows for making more money. (I22)
S70. Families are large, people start a family young, and everybody wants a family. (Interviews, 2023)	T36. Single parenthood is on the rise, doe to child pregnancies and polygamous marriages. (Karungi & Karungi, 2019)
S71. Many people living in KLA did not grow up there. (Interviews, 2023)	T37. People are using smartphones to make money and be connected. (I12)
S72. Urban poor are completely on their own, no one is taking care of them. (Interviews, 2023)	T38. People have many dreams, like being a musician or dancer, but there are not enough opportunities in these industries. (I2, I13)
S73. Family's happiness creates personal happiness. (I11, I19)	T39. Interest in politics is decreasing among urban poor, as nothing seems to be changing anyways. (I32, I33, I1)
S74. Difference between what people say and what they do. (Lawrence, 2023)	T40. Single parenthood is on the rise, as more people separate. (Karungi & Karungi, 2019)
S75. Job comes secondary to life (Lawrence, 2023)	Developments
S76. If government doesn't take care of you, you'll take (care of yourself and the people around you (I13, I14)	D18. Many people moved south due to the Northern Uganda War (1986-2008) (I19, ("The Northern Uganda War, 1986-2008," n.d.))



Figure 11: man selling self-made car tire slippers on Kafumbe Mukasa road



Figure 12: Florence, selling banana's on Nile Avenue

The driving forces behind future value exchange

The next step is clustering the factors into the 'driving forces' of the domain. It can be characterized as the first conscious act of design in the ViP process. Though the designer is not yet intervening in the future he is unveiling, he is making a first step in interpreting the correlations between the enormous number of facts he found.

This is done by randomizing all factors, picking the first one, and placing it in a cluster. Picking the second one, he looks at both factors and tries to see whether there could be a logical relation between the two of them. If there is, the second factor goes into the same cluster and a cluster name is invented. If there is not, it goes into a new one. The next one is picked, and the same steps are repeated. If a factor could go into multiple clusters, the designer decides where it best supports the story of the cluster.

This way, all 215 factors were sorted into 15 clusters (Figure 13). Each cluster is already telling a story. The totality of the factors becomes more than the sum of its parts, and this way a large societal force or change is laid bare. Together, these sixteen driving forces tell us where the future of value exchange in the public spaces of Kampala is headed.



Figure 13: clusters

1. Traditionalism and a historically moralized society: the family as the cornerstone of society and patriarchal tendencies.

Factors S39, S90, S88, S38, D39, S82, S73, S55, S70, S57, S4 and T6.

Uganda is a country with deeply traditional norms and values, which express themselves in many ways. The value of family goes above anything else, and there is still a contrast between the ways men and women are treated or regarded. Polygamy is not uncommon and single parenthood can be driven by this. Families are very large, with often more than 5 children, and even those who grew up in Kampala will tell you they are from the village their family originates from. Lastly, LGBT rights are under pressure and only 0.2% of people is non-religious.

2. Building and aiming for a liberal and industrialized modern nation/city, with all its consequences.

Factors T10, D16, P2, T12, D4, T17, D20, D19, S7, T9, D9, D30, D22, D27, D21, T24.

Uganda has been and is developing very quickly, with one of the fastest growing economies in the world. There are many plans and projects aimed at growing industries, energy access is increasing and so is Uganda's tourism industry. All the growth comes at a cost however, including consumerist tendencies and impacts on the climate. For example, hilst the west transitions from fossil fuels to renewable, Uganda is switching from wood (eating up forests) to oil. (Atuhaire, 2022)

3. The suffocating absence of money: the unescapable laws of capital in a world where nothing comes for free.

Factors P42, S67, P31, S78, P27, S85, T29, P40, D32.

When there is no money present, all one can think about is money and how to get it. Thoughts like these occupy the minds of many Ugandans during major parts of their days. Situations of desperation, accepting any price and corruption are widespread. In a world where nothing comes for free, those in power cling to their money as much as they can – and they can.

4. Happiness in the face of suffering: the poor's necessity to accept the situation and live for today.

Factors T39, S29, S20, P23, S75, P36, S69, P26, S86, S6.

Accepting your fate and living day to day is a life attitude many aspire for, as it is said to bring great happiness. Yet in settings like that of Kampala, acceptance of the situation is a necessity far more than a luxury. This life attitude is the only thing that allows people happiness in the face of sometimes unimaginable suffering, but it is also a great obstacle when trying to get out of suffering. In order to escape from poverty or other situations, it is necessary to plan ahead, an attitude which many poor Ugandans lack.

5. Neo-colonialism and international dependency: large debts and losing sponsors.

Factors S18, D13, T16, S13, T6, T11, S46, P25.

Uganda is strongly dependent on international sponsors, both public and commercial. In fact, it will take at least 90 years to pay back all its debts – as of now, and they are only getting larger. Often the result of coercive actions by other countries, these large debts are now even causing sponsors to retrieve from granting money to the nation – caused also by the tightening of Uganda's anti-gay laws.

6. Entrepreneurship and creativity in a dynamic context of poverty and informality.

Factors T33, T37, S61, D23, P1, T35, D36, P37, S76, P35.

Amidst Kampala's poverty and informality, an interesting phenomenon takes place. Uganda is the country with the largest amount of entrepreneurs worldwide. Almost two-thirds of the population are the (shared) owner of at least one business that has existed more than a year but shorter than three years. Everybody finds ways to work themselves towards some money, every day again. Many times, this takes the face of providing a service to others, often related to food, merchandise or transport. When life is very tough, people come together and create their own ways of survival.

7. Regional developments: involvement in trade, terrorism and war.

Factors D25, S14, S32, D40, D26, D18, P22.

Uganda is surrounded by countries in conflict and houses a very large number of refugees. The north saw a war not long ago and together with the east is still subject to terrorist attacks. Yet, Uganda is also part of the East African Community (EAC) and building up more and stronger trade relationships with e.g. neighbors Tanzania and Kenya.

8. A new generation in the making: modernization amidst persistent inequalities.

Factors D37, T13, S34, D11, T22, S84, D2, D3, S33, S3, S68, T40.

Uganda has one of the youngest and fastest growing populations in the world, with a median age of 15. There are important developments like a rising literacy rate and a new, better connected and more engaged generation standing up. Yet, amidst all the potential, inequalities are persistent and Uganda's Human Capital Index is still low.

9. Growing inequalities: stark social contrasts ('up/downtown', gender) due to cultural, socio-economic and urban planning reasons.

Factors S87, S42, T27, S2, P4, S43, D35, P32, S36, P33, S83, P15, P34, D15, D44.

The inequalities are immense, in- and outside of Kampala. Uganda sees extreme poverty but also people who are very wealthy and live in great luxury. Contrasts are sharpened by the two worlds being very much adjacent, with slums literally being built against the walls of luxury villa's luscious gardens. Furthermore, equality between men and women has still a very long way to come.

10. Vibrant urban life: a buzzing, flirtatious, yet dangerous city.

Factors S79, T5, T25, D1, S63, T26, P20, S59, S58, S15, T21, S66, S64, S60, P24, S56.

Walking or driving in the streets of Kampala, especially downtown, is like being in a physical symphony, a continuous parade of new and unthinkable impressions. In this city that never sleeps, the buzz is always going. People shouting, pulling, running, walking. Vendors joking, thieves stealing and merchants trading. Artists creating, entrepreneurs hustling and policemen trying to create some sense of order. The traffic never stops and activity is at every corner, every moment. In this vibrant city there is always something to do, with the open and welcoming Ugandans treating everyone with respect, friendliness and the necessary dose of humor. As any metropole, Kampala's streets are not nice to all their visitors: danger can roam the streets. Yet, flirting their way through life and trade, the Ugandans know how to thrive in this environment one can hardly wrap their head around

11. Entangled timelines: a future shaped by the past.

Factors S5, T18, S10, S37, S16, P6, P8, P7, P9, S12, S89.

The past is present in Uganda in numerous ways. From the tribal culture which still binds almost everyone to their respective village instead of Kampala, to the colonialist era which has left a deep imprint on the country as it is today, the past continues to determine present and future. This influence is most visible in the acceptance or passivity the Ugandan people can show in reaction to political or military oppression and (corruption) scandals. Opposition is present but not strong, as many fear a future with a different leader than the country's current president. This comes straight from past experiences: Uganda has never seen a peaceful transition of power, and the relative peace the current regime has brought leads citizens to accept things which in other countries might lead to more protest or uproar.

12. Unemployed: the exploding city without adequate opportunities and service capacity.

Factors S31, S77, S71, T32, D10, D17, D24, T34, S1, T38, D10, S81.

With African urban population likely to triple over the coming 35 years, Kampala too sees immense urbanization. Yet, the city is unable to absorb the many migrants and newborns into its formal economy, and many are left unemployed or forced to hustle for themselves. Furthermore, public services and urban planning are strongly lacking, leading to informal solutions and roads that cannot handle the transport they are providing.

13. Life is lived outside: the continuous redefinition of an informal, dynamic and multifunctional public space.

Factors P28, T4, P30, S17, S25, D43, S62, S29, P13, D28, S54, D6, T28, D42, D38, T8, S22, P38.

Kampala's public space is a quite special phenomenon. Considering the importance of the spaces on the roadside for urban life, one could describe them as poorly regulated. Where streets might have been meant solely for transport in a past life, their use has changed the meaning of the space drastically – and urban planning is not keeping up. Furthermore, the city's rapid expansion and the fact that the majority of land is privately owned, drive land disputes. People are forced to live in makeshift houses in the swamps between the city's hills and the roadside chaos is enormous.

14. Climate change: the large impact of unpredictable weather changes.

Factors D5, S65, D8, D41, D14, S23.

Rain and sunshine both have large impact on Kampala and especially on life in the streets. They virtually control urban life and together with the large amounts of air pollution in the city, can add extra suffering to life in the metropole. Due to the climate crisis, these effects will only become larger and more unpredictable.

15. Politicized contexts: politics over policies, the gap between government and people and corruption.

Factors S74, T3, P4, P10, S35, P19, S31, S72, S45, P39, T1, S24, T7, S52, P18, S53, S21, S49, S47, S27, D12, D29, S44, S26, S45, T15, T14, S48, P14, S19, P11, P3, S41, S40, S11, S9, P29, P12, P21, D31, S80.

This is by far the largest cluster, not only in terms of the amount of factors it encompasses, but also in the number of issues it is related to and impacts. Virtually any problem existing in Kampala today and in the future is related to the politicized contexts of Uganda. Corruption and a lack of democracy are so widespread that politics almost always come over policies and the gap between government and people is very large. This leads to a large neglect of core issues and major parts of the population not looked after in the fulfillment of their basic needs.

16. An authoritarian government gripping control amidst some civil resistance.

Factors T20, S28, T23, D33, S51, P16, D34, T2, P17, T19, S8, S50.

This last cluster focusses on the iron grip of the central government on Uganda and Kampala. With the lack of democracy, militarized politics and the past playing its part in keeping people non-resistant, the government already has ample instruments of keeping control. To this many political tactics are added such as close collaborations with tribal leaders and marred elections, leading to a very authoritarian government. Though there is opposition present in the country, it is not backed enough to grab power and sees little political influence.



Figure 14: A family in Owino market



Figure 15: Justine, vendor leader and selling bedsheets in Namuwongo market

Necessity of being there

Reflection 1

It is impossible to create a good solution without standing with both feet and mind in the context you're designing for. This reflection shows what it was like to go to Uganda alone and work there, on a design process, personal and project management level. Related principles are 1, 2 and 6.

Design process

It is critical to do your own, local, qualitative first hand research. Not only is it hard to assess reliability of literature sources and do people not always do what they tell you, but you must get to know the full country and people, not just the project domain. I wouldn't have known a simple thing as that the rain shuts down the full city without going there. I attended a zoom meeting with a British student while there, and though he surely had the best intentions and skills, he was asking the wrong questions and missing so much information which becomes clear in a second once you are there.

The research phase takes much longer, because you need to learn everything, how people act, speak, work and how things are organized, look and feel, in order to create a successful solution. In this, I relied completely on Design without borders to be able to do anything at all. To do research, bridge the language barrier, learn to talk to people, not die, understand the subtleties of the context, lay bare my assumptions and check concepts.

Lastly, the implementation is the part where designs fail most. Concepts can be strong but still cause problems when not implemented properly. Ensuring a design process which oversees everything from begin to end is paramount for effective solutions. The designer must be involved right until the end.

Personal

Going to Uganda led to a lot of emotions. I saw the largest ups and downs of ecstasy, loneliness, tiredness, inspiration and overall culture shock, without being able to fall back on my usual coping mechanisms (friends, sports, music).

The richness of the plunge into a different world is endless and walking in Namuwongo market on my third day in Kampala I was completely overwhelmed by the smells, views, sounds and countless impressions. I was scared to give my opinion and lost most of the convictions I ever had about life and the world right then and there. I have also felt unsafe, not trusted people or guessed at their intentions. The cultural distance is simply too large to break the ice.

But the ice can be melted, after some time, and the friendships I made have shaped me forever. Being dropped in Soroti alone to get medicine and some cash, without a phone, was scary, but finding out I was okay gave me more confidence than ever. My skills have grown from shy, awkward interviews where I could not level with the vendors to leading a focus group of 5 of them with confidence and leadership, attempting to use the social languages of Uganda.

Know your place. Be humble and wonder whether people really need the help you think they need, listen, be open; but also be confident, daring and trust yourself and your skills.

Project management

Getting a project like this of the ground and keeping it in the air calls for more project management than one in my own context. Mostly, I would study during the day and spend my nights on applying for funds, contacting people and fixing the many practicalities. When I was not in Uganda, scheduling meetings could be hard as Ugandans plan on a very short basis. A session could be pushed by an hour, leaving too little time, or Lawrence was suddenly in Tanzania doing field work, making it hard to understand the many kinds of markets in Kampala. sending voice memo's is a lot harder than just having a quick talk.



Figure 16: Lule, selling baby clothes, at Namuwongo market



Framework

Unraveling the problem

Figure 17: a house being built in Bukoto, Kampala

Framework: revealing the future

With the driving forces revealed, the last step in describing the future context of Kampala's public value exchange, is to find the new relationships they will create. We need to lay bare the way they interact to tell us the full story. This is described in a final structure, the framework.

The framework is a matrix of size unknown when starting to create it. Some contexts will show a matrix of 2x2, some will be 3x4 and others might even have a third dimension, making them into 2x2x3 structures – or any other number.

The axes of the framework are dubbed **dimensions**, describing the major themes in the domain's future. They are described by one or more clusters. Each dimension has different states, called **qualities**, also described by one or more clusters. The points where the qualities cross are the **cells**, and are the final situations we are describing in our future. These are the possible directions the domain could be going into. Most probably, they will all exist side by side in the future.

Finding the framework took time and was hard. Dimensions and qualities need to be found which allow for the placement of all driving forces. This process is iterative and requires trying many combinations before finding one where everything falls into place. It much resembles the working ways of a sculptor, like Michelangelo said: it is already there, I am just freeing the artwork from the surrounding rock. Yet cracking this part of the process allows for the designer to understand the context fully, as it requires thinking everything over many times.

The placement of the driving forces determines the reach of their influence: those placed on a dimension will apply to every situation in the framework, those placed on a quality will only work on the column or row they are placed in. When in the next step one or more cells are picked to work on, this means the driving forces relating to these cells are automatically also picked. Whatever cell is picked, we will always work on the clusters placed on the matrix' axes: the dimensions will surely be included.

The framework found for this project domain is a two-dimensional 3x4 matrix, to be seen in Figure 18. Through the following paragraphs the dimensions, qualities and cells are filled in, laying bare the future directions of value exchange in the public space of Kampala.

A	B	C	D
E	F	G	H
I	J	K	L

Figure 18: Empty framework

(*1): Misaligned meanings in the public space

This framework axis relates to cluster no. 13, showing the continuous redefinition of public space. The meaning of Kampala's public space is subject to many, unaligned, origins.

Since the domain concerns itself with value exchange in the public space, it should not surprise us that one of the two large dimensions which arise is related to the public space (Figure 19).

The cluster shows us how the meaning of Kampala's public space is constantly changing. This dynamic is caused by the clusters placed on the axis: 3, 14, 1, 11, 10 and 15. These are all different sources from which meaning is given to the space: be it from the government or by people just starting to use space (more on the qualities can be found below).

The four different origins of this meaning create an urban landscape which is constantly changing and in which the different origins cannot keep up with each other. They fight for their prominence in the space and in doing so, create a situation where everything is changing all the time.

(*2) motive for value exchange

- 9
- 8
- 12

A	B	C	D
E	F	G	H
I	J	K	L

13 (*1) origin of meaning of public space

(*2): Socio-economic uncertainty

The other axis that arises from the driving forces relates to people's reactions to the enormous socio-economic uncertainty caused by unprecedented population growth.

This dimension is more complex than the first one and is the result of three clusters working together in a close-to-causal relationship.

Driving force no. 8 shows us how Uganda's and Kampala's young population is booming and a new generation is standing up, growing very fast. Yet, as cluster 12 tells us, the city is not able to absorb this exploding generation. What's more, many people are left outside the formal system and become unemployed. This enormous population growth and lack of jobs create, as is seen in clusters no. 8 and 9, stark and growing inequalities. These lead to a high level of uncertainty. Poverty and the dynamic, informal lives that are created by this context of insecurity, lead to different reactions from people. These reactions, be it choosing yourself over others or starting to work together to survive, represent the motives with which people go into this value exchange on the streets. The reason why people are even exchanging anything in the public space, is the background they bring from home. Every day, their reaction to the uncertainty in which they live drives them into the streets and shapes the value exchanges they take part in.

In short, where the dimension (*1) handles the second part of the domain ('public space'), (*2) tells about the first part ('value exchange'). This shows that the framework covers the full domain with these dimensions, and the crossing points of the two axes are highly likely to reveal the new situations this domain will find itself in.

Figure 19: Framework dimensions



Figure 20: boys playing drums at Nakivubo Primary School

(*1): Misaligned meanings in the public space

The horizontal dimension, about the origins of the meaning of public space, shows 4 qualities (Figure 21).

From unescapable circumstances

Firstly, the origin can lie in circumstances which are unescapable and are just simply there, often even without the intervention of people. The driving forces give us two examples: no. 3 tells us about the unescapable laws of capital, the money that is never enough and never comes for free. In Kampala's public space, capitalist laws determine much of the rules, and this is a circumstance which is just simply there. Just like the second driving force, no.14: the impact of climate and climate change. The sun, the rain and the (growing) unpredictability of the climate in the city heavily impact public life (life is halted when it rains) and the physical public space. Roads, buildings, and other structures degrade quickly. Kampala's public space receives meaning from all these circumstances, which are just simply there: unescapable.

In the past

Large part of the meaning comes from the past. As cluster 1 shows us, Uganda sees a very traditional society, and this gives a lot of meaning to material and immaterial aspects of the space. Furthermore, the entangled timelines shown in driving force no. 11 show us the many ways in which colonial and tribal times still influence life in Kampala today. Public space is not shaped only by colonial street names and historic monuments, but the past's influence goes way deeper than that. In fact, Kampala was designed by colonialists for 50,000 people, and the challenges faced by the now millions-counting population go back to this urban planning. Lastly, most of the social norms and values go back to the past and to traditionalism, and shape the way life is lived in the streets.

In use

This quality speaks to the way that use of public space determines its meaning. The moment people start using a part of the street for a certain activity, like transport, business or leisure, their very activity defines the meaning of the space, for them and for others. This quality is represented by driving force no. 10, which speaks about the vibrant urban life of Kampala as a buzzing city. Urban life, in all its facets,

is influenced by public space and its meanings, but also gives meaning and definition back to those locations it takes place in.

From above

This quality on the public space dimension shows the last main player in the field of the public space: the government. By creating laws, practicing enforcement and with power and money, the government plays a large role in defining public space. Cluster 15 shows a strong and authoritarian government tolerating little resistance.

The chaos and dynamic character of Kampala's public space emerge strongest when the government's definition is not lining up with the meanings created by the other players on the stage.

The same goes for street vendors. By not recognizing street vendors and creating policies of expulsion, a misalignment is created between the intended and actual use of public space.

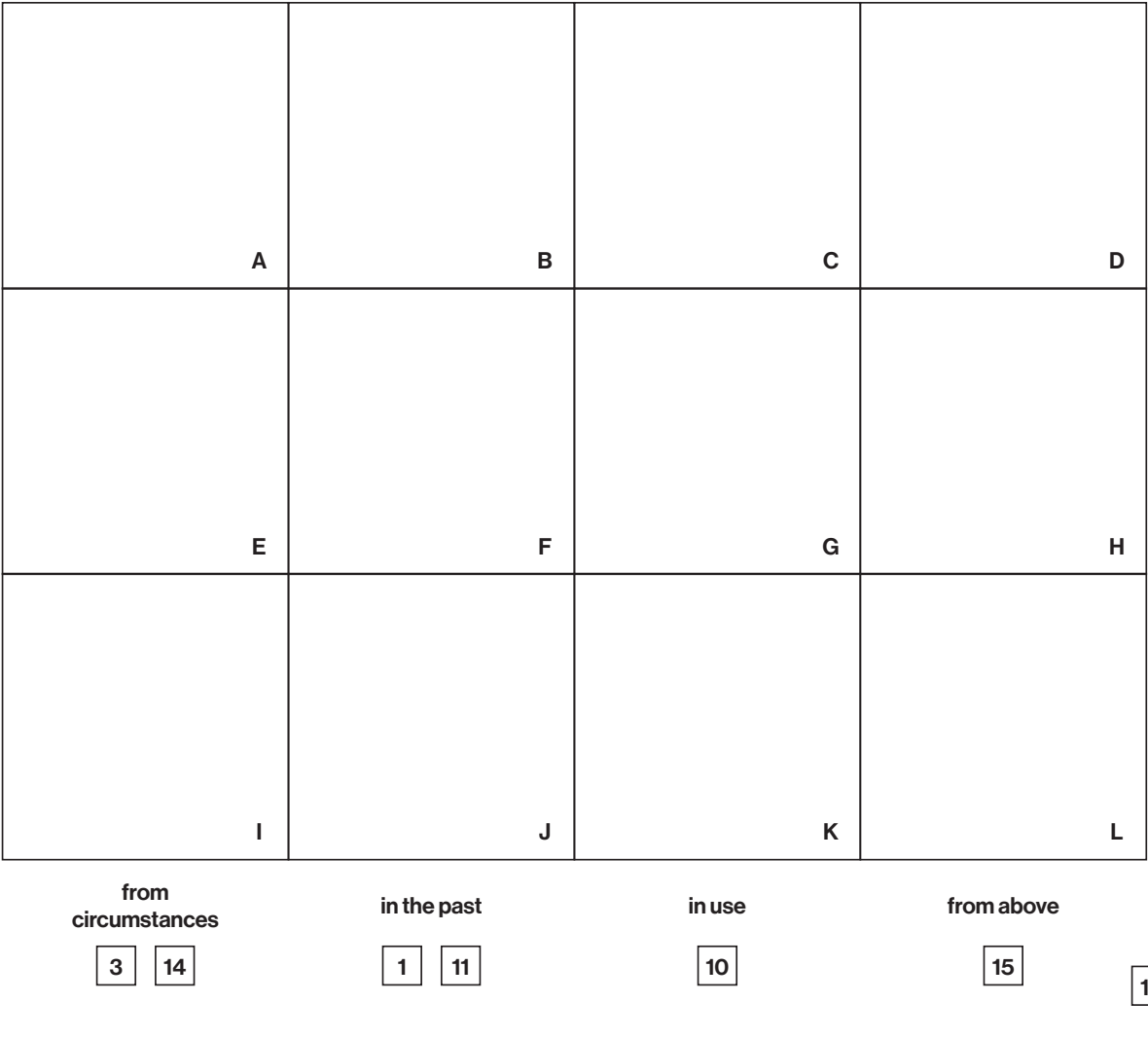


Figure 21: origin of meaning of the public space

(*2): Socio-economic uncertainty

The vertical dimension shows the three different reactions people can have to the uncertainty caused by booming population and lack of jobs. These reactions tell us about the reasons for people to participate in value exchange in Kampala's public space (Figure 22).

Choose oneself and suppress others

The first thing one can do is to make the clear choice and decide that in order to survive oneself, they must choose only themselves. Unfortunately, this often leads to the suppression of others. After all, choosing yourself means you have no room to take care of others, and all the means you have to take care of yourself you will use. No sharing, no caring. This quality is characterized by driving force number 16, which shows us the way politics are often chosen above policies and the enormous influence of corruption. After all, taking public money or requesting bribes is nothing more than deciding your fate is more important than that of others and that thus, for you to survive, you must oppress others.

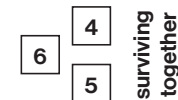
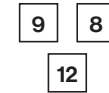
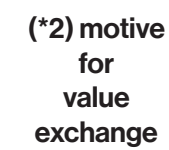
Surviving day to day, together

Another reaction also related to survival, is to decide one must survive, but together with others. Whilst living day to day and working only with what is there, making the best of the situations as they come, still people find ways to share and care about others. This is a radically different way of survival, as it is not based on pushing others down, but on working with the cards you are dealt.

The dimension includes clusters 4, 5 and 6. Driving force number 4 tells us about the necessity and ability of people to live day to day whilst accepting their fate and the situations as they are. As discussed, this is not only a way of finding happiness but also a survival mechanism. Another cluster is no. 5, about the neocolonialist dependencies Uganda sees nowadays. This might seem like a strange fit for this dimension but is also about survival: in a state of poverty, the country's reaction is to take money from wherever they can find it, including international loans – knowing and accepting that they might be leading to other problems. Cluster 6 speaks of the creativity that is born from poverty, another way of working with the cards one is dealt.

Constructive building

The last reaction to uncertainty is to start planning and building (even if it is with very little). Cluster 2 shows the way the government is trying hard to build a modern nation, and so are many others. In the context of the uncertainty, this is a reaction for the long term. On the short time, investing, saving and building might not give a lot of revenue or alleviate the situation, yet on the long run it might bring sustainable development. The regional developments surrounding Uganda also reflect this (Cluster 7). Though wars and hunger plague some of the neighbouring countries (South Sudan, Congo), Kenya and Tanzania see relative economic prosperity, in which Uganda is sharing through joint infrastructure projects and trade agreements.



standing	A	B	C	D
together	E	F	G	H
others	I	J	K	L

Figure 22: motives for value exchange

12 visions on value exchange

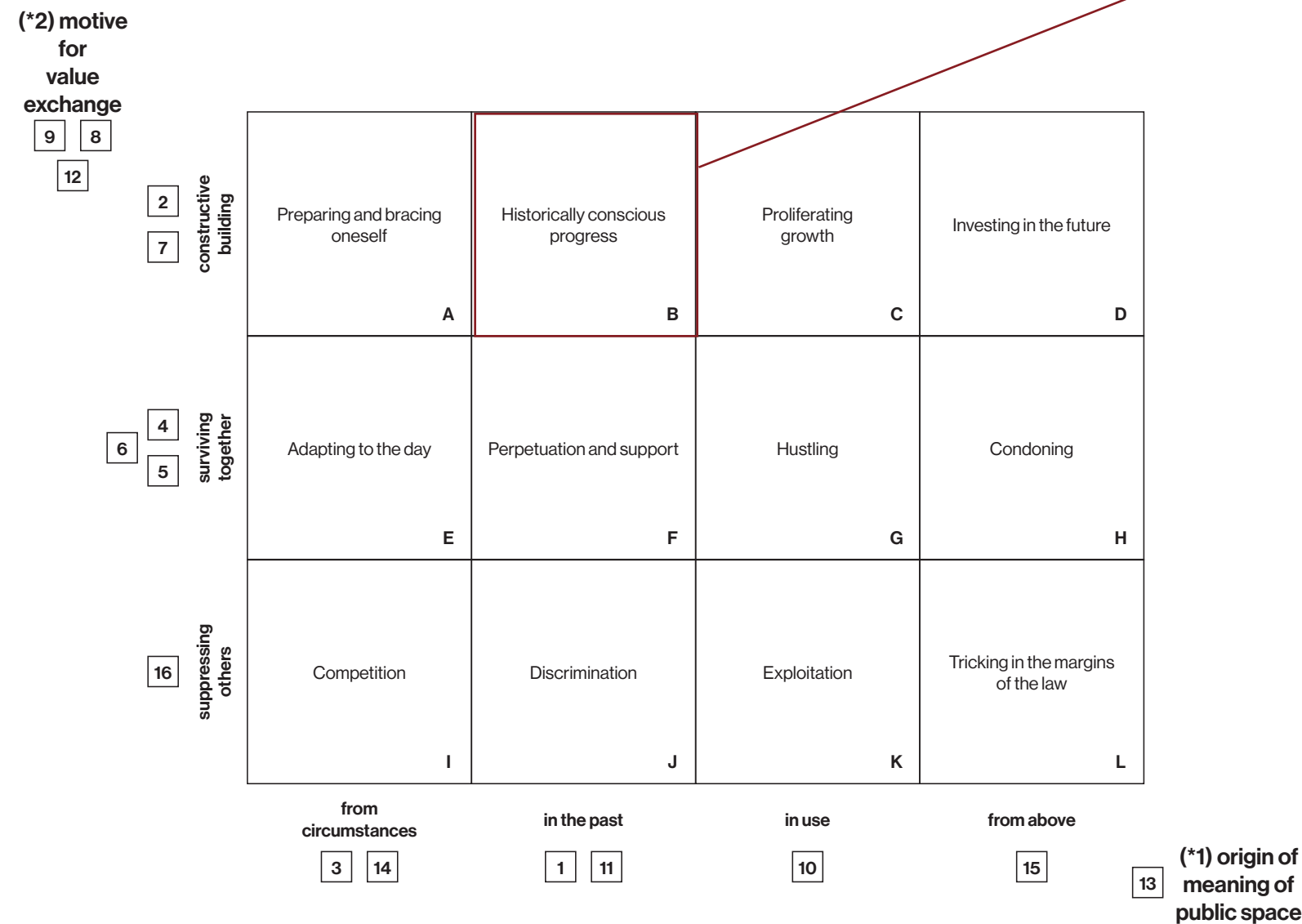
Each crossing of qualities creates a cell representing a direction in which the value exchange in the public space of Kampala could go. All 12 situations will exist next to each other in the future. Per cell, the situation is described, together with related challenges and implications for the value exchange.

See Figure 23. Now comes the most crucial step in the ViP process. The gathering of factors, determining the driving forces and even deriving the framework was mostly descriptive and objective. Now it is time for the designer to step in and decide how they want to make their mark on this uncovered future. Seeing the situations that will emerge, how do I respond? What do I think to be a desirable future and which things do I want to avoid? The formulation of the desired impact is named the statement.

This is the first and most important moment where the designer takes an ethical stand. Though many choices follow this one, it is the main decision steering the full design. It is not only a practical decision, but an ethical one fully laying bare the responsibility of the designer.

The statement creation was complicated by the cross-cultural nature of the project. Blindly imposing my own values on the situation is dangerous. Uganda is not the same as The Netherlands, the design should serve the Ugandans and their values, beliefs and wishes. Their voice was represented by Lawrence from Dwbb, who was fully engaged in formulating the statements. All the conversations with vendors, people on the streets, friends I made, etc. also steered the statements in helping to illustrate how Ugandans want to live and arrange their country.

Appendix VII shows for all 12 cells a description of the situation, the possible challenges, the shape the value exchange takes and most importantly the statement on how I wish to influence this future. An impression of one such descriptions is included here.



B. Historically conscious progress

Constructive building – meaning from the past

Situation
Consciousness of history is present, which leads to preserving physical (monuments, places) and social structures on the one hand, and informed progress on the other. By being aware of what has come before and sharing stories both of the good and bad sides of history, a different road is chosen, and the new progress does not make the same mistakes as were made in the past.

Value exchange
The value exchange is one of stories: sharing memories and explaining the value in the things gone by. It consists of education, art and shared culture.

Challenges
The past is also a strong force keeping things the same. It is a political weapon to use fear of the past to stop change.

Statement
We want to help people turn negative associations with the past into lessons and shared stories instead of fear, to ignite positive change.

Figure 23: the framework



Vision

Deciding the strategy

Figure 24: Kampala seen from the College of Engineering, Design, Art and Technology, Makerere University

This section describes the vision statement: how we want to influence the future of value exchange as described by the framework. Choosing and combining from the statements described in the previous section. This choice was made in total collaboration with the Ugandan designers from Dwb.

The 12 different vision statements from Appendix IIX each describe a social change to be orchestrated with the concept. They are all relevant, but limited time forces us to choose which ones we work on.

Looking at the framework in Figure 26, the rows can be characterized by an extra meta-meaning, characterizing the value exchanges. These are value claiming, value preservation and value creation. Suppression of others means claiming value, surviving together speaks to preserving it and constructive building even creates new value. Looking at these meta-meanings of the layers, a movement upwards through the framework's situations seems the desirable way to go. The vision statement is based on this observation and seeks to couple different situations which are seemingly unrelated, but each represent another aspect of the street vending phenomenon.

This has to do with the core of the problem: the relationships between the stakeholders. There exists a 'lost in translation', a lack of understanding between the clients, the street vendors and the authority (Figure 25). It is impossible to orchestrate any social change without addressing that issue, as previous attempts show. Whatever statement or intervention is developed, it needs to account for all the needs of the stakeholders, be in the middle of the triangle. Three cells were chosen, which each gravitate towards a different stakeholder. They set different goals, but ultimately all look to achieve the same impact.

In ten years, Kampala's public value exchange sees discrimination and people surviving in the form of hustling, but also investments into the future.

D. Investing in the future

Investing in the future is done principally by, apart from companies, the Kampala Capital City Authority (KCCA). They want to realize their ambitions for a 'clean and smart city'. Unfortunately, they seem to be convinced that the removal of hustling practices is a prerequisite for investing in the future and reaching their ambitions. This seems to be mainly an esthetic issue: vendors make the streets look bad, not smart as KCCA wants them.

We want to decrease the empathy gap between the government and its citizens, by showing the value and potential in the things people are doing. By creating more awareness on which are necessary investments, we hope to enhance the effectiveness of the government's efforts.

>> for street vendors, this means that we want to show that street vendors are finding new ways of making a living and are not taking to stealing or begging. There is a lot of economic potential in this. They set up very creative businesses with very little means: imagine what they could do with more means and the added value of their business recognized. When cleaned up, maybe it could be part of the government's vision for the city, and create a lot of tax revenue! This means switching from the expulsion of vendors, towards their integration.

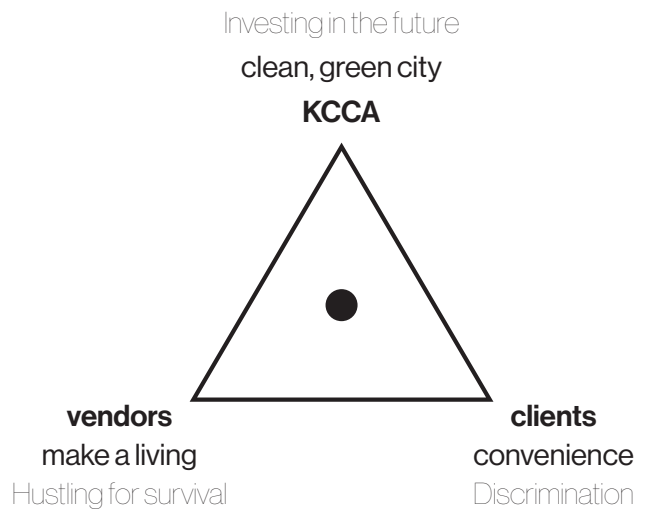


Figure 25: stakeholders

G. Hustling and surviving

Hustling is a survival mechanism practiced by almost all vendors, who are experts in finding new, creative ways of making a living and starting a business with little or no capital. Yet, their lives are full of uncertainty and insecurity about the future because the KCCA is not allowing them to pursue their business.

We want to show the creativity and originality that are born when people are hustling, so it might be appreciated instead of eradicated. In doing so we hope to be able to harness their practices to build a better city and create room for formalization, eradicating the uncertainty that plagues their lives.

>> for street vendors, this means we want to show their contribution to the vibrant urban life in Kampala city, and that this property of the city is at the core of the intrinsic value of life in the city. Their creativity adds value in many ways; without it, 'society would be boring'. We want to integrate them instead of fighting their presence.

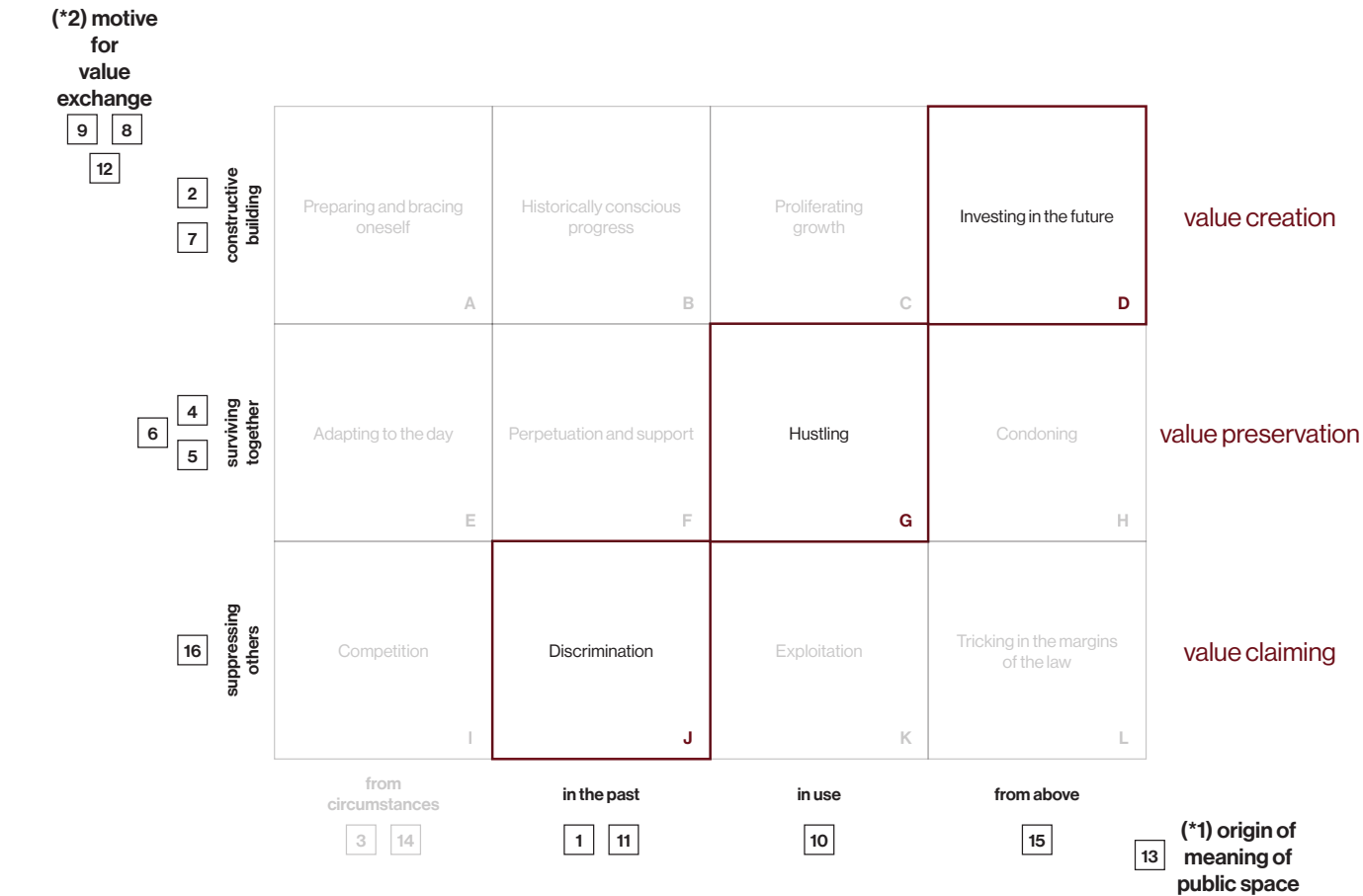


Figure 26: choice of statement

Revealing the value of value exchange

This section explains the background and strategy behind the vision statements on the previous pages.

Linking these three situations is essential to form a narrative that will help us understand how interconnected they are. Whilst keeping separate goals, they can be beautifully aligned under one main aim:

Integrating value exchange into the public space of Kampala, instead of expelling vendors.

The framework shows two axes. Up until now, most stakeholders focus on (*2): the organization of public space. Yet, the other axis (*1) shows us why people are there: they simply need to make a living, but there are no jobs. This means that no amount of expulsion will be enough to end public space value exchange, if the socio-economic uncertainty is not dealt with.

Any concept must deal with both the organization of public space and the lack of socio-economic security to be successful, whilst catering for the needs of all three stakeholders.

Thus, we want to reduce discrimination, show the creativity in hustling to make steps towards formalization and decrease the empathy gap between government and people, by finding place for vendors and integrating them in the city. Yet, this is easier said than done. Therefore, the vision statement adapts a strategy of focusing on the potential, the value in value exchange.

“the estimated amount of vendors has increased from 10,000 in 2019 to 20,000 in 2024, despite many expulsion efforts by the KCCA”
J. Kiberu (2023)

Showing the value in value exchange.

The vision steers towards finding a way to show the true value that is added by value exchange in the public space. This showing of value takes three different forms: convenience, urban life and economic potential. Importantly, the design should aim to uncover the value that is already there, rather than too much new things.

Showing true value and focusing on people over profit, is a core value of mine, of Designwithoutborders and of this whole project. One of the main reasons of existence of Dwb and of setting up this project, is the belief that anyone, regardless of background, income, or the place they live deserves good design, to be seen and to have their most basic needs met. This vision suits us and the project very well, and we believe it will strike a nerve with the citizens of Kampala.



Figure 27: Ashraf, selling chickens at Ntinda market

Variation on ViP theory

Choosing three different situations to work on, from different columns and rows, presents what could be seen as a deviation from the normal – in as far as that exists – ViP process. In theory, crossing over all the qualities on the two dimensions is not possible and creates a vision that is not specific enough to create a workable solution. Yet, at this point it was decided to not revolve in this theory for too long, but give more attention to concrete results than to the method – a conscious step which is reflected on in this section.

It is the responsibility of the designer to use the available theory in a way that is appropriate for the project and situation it is applied to. ViP is a method developed in its own western context, and though it possesses a universal character, it sometimes must be warped to fit the context it is applied to. The specific reasons for formulating three visions and uniting them under one statement are the following:

- For the phenomenon of street vending, the ‘lost in translation’ between the three stakeholders is the core of the problems. The tensions in their relationships and a lack of understanding are the root of the problem we need to solve. It is impossible to orchestrate any social change without addressing that issue, as previous attempts have already shown.
- The time for this project is limited. It is a graduation project and financing relies on funds, meaning the time left in Uganda is only 6 weeks. It is of the utmost importance to develop a solution with enough detail to be believable for all concerned. Ending the project at a too conceptual level will endanger the success of the solution. The next step must be started immediately to leave enough time for detailing, testing and implementations.
- As said, the lost in translation is the problem that needs solving. Having enough time to speak to all stakeholders is therefore crucial. Another reason to continue to the next step.
- The Ugandan designers (Dwb) are obviously of crucial importance to the project. Their strong wish to not confine the vision to one cell played a part, as keeping them on board is key.

Yet working with three visions from three different cells does not come without dangers, which were considered:

- Simplifying the situation too much and not recognizing the complexity of the situation. Attention to detail and nuances must always be present. Coming back to the framework ever so often can help in this.
- Wanting to solve too many problems. This could end up in a solution trying to address too many issues and solving none, or a solution which forms an awkward combination of too many, different features.

It is important to note that taking this step is not a deviation from the method. The framework and vision statement remain the leading force behind concept development and the main assessment criteria for any solution.

The approach is to just try and ideate with the formulated vision and to see where this ends up. The time of trying is taken to not be more than a week, to avoid getting lost in a dead end. Ideation is performed per vision to see whether matchable ideas came up – see next section. An acceleration is made in developing a concept quickly based on ‘informed intuition’ (see next section) – trusting that this development would be in line with the ViP framework and linking it back to the framework afterwards. A reflection on this step is found after the concept development.



Figure 28: Jamir, selling vests in Kamwokya



Figure 29: Lucy, selling popcorn on Ntinda Road

Optimistic realism

Reflection 2

I knew poverty and suffering existed, but the total immersion in it through market visits and interviews was very humbling. Ugly things are often hidden from us, but seeing the world as it is is crucial. This reflection elaborates on this. Related principles are 3,4 and 6.

Personal

Seeing the poverty in Uganda was and is devastating, and I was very down for a lot of days. A girl at Ntinda market telling me how she got pregnant, kicked out of the house, assaulted by her boss and chased onto the streets, together with countless other stories and images impressed me deeper than I can express. One night I lay awake thinking of the stories of the vendors, and I promised myself to spend the rest of my professional life on projects like this one, helping people like them.

Yet, this is the world, and us living in The Netherlands are the exception. I bought a live chicken, saw it killed before my eyes and ate it, I killed two wounded chicks. Many people suffer and die, and these things, though hidden in the west, are very much part of life. Ugandans deal with their suffering by living in and enjoying every moment.

It was very easy to get sad and frustrated in this context. For example when the KCCA officer seemed to live in a totally different world than the vendors and did not recognize any need to find a place for them to go, insisting they needed to just 'go off the streets'. The second time around, when presenting my concept, he even fell asleep.

But frustration serves nothing and no one, the only way to move forward is by accepting the situation as it is and work with that. Being realistic is the only way to optimism.

It is also important to be honest and not talk around obvious facts like the poverty and corruption in Uganda. I was afraid to say these things out loud in the first meetings, but learned that people are very aware of their problems. Mentioning these things is not frowned upon but normal and necessary to have constructive discussions.

Project management

Working with the means you have is crucial also for management. Time was very limited and I needed to plan per day to ensure I did all the necessary things before going back. Dwb was very busy and planning meetings sometimes was hard, even more when they all went away for a week of field work when I needed them the most to discuss my concept. Yet, instead of getting frustrated or angry, I went with them and discussed in the car, turning the week into a lesson on how to do field work outside of Kampala. It turned out to be very insightful even for the project to see other parts of the country.

Getting meetings with the KCCA was also hard, but just walking into the offices with the right name plates got me meetings with everyone I needed, and even a group meeting with the Department of Physical Planning, just in time!

Design process

Realism is paramount for design. Seeing the things for what they are made me realize one needs to be a diplomat as a designer, not an activist. Dr. Were kept repeating the vendors should be left alone by KCCA. But the only way to find a real solution is by creating something that works for everyone. Wishing KCCA was different from how they are is simply useless. The designer must set aside his ego, listen completely open and wonder why people are saying what they are saying. Be realistic, but stay positive.

Sometimes, acceptance of the situation is more important than completely fathoming it. Even if some things seem unexplainable, if you see it brings value to people, it is important to respect and appreciate it. Especially as a western designer working in a radically different context, this will happen often. I learned it's important to not change things to what I think is better, but what the actual users think it's better, even if I don't understand it. They may see as good, what I see as bad, and that is okay.

"You don't always need to understand something fully to be able to appreciate its value"

Lawrence, Dwb



Figure 30: the source of the Nile



Development

Figure 31: group ideation with Dwbp

Developing and selecting ideas

From this point on a concept was developed very quickly – to leave project time for detailing and implementation. This quick concept development was successful, possible because of the extensive research and framework creation.

Ideating and selecting ideas was done based on ‘informed intuition’: intuition strengthened by the research and framework.

The creation of this intuition is what I found to be the core value of the ViP process. The strong relation built with the Dwb team also provided a solid foundation for reflection and sparring discussions over what ideas might or might not work. Using analogies, as is sometimes done when working with ViP, was not done, to facilitate the necessary acceleration.

Idea development

To create as many ideas as possible, ideation sessions were carried out for four days, in addition to a group ideation session with the Design without borders team. Figure 33 (next spread) shows an impression of the 70 ideas that were developed individually. All the detailed ideas can be found in Appendix IIX.

The group ideation with Dwb took place on the 16th of January 2024. It saw 7 participants, all members of the Dwb team, divided into two teams. The goal of the session was to present the vision and to generate as many ideas as possible in a short time, by bundling minds and creating a situation of interactions where someone else's ideas spark new ideas. In short, to harness the added value of group creativity and dynamics. Appendix IX contains a detailed description of the session's set-up and all its results. 30 ideas were developed, bringing the total amount of ideas to 100.

Idea selection

Apart from ranking the ideas, this point was crucial in determining whether the three separate goals rendered ideas and solutions that were close enough to each other to be combined into a concept. Selecting ideas was done with informed intuition and with a grading on feasibility and originality (Figure 33).

The selected ideas were ordered by the original goal they belonged to and then color coded based on their category/type of intervention (f.e. focusing on promotion, on organizing the street, on community, stand redesign etc). Two observations are key:

- The individual ideation and the group ideation rendered ideas in the same directions and categories, enforcing the trust in the ideas.
- Most categories of ideas spanned over multiple vision goals, indicating the separate visions can be combined into one concept.

Idea clustering

The ideas selected as having the most potential were combined into six ‘pre-concepts’ – clusters of ideas representing not yet a full concept, but showing potential and possible direction to go into. Figure 32 shows these pre-concepts, full descriptions in Appendix X.

No. 2-56 are combined into one concept to be detailed further. A few different aspects are added, to increase the holistic quality of the concept in the context of the framework.

The concept approach is different than the regular 3-concept-choice in Human Centered Design for the following reasons:

- It is possible because each pre-concept taps into a different level of intervention, and therefore a different aspect of the final assimilated concept.
- It is necessary because of the systemic nature of the domain's problems. The concept must function on a political, economic, socio-cultural, urban planning, technical and physical level.
- It is also necessary to reach the desired level of detail to convince all stakeholders, in the available project time (as described in earlier sections).

Keeping a flexible design process which adjusts itself to the development of the project is crucial, especially when working in a new and uncertain context like the one of Kampala.

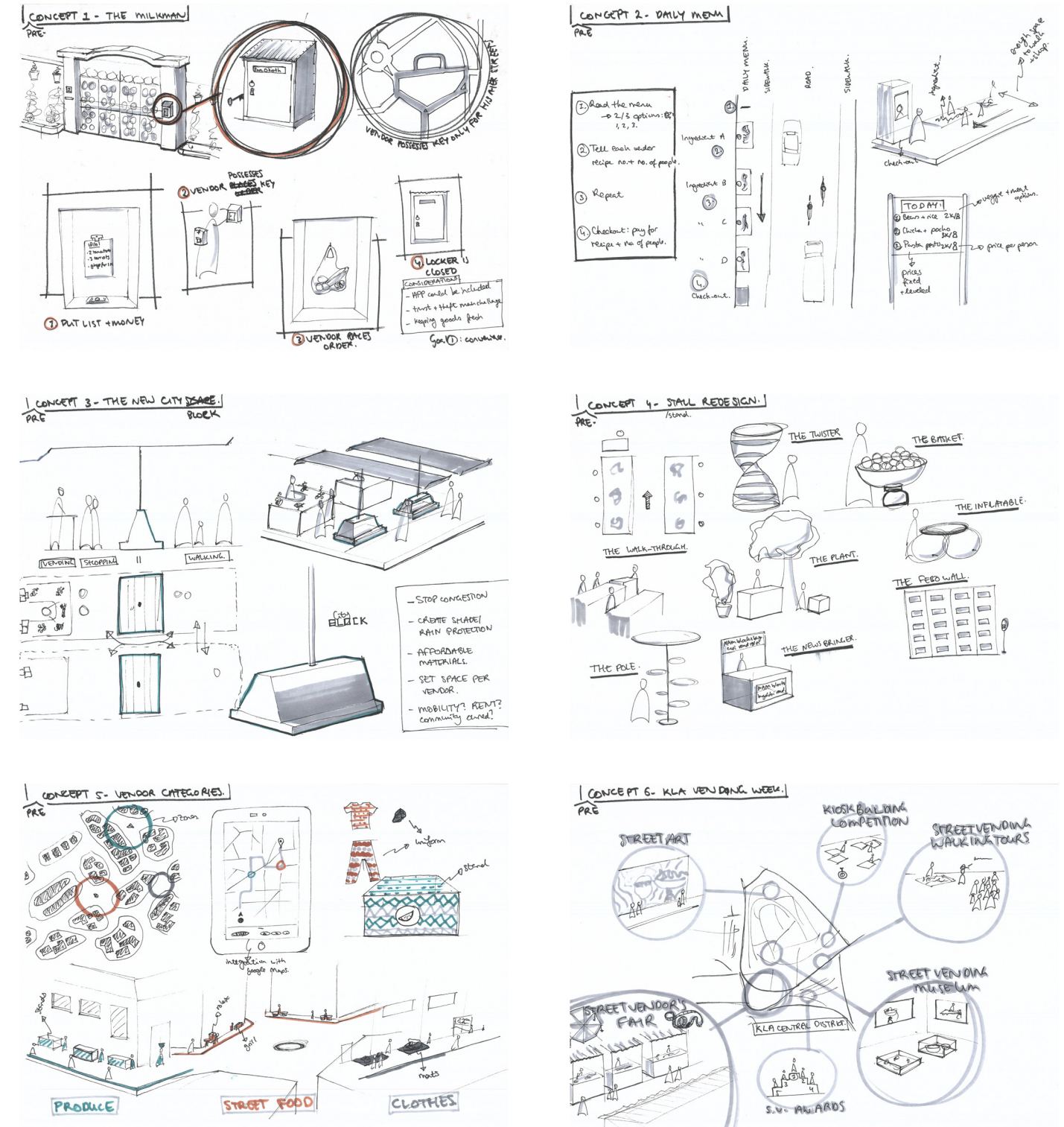


Figure 32: pre-concepts

③ Goal: Architecture to decrease the empathy gap by showing the potential in s.v.'s businesses. 7100

- How to show the profits + investments of s.v.?
- How to show the business model potential of s.v.?
- How to show ~~competition~~ encourage empathy w/ the s.v.?
- How to tell the stories of the s.v.?
- How to show the value added to people's lives through s.v.?
- How to show the possibilities for clearing up the s.v. business?
- How to discover, encourage & show the potential investments into s.v. business?
- How to show the reasons behind people taking to the s.v. business?
- How to show s.v. are not luck-seekers but survivors?
- How to show the economic potential in s.v. in the form of taxes paid (or licenses)?
- How to find directions for development of + investments in the street vending business?

locally produced: i.e. plum!!
→ veggie, butter, etc.

READER EMPATHY GAP BY SKETCHING POTENTIAL IN SV'S CREATIVITY.

QUESTION MARKER for s.v.

THEATER PRODUCTION BY S.V.

STREET VENDING FESTIVAL/FAIR.

Life of a piece of art? It needs to include his experience (views).

STATISTICS REPORT

Uganda is 1 most entrepreneurial country in the world!

S.V. WANTS BASED ON THAT GRAPH.

DIFFERENT OPTIONS/LEVELS/STEPS for vending on the street market. => help people set-up capital.

education for s.v.!

CLIMATE: CATCHING YOUR CLIENT.

STREET VENDORS' OFFICIAL UNION & FEEDBACK.

STRENGTH EFFICIENCY INDEPENDENCY OF THE EXHIBITION THROUGH DESIGN LANGUAGE (Challenged how to do that?) -> bring it to the market.

PEOPLE HAVE SKILLS - WORK W/ KNIFES, OR COLOURED -> educate them to do that better, but formal with those skills!

PHOTOGRAPHY CHROMA: show corrections show required material use.

complexity is shown in colours.

THINGS TO BE DONE: NEWNESS OF THINGS

2. Show creativity + contribution to urban life vibrancy.

10. but formalised + decorated - looking - popping - pulling, talking - elevated, jokes - sounds - moving - clothes - hairstyles.

11. lego's of urban vibrancy.

12. - more plate - less to share - from vendor, selling.

13. - bright colors - vibrancy - get through all the vendors.

14. - ARCHETYPES of vendors/categories - pay license, get uniform + still pop!

15. - GAMIFYING? - Hardcore battling - laughing - bargaining.

16. - CONCEPT - PAPERMAN - not only s.v. but also every addition - emphasized.

17. - STREET VENDORS (uniform) - different per category?

18. - HAAAAA HAAAA - SPEAKER - chasing hiphop.

19. - (MATE)

- ① Goal: ending discrimination by showing valuable convenience.
 - How to show the convenience of street vendors?
 - * How to show the time saved due to S.V.?
 - How to show the travel saved due to S.V.?
 - How to show the McDDrive-like properties of S.V. at cars?
 - How to measure the time saved ...?
 - How to show the low pricing available at S.V.?
 - How to emphasize the fact that S.V. are everywhere, wherever you need them?
- 2. How to express a true demand in a product?
 - How to show price-quantity relations in a product?
 - How to incorporate S.V. into a daily routine / daily commute?
 - How to show a situation/city without street vendors & its disadvantages?

Convenience: saving time
 " travel
 available always
 available everywhere

[illegible]

Goal: decrease competing vendors by showing the potential in E.V.'s creativity

- NAME STREET VENDORS SOLVE EXISTING PROBLEMS (54)
 - Illustration of a person sitting at a table.
- PROMOTING STREET VENDORS (55)
 - Illustration of a person painting a wall.
- DEMONSTRATE THE POWER OF STREET VENDING (56)
 - Illustration of a person sitting at a table and a person sitting at a stall.
- A "CRACKING" PET INSPIRED BY STREET VENDORS (57)
 - Illustration of a pet in a cage.
- STREET VENDORS (58)
 - Illustration of a person sitting at a table.
- STREET VENDORS (59)
 - Illustration of a person sitting at a table.
- STREET VENDORS (60)
 - Illustration of a person sitting at a table.
- STREET VENDORS (61)
 - Illustration of a person sitting at a table.
- STREET VENDORS (62)
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- STREET VENDORS (99)
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- STREET VENDORS (100)
 - Illustration of a person sitting at a table.

How to show the time saved due to the S.V.T.

convenience = time used. available always travel saved. available always available everywhere.

map showing markets v.s. street vendors locations in market.

calculator showing availability of certain street vendor.

clear map / certificate parcel street vendors.

clearly marked zones for on away street.

a set combination of:

- rice, egg - fruits
- grill - vegetables

 → always the same. artificial.

closed shop.

product categories:

- green zone = ...
- red zone = ...
- blue zone = ...

 product categories.

green zone = ... list of products.

TIME to show speed of howing your house.

STREET VENDORS IN FRONT OF CLOSED SHOPS.

- only sell when shops are closed.
- emphasize right and available.

Prob. 1. Conceive

Goal ①

- ① ② ③ zones + standards
- ④ ⑤ categories of users
- ⑥ ⑦ recreation opp.
- ⑧ ⑨ ⑩ better quality goods.
- ⑪ product markets.

Prob. 2. Conceive

Goal ②

- ① ② European cities.
- ③ ④ biodiversity capital.
- ⑤ ⑥ usually starting skills.

economic complexity

Goal ③

- ① ② alcohol
- ③ ④ medicine
- ⑤ ⑥ urban art works.

Med. Conceive

Goal ①

- ① ② maps ③ people maps.
- ④ zones.
- ⑤ ⑥ night availability
- ⑦ ⑧ walkable through shop.
- ⑨ milk bar.
- ⑩ recipe - menu - dish
- ⑪ street food/redesign.
- ⑫ ⑬ shopping language.
- ⑭ ⑮ engaged party.

Visiting

Goal ②

- ① ② uniform / Italian pattern / clean
- ③ ④ news bridges.
- ⑤ ⑥ community house
- ⑦ ⑧ side walk edge.

empting / economic.

Goal ③

- ① ② QR code product story
- ③ ④ s.v.v. wellbeing tour.
- ⑤ ⑥ expansion.
- ⑦ ⑧ tree / native reconnection.
- ⑨ ⑩ s.v.v. art.
- ⑪ ⑫ s.v.v. school / education
- ⑬ ⑭ festival / fair.
- ⑮ ⑯ showing efficiency
- ⑰ ⑱ synergy of stall / market.

100 ideas → 40 selected ideas → 6 concepts. (?)

100s observing parts?

⑦ Goal: to create room for formalization by showing creativity + contribution to urban life of s.v.

- How to catch + document the unique selling tactics of s.v.?
- How to express the vibrant urban life of Kampala in a product?
- How to emphasize s.v.'s role in the colorful city life of Kampala?
- How to pinpoint where exactly the creativity & potential in s.v.'s practice is?
- How to clean up the city but preserve its unique character?
- How to decide which things to keep to preserve the unique character?
- How to show the intrinsic values in a city culture like Kampala's?
- How to show that urban life is fun?
- How to tell jokes in a product?
- How to make a product personal to the s.v. using it? Show character of s.v. in product?
- How to allow for personalization?
- How to express Kampala's character?
- How to show the boniness of urban life without s.v.? (opposite).
- How to show the necessity of something (the fact that it was born from creativity)?

Figure 33: individual ideation results

Testing and detailing strategy

To elaborate the concept, a detailing strategy was created in line with the goal of detailing.

The leading aim is to accommodate the three main stakeholders: street vendors, clients and the city authority, the KCCA. In order to ensure all the relevant aspects are considered, the detailing process is also designed to be led by the DVF-model for innovations: desirability, viability and feasibility led the way. Merging these two approaches, the matrix in Figure 34 is developed.

This matrix serves a double purpose in the detailing process of the concept. Firstly, it gives directions for development, research and improvement. It tells us what things need attention in order to improve the concept in every way and for all stakeholders. Secondly, it can also be used to repeatedly test the maturing concept along. Checking every time whether the concept has become stronger in one or more of the matrix' cross points tells us whether the work we are doing is beneficial to the completeness and strength of the concept.

	Vendors	Clients	KCCA
Desirability			
Feasibility			
Viability			

Figure 34: matrix used for concept detailing

Goal of detailing

The goal end level of the project, is to...

- ... have a concept equally detailed in all the directions in the **matrix**,
- ... have started conversations with all the three **stakeholders**
- ... have gathered enough feedback to know in which directions the design project can be **continued**.

As said, the domain is politicized and issues find their origin in tensions in the relations between stakeholders. A mindset shift is necessary from everyone. Thus, an important part of the solution process is ensuring conversations. Where previous and current solutions fail because they are not successful in engaging everyone and keeping all interests satisfied, this concept can only be successful if the relevant parties are included in the loop early in the process. Achieving this means to work towards a level of sufficient credibility. Enough detail and visualization are necessary to convince stakeholders to at least start conversations.

Thus I chose to not spend the limited time left in Uganda on detailed renders, but on having those conversations and discussions.

Visualization

I chose a visualization mixing hand sketching and digital techniques. It shows what a street vending zone in Kampala could look like in the new design, and includes a sketched explanation of the strategies. This choice was not because of lack of time or skill, but for two conscious reasons:

- Spending time on CAD modelling and rendering would take all the time that was left for the project. The project is set to be continued on by Design without borders who have much design and CAD rendering capacity. Designing the stall and street could be a full project and would require different and more specific research than performed for this project. The time is better spent on having the stakeholder conversations.
- When having these conversations, it is important that participants see the potential but don't see the proposed ideas as a finalized design solution. The goal is to get imaginations and the discussion going, with an open end.

Testing

A first version of the concept was visualized through sketches and text (Appendix XIII). Together with the problem analysis, it was presented to the following stakeholders for feedback:

- A focus group discussion with 5 street vendors; 02/02/2024.
- A KCCA market supervisor; 13/02/2024.
- A KCCA enforcement officer in charge of arresting and dealing with the street vendors; 13/02/2024.
- The KCCA Deputy Director of Gender, Community Services and Production (Dr. David Musunga): a conversation was had with the deputy director, and official feedback checking the concept with regulations, laws and policies is still expected; 14/02/2024.
- A group meeting of 5 members of the the KCCA Department of Physical Planning; 19/02/2024.
- Dr. Andrew Gilbert Were, a professor at Makerere University who wrote his PhD dissertation on street vending in Kampala; 14/02/2024.
- The Dwb design team; 13/02/2024.
- Lawrence, the Head of Product Development at Dwb; 06/02/2024.

The detailed testing questions and obtained feedback can be found in Appendices XIV and XV.

In general, all the tests yielded very positive results.

Most importantly, the problem presentation (public space organization v.s. socio-economic uncertainty), and the proposed concept solution found not only approval, but resonance. They sparked discussion. Between me and experts, but also between experts themselves.

Experts and vendors agreed that integration should be the new approach. Yet of course, there was also a lot of discussion (and insightful feedback) on how this integration should be shaped. Many questions were asked about the details of the concept, revealing possible strengths and challenges. All participants were open to at least do a pilot to see whether and how the concept could work. Vendors and KCCA all seemed to be open to compromise the necessary bit, which was very promising.

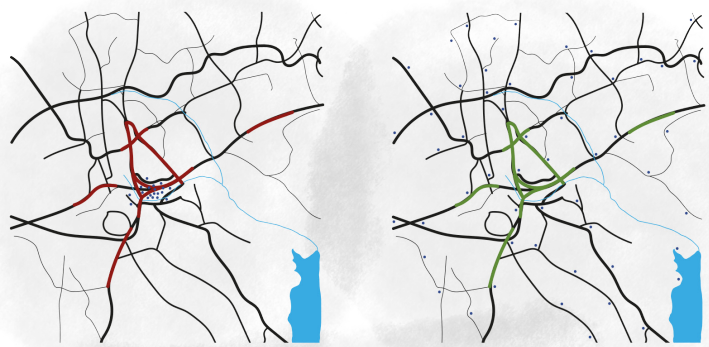
Most of the obtained feedback was worked into the concept as presented in the next section. Due to the short time span of the project, some points were not detailed further; these are included as recommendations.



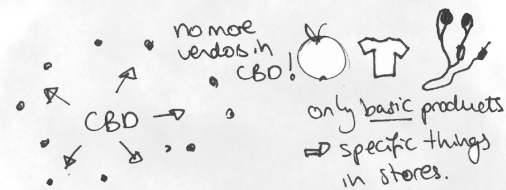
Concept

Shaping the solution

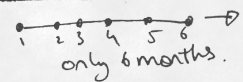
Figure 35: street view impression



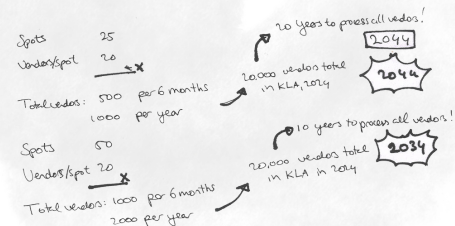
LOCATIONS IN THE CITY



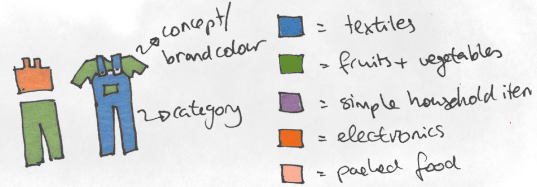
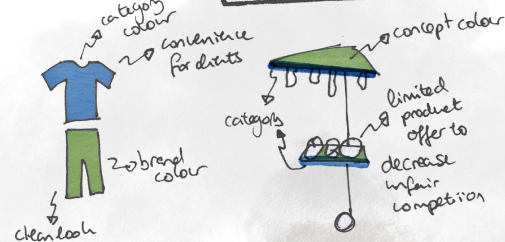
RELATION TO COMPETITION



CAPACITY



CATEGORIES



Security



Waste handling

Cleaning

RESPONSIBILITY

- meet like-minded people
- build a network
- business = partner!

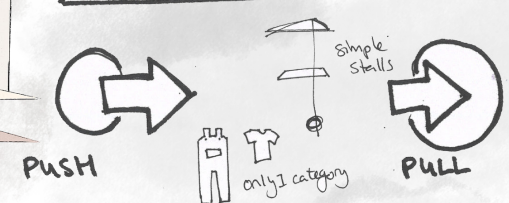
COMMUNITY



ORGANIZATION



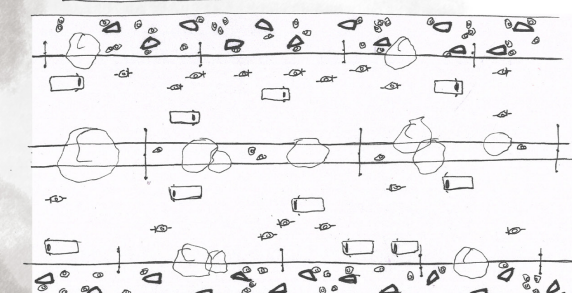
MOVING ON



FINANCES

FINANCES PER DAY: SHARIF (HARDWARE VENDOR)		FINANCES PER DAY: CONCEPT FOR 500 VENDORS		SHARIF COSTS + BREAK-DOWN TIME	
BENEFITS (+)	COSTS (-)	+	-	Per vendor: 2x week + 1x week + 1x week = 4x week (all vendors: 500)	for 500 vendors: 2000
Sales: 500k	New goods to sell: 40k	Taxes: 20000k	Still maintenance: 1000k	Start-up costs: 1000k	
	Life (first import): 40k		Licenses work space: 2000k	Education setup: 1000k	
	Licenses: 20k		Teachers: 7k	Clubhouse maintenance: 1000k	
	Other fees: 20k		School hall: 40k	Stalls production (from vendors): 1000k	
	SPAIN: 20k		Administration: 600k	Work planning: 1000k	
	6 month savings: 2000k UGX		Revenue: 3.647k	Realisation: 3.12 months	
				Revenue after 3 months: 7.8 billion UGX	

MOTORIZED STREET - STREET VENDING TIME - TOP VIEW



STREET DESIGN

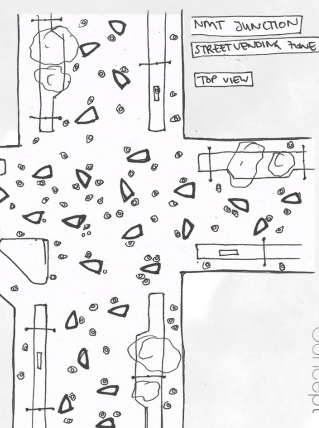
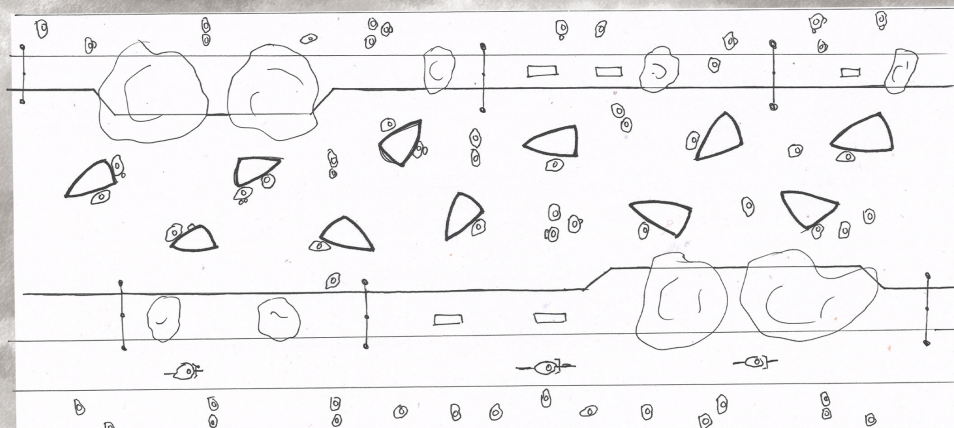
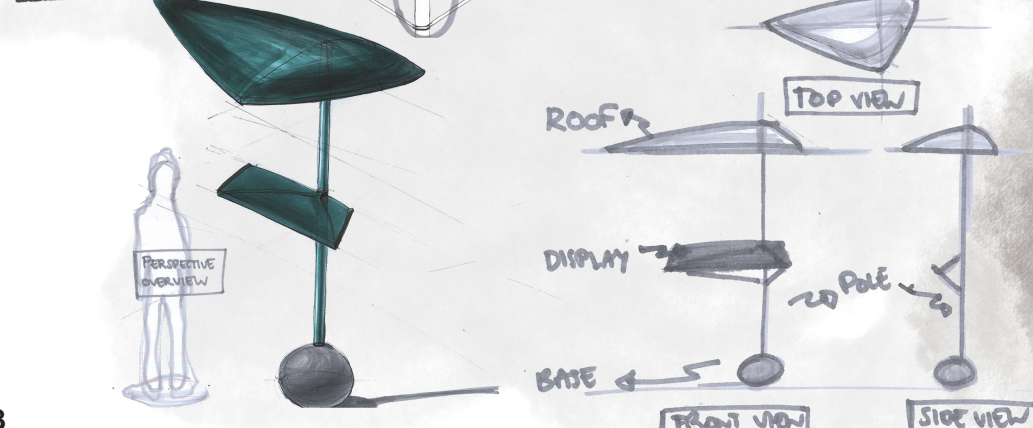


Figure 36: the concept



STALL



Overview

The concept assigns space to street vendors in an organized way. Simple stalls, street plans and urban designs accounting for vendors' presence, integrate street vending with 'Non-motorized transport corridors' (pedestrian zones). The concept aims to make vending into an iconic practice of which Kampala can be proud. Stands are clustered in spots which represent open air supermarkets, with vendors divided over 5 set categories of products. By placing these spots strategically through the city and allowing vending only at certain times, the flow in the city is controlled to decongest downtown. Furthermore, vendors are formally made the guardians of the street, in charge of cleaning and safety.

The concept couples this reorganization of public space to dealing with the socio-economic uncertainty by providing education, forced saving and a community to vendors, who are allowed to rent a stall for only 6 months. For them, the concept changes vending from a last resort option into the first step up the socio-economic ladder, into the formal economy.

Figure 37 and 39 provide an impression of how a street could look with vendors in it. The concept caters the three stakeholders in different ways:

- KCCA: the city is reorganized, streets are cleaned, the city gains identity, taxes are paid, immigration is absorbed, streets are decongested, the NMT corridor is enhanced, revenue is made.
- Clients: convenience is enhanced through locations and categories, streets are cleaned, vendors can bring affordable products without

- risk.
- Vendors: they get a place and are not chased away, receive education, they have a competitive advantage (trademark), gain a community, and build a future through forced saving.

The concept consists of many parts, each connected majorly to one of either framework dimensions (or it is an organizational aspect). The next sections describe all concept features:

- (*1) Organization of public space**
- Stall design
 - Local flow and street design
 - Global flow and locations in the city
 - Categories of vendors
 - Vendors as guardians of the street

- (*2) Social uncertainty**
- Education
 - Community
 - Capacity
 - The next step

- Organizational features**
- Organization
 - Competition
 - Finances

	Vendors	Clients	KCCA
Desirability	Stall, journey, education, competitive advantage, community	Convenience, trust/reliability, safety, less congestion, clean streets	Stall, clean street, absorption of immigrants, taxes, congestion, NMT
Feasibility	Community, schedules, realistic activities, logistics	Fit into life, outside downtown, transport	Organization, space, producibility, finding partners
Viability	Business model, products sold, prices	Affordable	Business model, initial investments, taxes

Figure 38: value additions per stakeholder in terms of desirability, feasibility and viability.

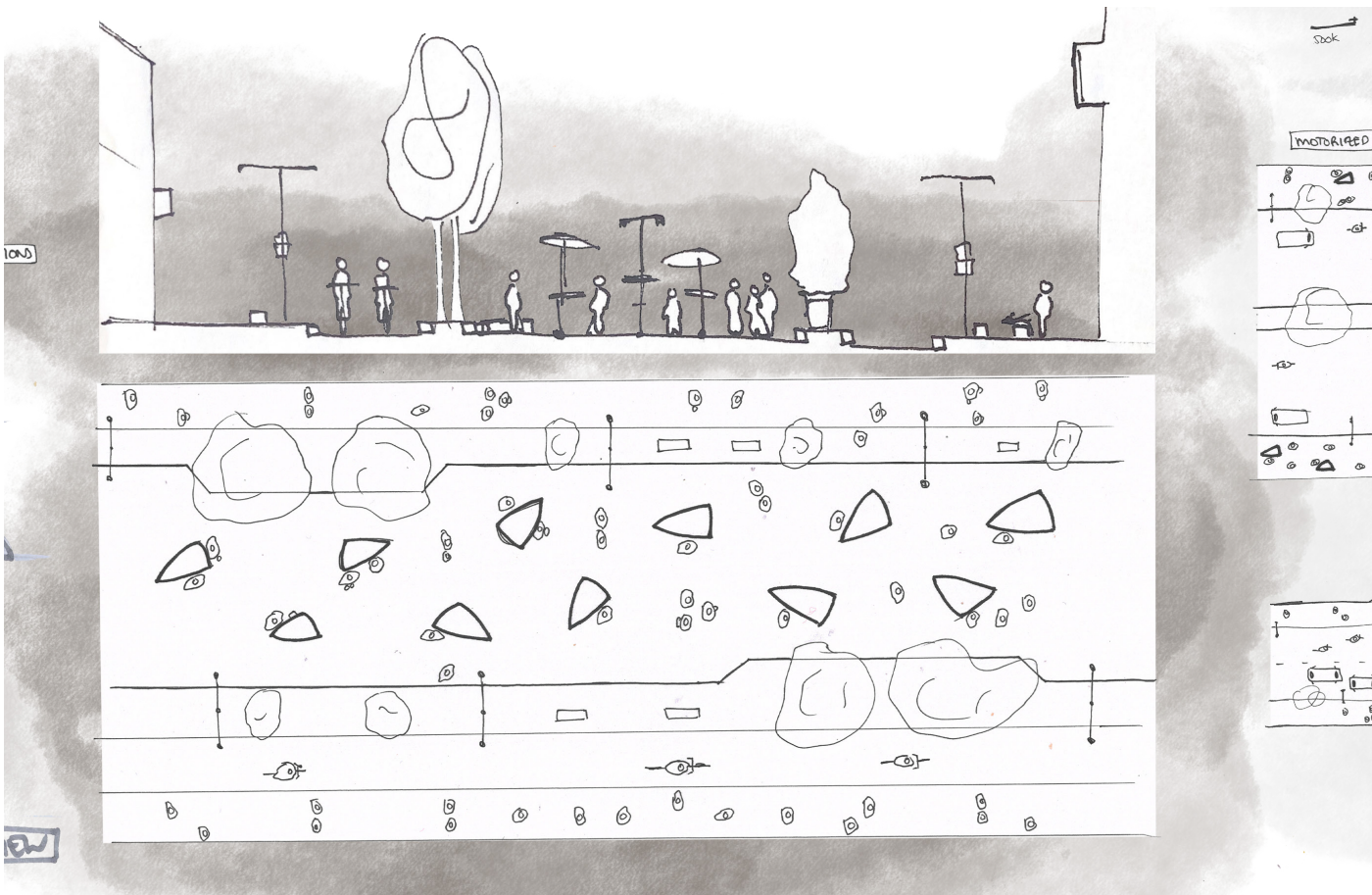


Figure 37: street design - cross-section and ground plan



Figure 39: street view impression

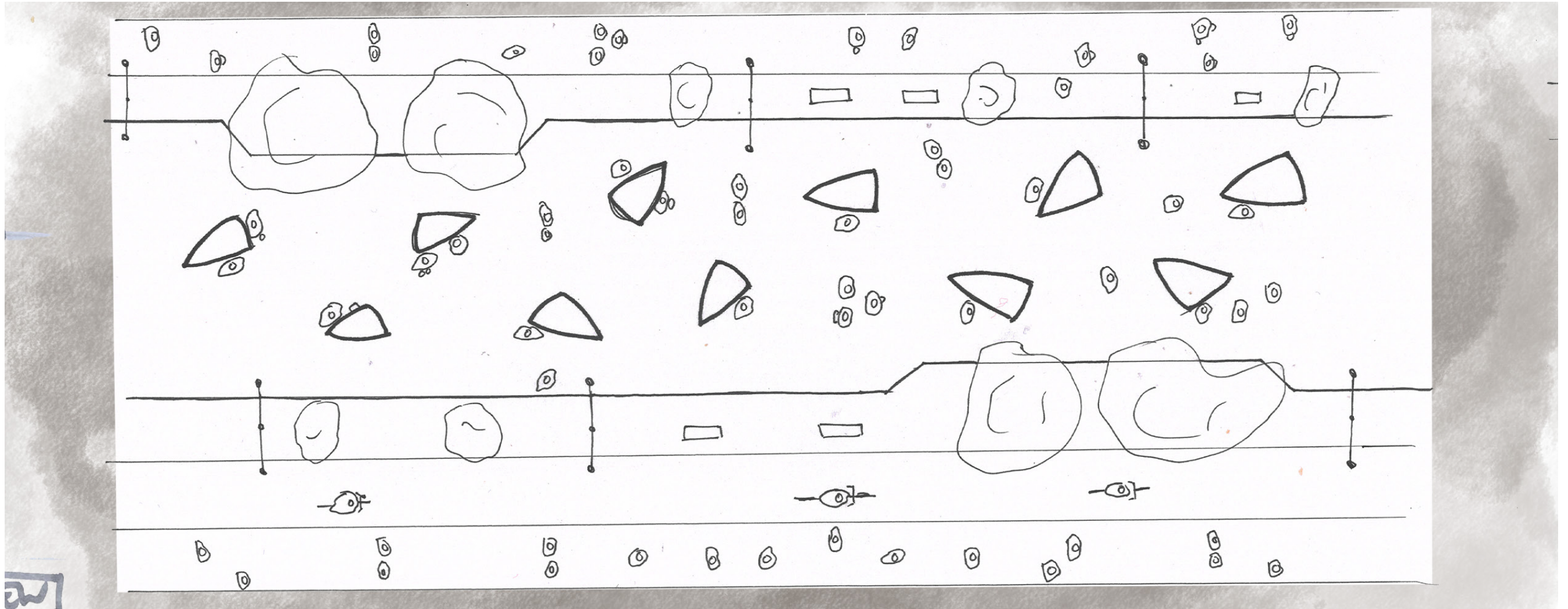


Figure 40: street design - ground plan

(*1): Organization of public space

Stall design

By placing simple stand designs in the streets, the concept creates a clean look for the street vendors. The stands provide shelter and a small display for products. They are temporary and can be taken apart to be easily relocated on a truck to any spot in the city.

A separate round of ideation round focused on form and function of the stall. These sketches can be found in Appendix XII. The stall design (Figure 41) was kept on a conceptual level on purpose, to leave time for the strategic aspects of the concept. Further detailing is necessary – see recommendations section.

Designing the stall was done with many considerations and requirements in mind, which are named in a shortlisted way in this chapter.

- The stand has a recognizable **character**, not only for Kampala's citizens, but even in a wider, international context. This will help in lifting street vending to iconic landmark status and integrate it as proud part of the city's identity. The shape of the stall was derived from Uganda's status as the 'Pearl of Africa'. The concrete foot depicts the pearl whereas the oyster is expressed in the asymmetric, iconic shape of the roof. The clean lines and simple yet aesthetic look appealed to the interviewed KCCA officials (Appendix XV).
- The stall **facilitates quick vending practices** by providing shelter and a display. Products can be placed on the tilted shelf to be displayed attractively and hung from the roof. Interviewed vendors like the solidity of the stand and the fact that it has a roof (Appendix XIV).
- The stand provides very minimal space to capture the **transitional character** of the concept and so that vendors don't get too comfortable. It's small enough for the vendor or a neighboring one to oversee the stall easily and protect their goods against theft.
- The painted steel is easy to **clean**.
- The stall is **affordable** to produce at 1 million Ugan Shillings (250 USD) (Appendix XVI). It is made of a simple concrete block together with steel piping and plating, all connections welded

except for the screwed on roof. It is kept simple to keep labor costs to a minimum.

- The stand is **produced locally**, in Kampala or elsewhere in Uganda. Kampala sees large numbers of craftsmen, yet Uganda imports many of its products. By designing the stands to be made locally, the economic circuit is empowered. Conversations with local craftsmen working metal and concrete are to be started up during the rest of the detailing process to continuously ensure producibility for them.
- The stand is **relocatable**, to ensure flexibility of street vending zones. The roof is detachable to load the stands on a truck and place them wherever this is desirable. This way the design can adapt to the ever-changing plans for the quick developing city of Kampala.
- The stall is **durable** and sustainable to survive Kampala's streets and possible vandalism or theft. By keeping the materials, connections, and components robust and vandal-proof, we ensure the stand will be left alone and survive even when it is not in use or unsupervised. All connections are welded, except for the detachable roof, which is screwed on from the top.
- The stall reorganizes public space by ensuring the pedestrian walkways are kept free. Their weight turns them into **obstacles** for boda boda's and other motorized transport. This direction could be even further explored to integrate the stall with objects which separate space (into space used for trading and for walking for example).

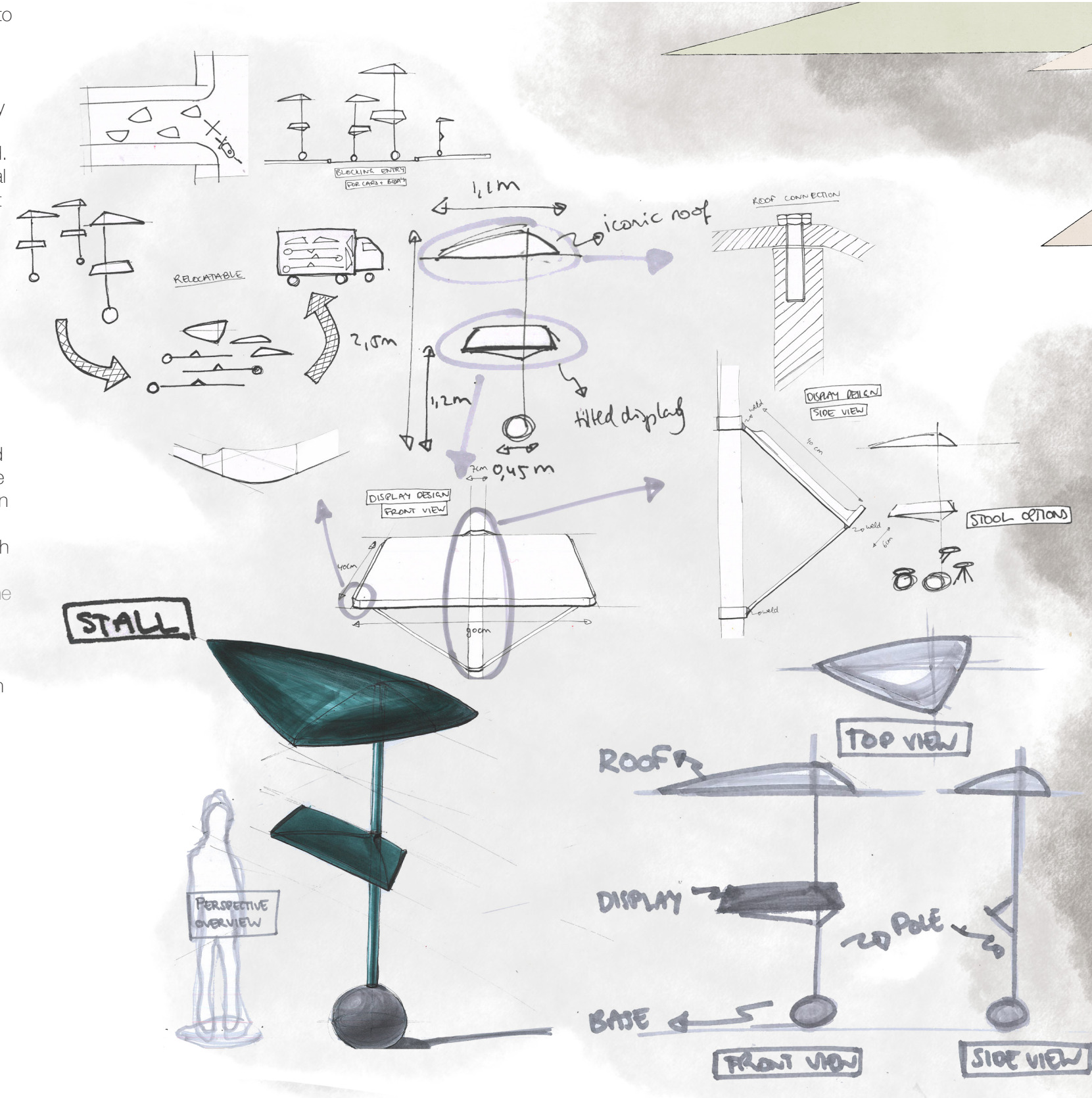


Figure 41: stand design

Local flow and street design

Spots of ten to twenty stalls are created where customers can find simple products. Each spot is a socio-cultural meeting space with a small community of vendors. This preserves the lively, colorful quality of life in Kampala, but in a cleaned-up way. Spots can be in Non- motorized transport (NMT) zones or large sidewalks.

The pilot of the NMT currently in the downtown part of the city (Luwum Street and Namirembe Road) already sees many street vendors and these are zones with clients on foot (the largest clientele of street vendors). There are plans to create more of these corridors.

There seem to be many pieces of unused land or space in Kampala (large sidewalks, road reserves and just general open land), but they all turn out to belong to someone. Only the streets and sidewalks are under KCCA management and suitable for street vending spots.

Different street typologies call for different concept designs in terms of spatial planning. The goal of every spot design is to engrain street vending into the city scape, whilst improving flow of the spot and ensuring all traffic can continue to exist.

Figures 40, 42, 43 and 44 show four different situations:

1. Non-motorized street vending zone
2. Non-motorized junction vending zone
3. Motorized street vending zone
4. Motorized junction vending zone

Considerations for vending in NMT's:

- There is one pilot NMT in downtown Kampala. Constructing more of these zones is in the planning of KCCA. Adding street vending zones to these can create thriving places of trade, social interaction and keep motorized traffic out.
- NMT's are only accessible to pedestrians, meaning that parking places need to be available or added, and/or public transport routes and drop-off places must be replanned.

Considerations for vending in motorized zones:

- Kampala sees little squares or courtyards providing place for vendors, so they need to be on sidewalks.
- Size of sidewalks and available space for street vending stalls. Sidewalks might have to be reconstructed or enlarged.
- Parking places might have to be added for those in cars to be able to shop at the pedestrian places.
- Revision of the street for vending can go hand in hand with adding and improving greenery in the places of implementation, an important goal of city development for the KCCA.
- Vendors selling at traffic lights and junctions, where traffic is not moving, might continue even when the vending stalls have been installed. The best solution to this is to ensure all vendors find a place in the proposed system, i.e. are appointed to a stall.

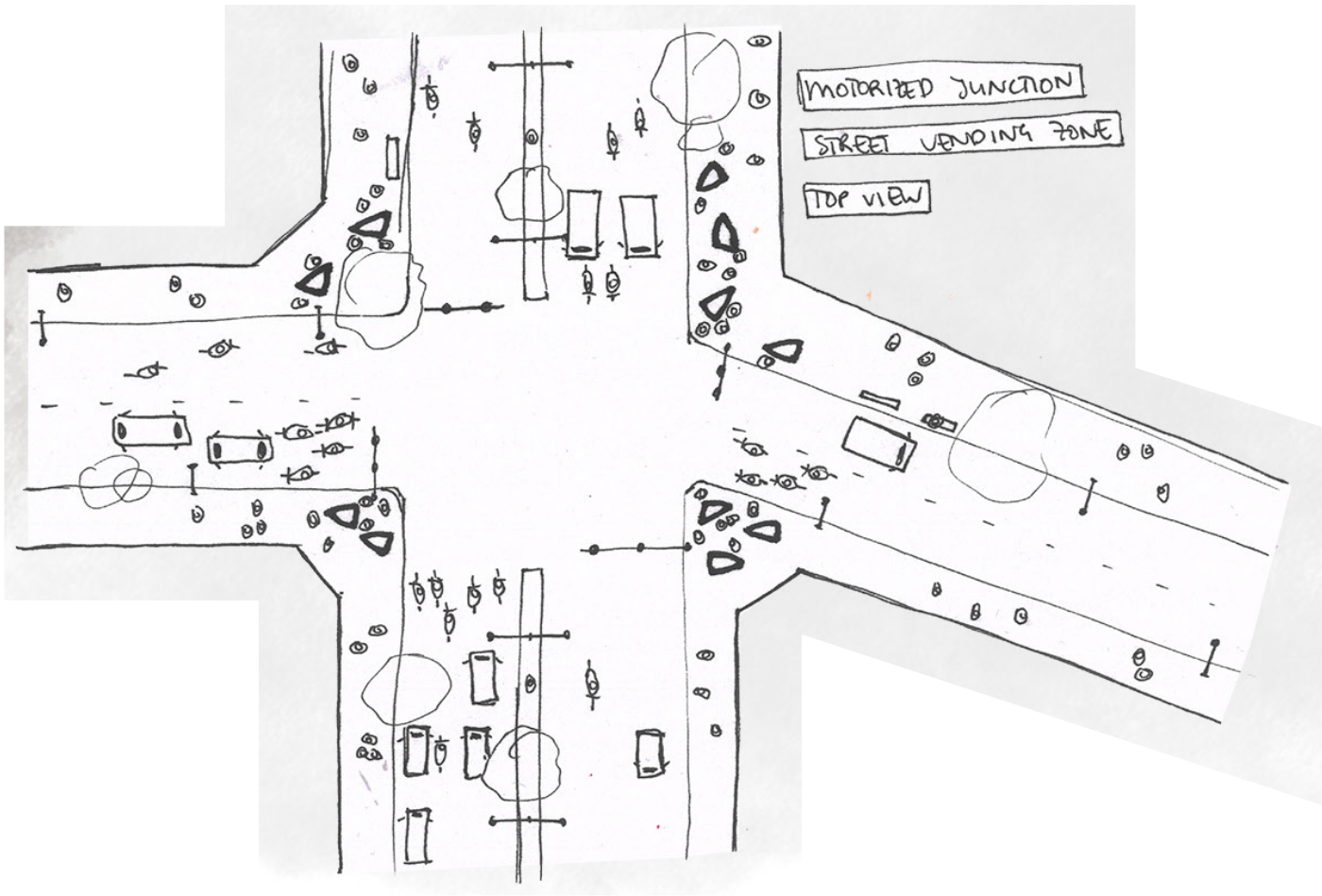


Figure 42: motorized street junction design - ground plan

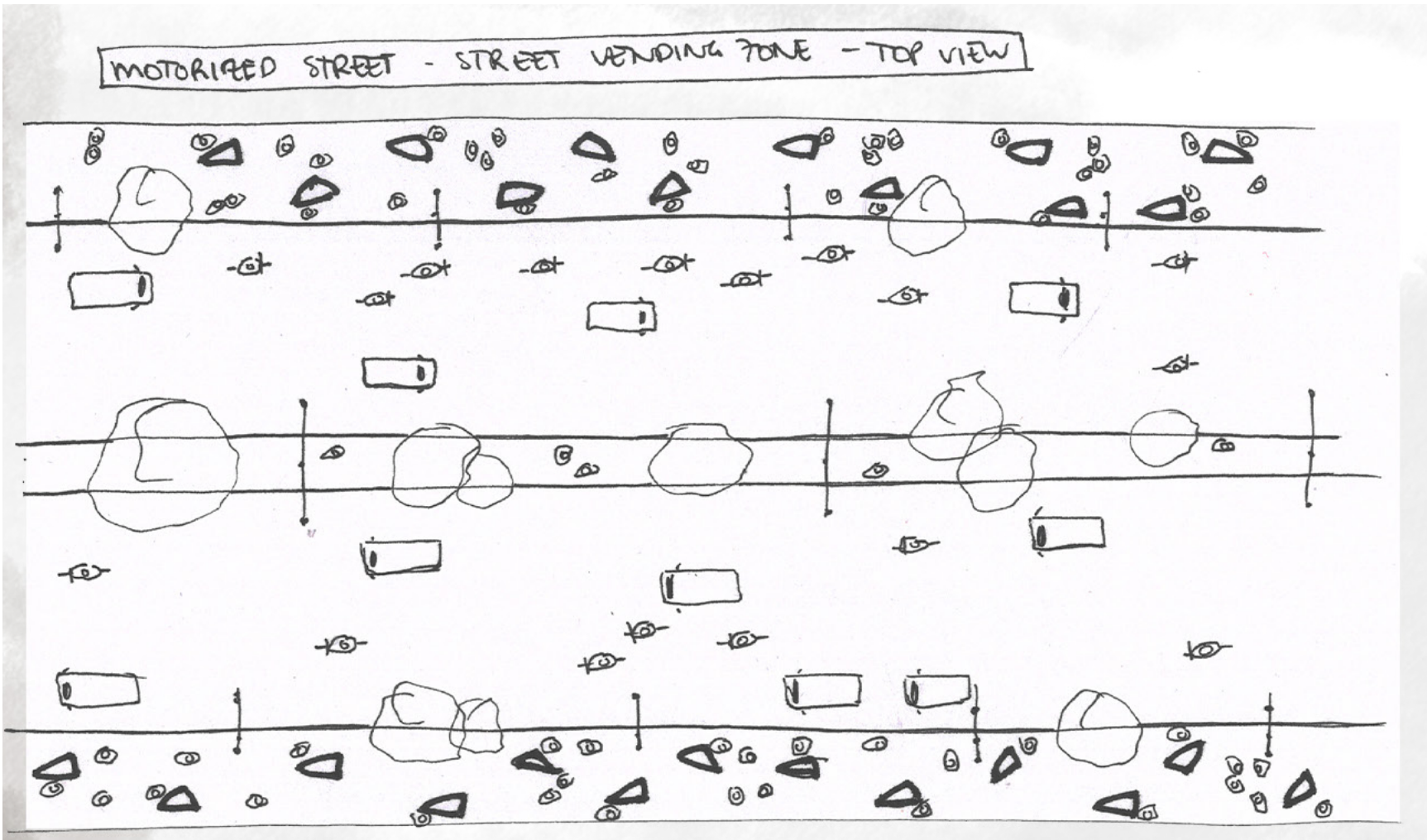


Figure 43: motorized street design, ground plan

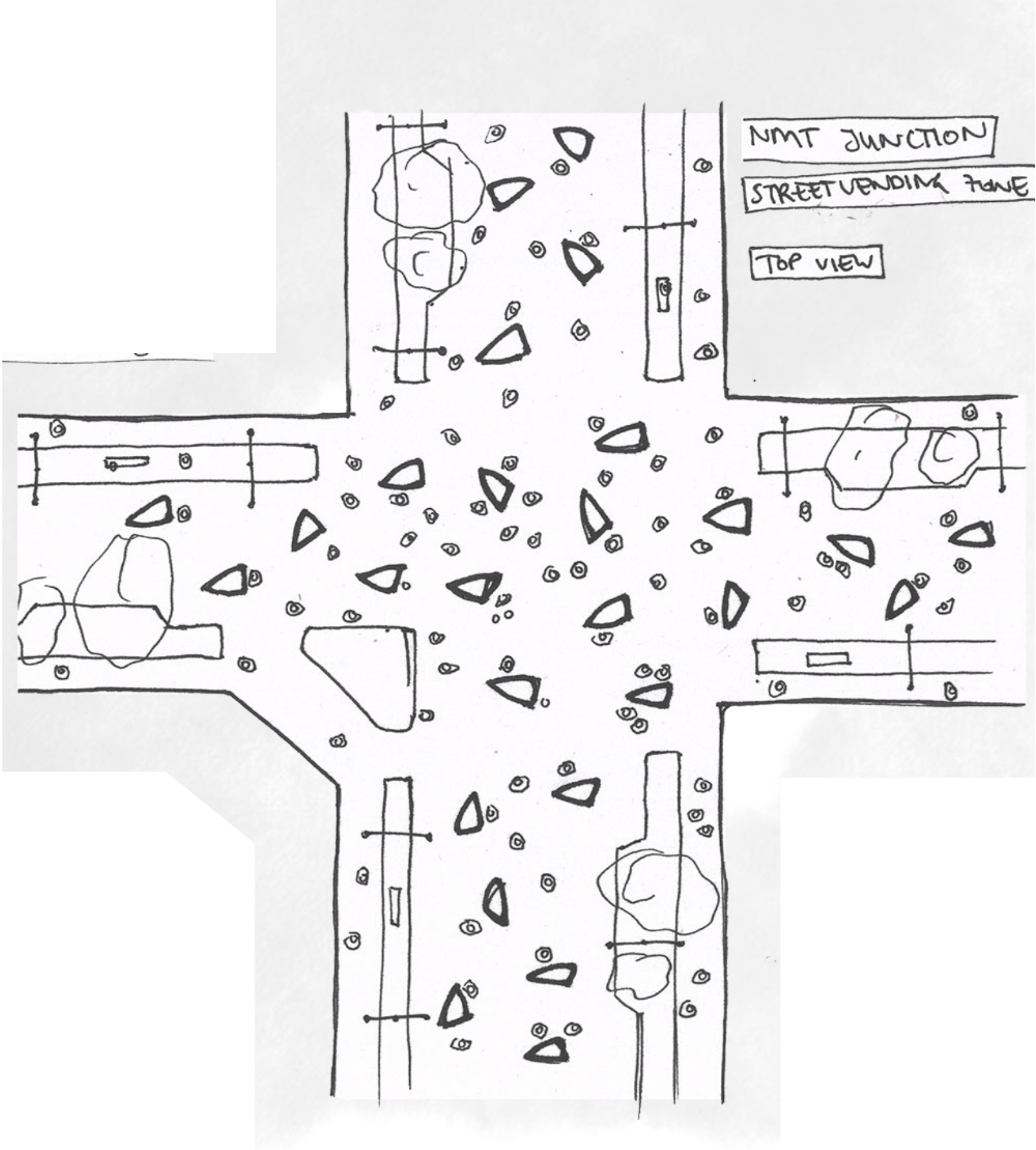


Figure 44: NMT junction design - ground plan



Figure 45: street vendors and boda-boda drivers on the Non-Motorized Transport corridor, Luwum street, Kampala

Global flow and locations in the city

Finding space for the street vending zones is a challenge and was a big topic of discussion in every test/feedback session. A distinction can be made between two options:

1. Zones inside the Central Business District (CBD)
2. Zones in the periphery of the city, throughout the different divisions

The choice between these options is fully tied to the authority's vision for the city. Each option could be detailed into a workable solution but results in a different future city. Thus, the concept is a tool to create a different future city.

Kampala's CBD and the roads towards there are heavily congested, especially during the rush hours in the morning and afternoon, going into the late evening (22:00). Much of this traffic seems to be caused by those coming together to trade. Some of the largest markets and stores are in the CBD, and also large part of the street vendors operates from these streets. Not because they want to be there, but because they rely on the presence of people to drive their business.

Both ways to deal with this are discussed with their (dis)advantages and an advice is given (Figure 46).

Street vendor zones inside the CBD

The first possible reaction is to keep the CBD as Kampala's main place to buy and sell products. This would mean street vendors remain in the CBD, and that the concept must cater for their presence there.

Advantages:

- The city's present structure and people's perception of it do not need to change: the CBD's destination as the center of the city's trading remains intact.
- Integration with the NMT corridor is possible on Luwum Street and Namirembe Road.
- The many people in the CBD provide good business for vendors.
- Clients who are already in the CBD, or who are used to going there, will be served well, conveniently, and according to their customs.

Disadvantages/challenges:

- The streets in the CBD are narrow, so finding space for vendors is a challenge. The street designs in the CBD must be changed to more non-motorized zones, to use the space now occupied by cars and boda-boda's for street vending. This leads to more congestion in the surrounding streets.
- Stores and markets in the CBD could protest to unfair advantages for street vendors, who are more strategically located than the stores.
- Congestion inside and towards the CBD must be solved in another way, for example by redesigning infrastructure inside and towards the CBD or working on improving public transport.
- Clients who are not regular visitors of the CBD find a lack in convenience. For simple purchases the effort of going downtown to get products is large.

Street vendor zones outside the CBD

A different reaction to the congestion, could be leading people away from the CBD. In other words, to create other places where trade and the buying/selling of products takes place. The street vendor zones could become not only the result of a different approach to city planning, but actually a tool to control and steer flow in the city.

Advantages:

- Less congestion of the CBD without the need for revision of existing infrastructure.
- Less competition for market vendors and shop owners operating in the CBD.
- Outside the CBD, much more space is available for street vending zones, and thus larger capacity of the system.
- The convenience which those vendors operating outside of the CBD naturally bring to their clients, is enhanced. Products are brought to all parts of the city and there's less need to travel downtown for simple purchases.

Disadvantages/challenges:

- A shift in mindset of Kampala's citizens and planners is required.
- Vendors rely on clients and it is of crucial importance to ensure zones are in strategic places with enough people. This is possible, there are already many vendors operating in all the districts outside

the CBD, but must be researched thoroughly. During the feedback sessions, reasonable doubt existed over the possibility of finding enough potential clients outside the CBD, yet official research is to be done yet.

- The challenge of parking. Vendors' main clients are pedestrians. Outside of the CBD, many possible customers move by car/boda. The concept could either target those who are moving by feet or incorporate the planning of parking facilities into the concept, allowing people to shop by foot.

Location advice

Though it requires a shift in mindset, my advice is strongly to set up street vending zones outside of the CBD. This provides numerous advantages as listed above, most importantly providing a way to decongest the downtown area of the city without large infrastructure investments. There is simply not enough space in the CBD to accommodate all vendors wanting to make living. Developing the other areas of the city should become more of a priority and this concept can be a first step in doing so.

This proposal mingles with cultural customs and associations as to how the city of Kampala is used. This became very apparent during testing. All stakeholders, from vendors to the KCCA officials of the Physical Planning Department, had questions, doubts about and opinions on the location of street vending zones.

As urbanist interventions in many cities around the world have shown, associations can be changed. This often leads to development of the city for the better – as long as they're well planned. (Levy, 2017) The Department of Physical Planning is to be involved in all concept development steps and decisions related to the urban planning of Kampala.

These conversations with the department have been started and the plans have been shared with multiple officials. Planning regular meetings and keeping them in the loop is therefore not only necessary, but also possible. The start has been made.

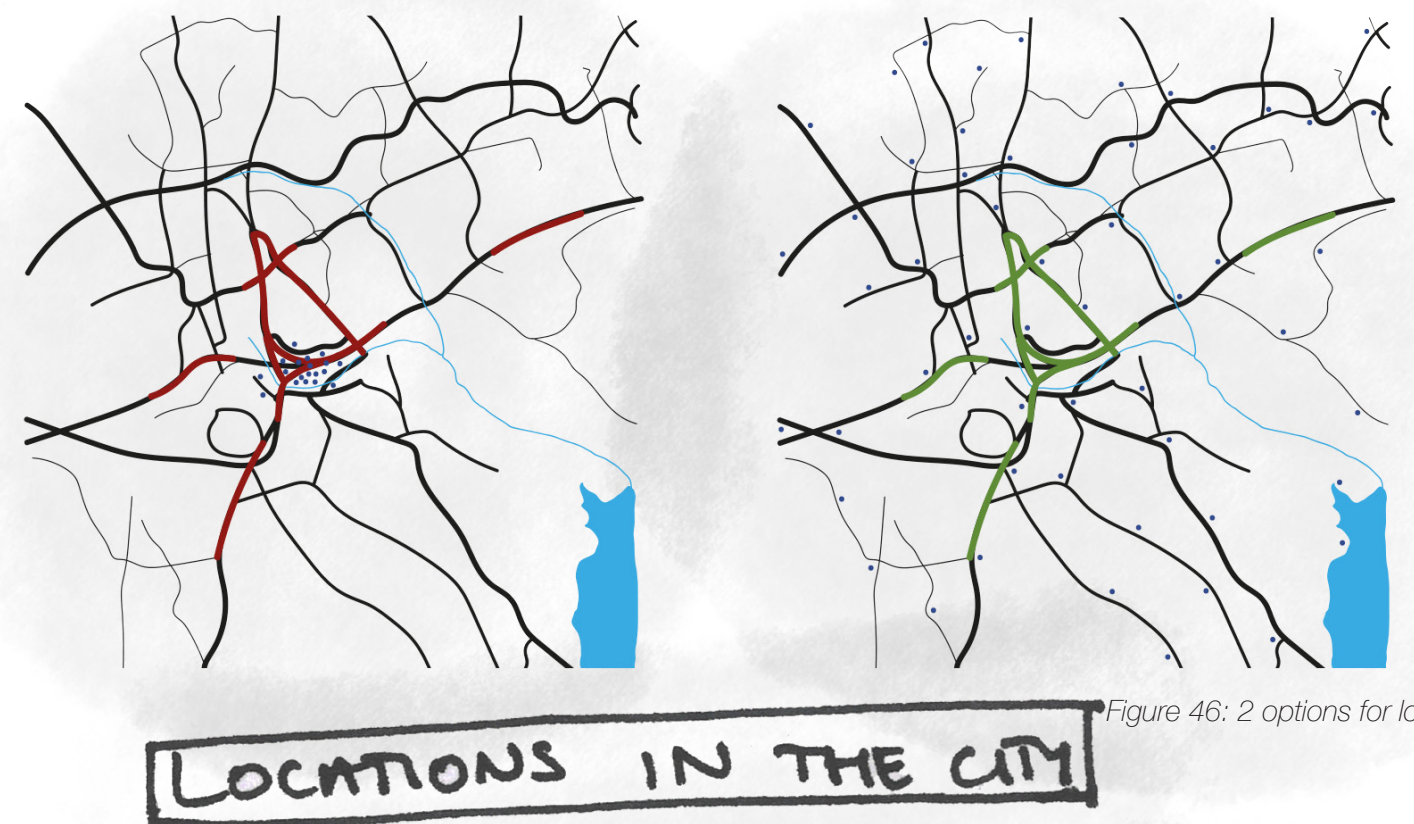


Figure 46: 2 options for locations

Categories of vendors

The concept includes five categories of vendors, recognizable by a distinct color of their uniform and on the rim of the stalls' roofs and display shelves (Figure 48).

- The categories serve multiple purposes:
1. Convenience and oversight for clients. There are already unofficial 'categories' of vendors. Making this explicit emphasizes vendors' convenience (part of the vision).
 2. Cleaning up the look of street vendors: by supplying uniforms and having recognizable colors that can be found at each street vending spot in the city.
 3. Ensuring street vending does not retain or increase its unfair advantage over shops and markets. Stalls are strategically located so controlling the products that are sold makes competition fair. Less product diversity aids acceptance among the shop and market vendors.
 4. Ensuring vendors don't get too comfortable in their spot. This seems harsh but the final aim of the concept is to change vending from a last resort into a first step. A crucial step in that is ensuring vendors move on after six months of renting. Limiting the products one is allowed to sell shows that for more business, they shall move to another place.

Choice of categories

The meetings with vendors and with Dr. Were indicated that the categories must be defined to cater for all the needs on the streets, both from vendors and clients. From the vendors focus group, the following five categories arose: Vegetables, Fruits, Simple hardware, Textiles and Electronics.

Were (2022) classifies the existing vendors in the Central Business District into the following seven categories: Household items, Foodstuffs, Stationery, Textiles, Medicine, Electronics and Arts and Crafts.

For vendors it is desirable to have many categories. Yet a balance must be found to ensure the concept is desirable also for KCCA and market and shop vendors. This means enough categories to have choice and viable business, but also enough restriction to ensure the street vending spots only cater to basic needs of customers.

The colors red and yellow, originally picked for the tested concept, were found unsuitable to be worn as uniforms, since they bear associations with political parties and convictions. New colors were chosen for these (Figure 48).

The five chosen categories, with their new colors, are the following:

- **Textiles**
- **Fruits and vegetables**
- **Simple household items**
- **Electronics**
- **Packed food**

The concept does not cater for cooked food, a conscious choice based on the limitations of the stall design and the fact that the problems related to street vending by the KCCA (congestion, unordered) are seen less with street food preparators. They are fixed in one place that does not cause congestion. A separate concept could be designed for the street food cooks – see Recommendations.

Vendors as guardians of the street

In return for appointing zones to street vendors, they are expected to take their responsibility in caring for their assigned space: adequate handling of waste, cleaning, providing security and safety, and overall guardianship of the place.

This engrains the vendors as part of the city and highlights their value as contributors to public space (Figure 47).

These things are already practiced by street vendors but incorporating them in a formal task list, setting up a small system per spot of who does what and when, not only ensures that it is done every time and in the same way, but also helps in conveying an image of organization and formalization, both towards citizens of Kampala and towards the KCCA and KACITA.

This concept feature directly hooks on to the horizontal dimension of the framework, aligning the different meanings of public space.

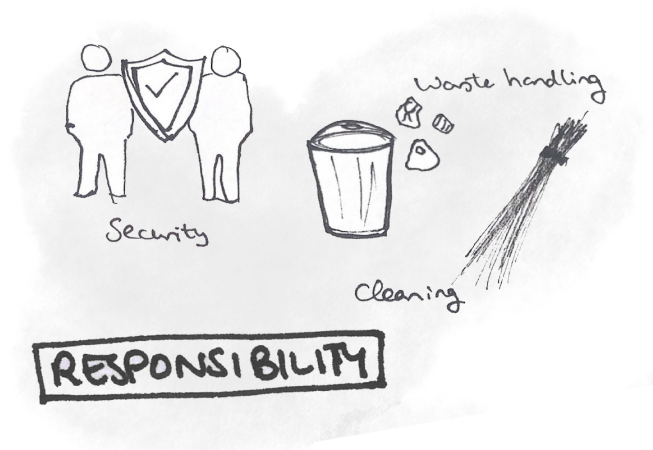


Figure 47: responsibility

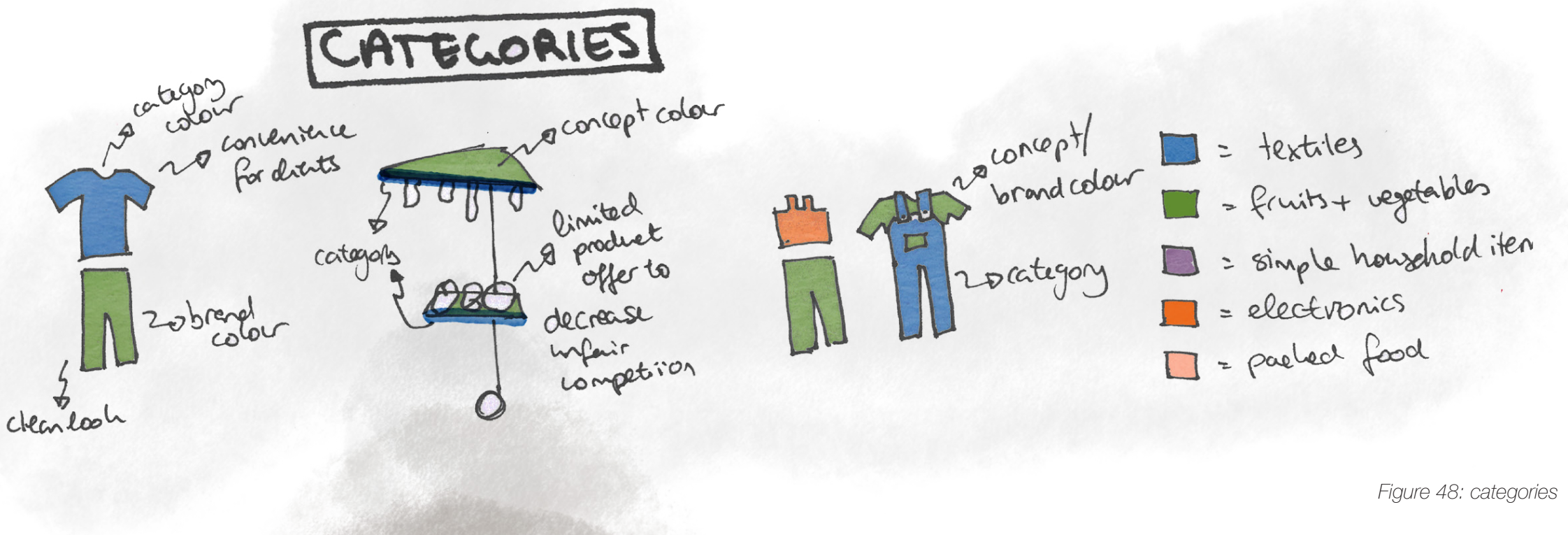


Figure 48: categories

(2*): Socio-economic uncertainty

Education

Education plays the lead role in dealing with the framework axis of unemployment.

The mindset of most street vendors I spoke to is to not take to stealing or begging but to try and make something with their little means. This shows incredible creativity and discipline. Almost everyone's dreams for the future included owning some kind of business: a market stall, a store, a proper place to sell products. The main obstacle to these dreams is knowledge. The new generation is realizing the importance of school but those taking care of their children now and for the coming ten to twenty years have not received quality education. Lack of financial skills, language skills and little insight in managing form real obstructions for them to grow business-wise.

From the focus group with vendors, the main education needs are: management of a business, accounting, how to start a business, English, writing and e-mail skills or general communication.

There are more skills and knowledge necessary to run businesses in Uganda that vendors themselves are not aware of. Working with business professionals, experts, and teachers on the content of the education program is crucial. It should accommodate a full learning program in six months.

The concept tries to cater for as many vendors as possible. Two large classrooms are rented for a full day each week, Saturday or Sunday. Classrooms in Uganda are large by default, fitting over a hundred students is possible. With two classes at a time, a morning and afternoon shift of each up to four hours and 125 students per classroom, we educate 500 per day with only four teachers (two per classroom).

The education program is not for everyone. Kampala sees many vendors and not all of them are even willing to move off the streets. Either because they make a lot of profit or because they are old and have been on the street for 20 or 30 years. Education, starting a business and/or finding employment require energy not everyone has. Yet, the education program saw a lot of positive reactions both from the vendors and the KCCA, and adds value for the majority of vendors. (Figure 49)

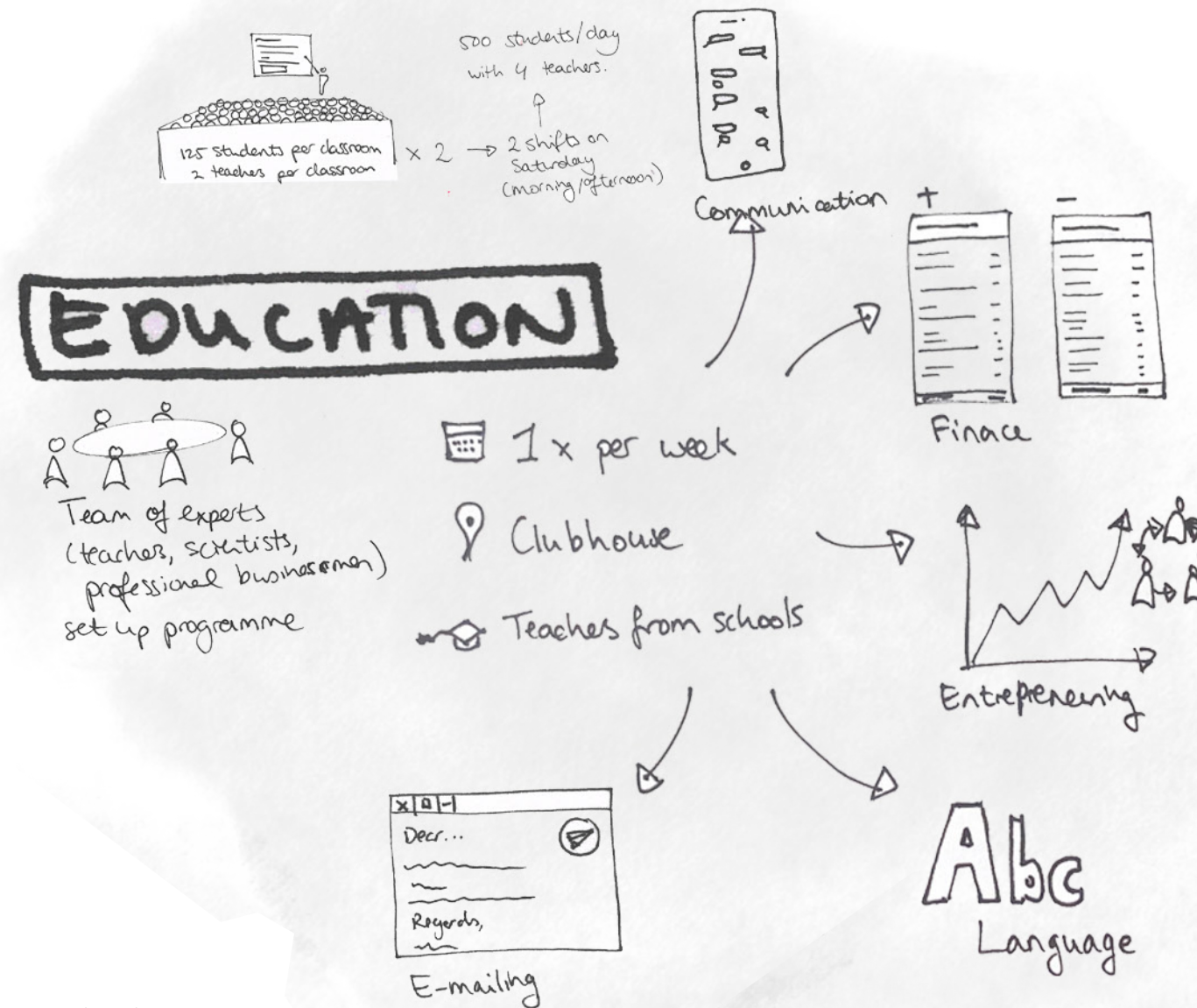


Figure 49: education

Community

To build their business, vendors need a network. Those coming to town without knowing anyone need a starting place to meet like-minded individuals.

A clubhouse is rented where vendors can meet and where conferences or meetings are organized. The vendors also meet in the classroom. Helping each other find a way in the economy and society of Kampala, the community should seek to create moments and possibilities for networking and setting up a community of people looking to start businesses. The community will become a place bigger than vending. Providing a support network, advocating minorities/the poor, sharing success stories, lobbying for street vendors, could all be part of their tasks. (Figure 50)



Figure 50: community

Capacity

The capacity of the system is expressed in the number of spots (Figure 51). If the advice of placing vendors outside the CBD is followed the capacity of the system is dramatically increased. At 5 spots a division, all 20,000 vendors can be processed by the system in 20 years. For 10 spots per division the system can process all vendors in 10 years.

A few considerations:

- It is not realistic to expect the trend of rural-urban migration to stop and new vendors will appear every year. The concept could even have an increasing effect on the number of vendors in the city, once people realize they can do business with the system. Yet, projections already show enormous and continued growth of Kampala over the coming years, and the additional pull force of the concept might not create an enormous change in this. The possible side effects should be researched and accurately predicted.
- Absorbing more vendors into the system might be favorable in terms of getting people off the streets, but this can only work if there are also places available to go to once their 6 months finish. The growth of other business possibilities is a factor of influence on the system's capacity.
- On the other hand, processing more vendors means more profit and revenue for the government, which could be used to create the necessary business potential in the city.

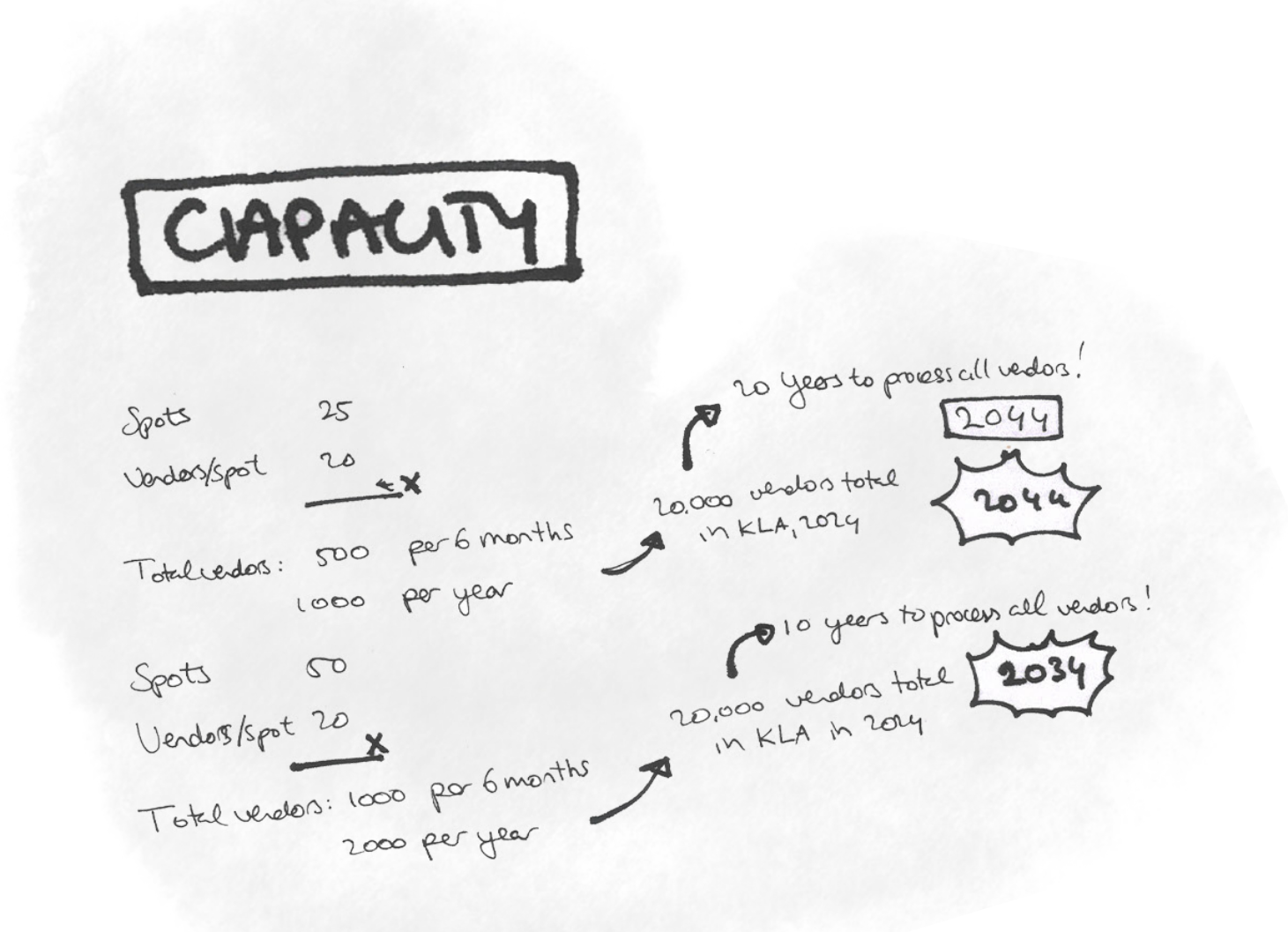


Figure 51: capacity of the system

The next step

An important point of concern when testing, was vendors' willingness to move on after six months.

- Vendors sometimes prefer to be on the streets rather than somewhere else, because they are 'street people' or have been there for the majority of their lives.
- Vendors often make good money on the streets, sometimes even more than they would make in the markets or a store.
- Vendors often see a fixed clientele of people that know them, bringing this customer base to a new place might be hard.
- Vendors get comfortable in their spot, moving on to a new business takes energy and work.
- Vendors might not have saved enough capital after six months to start a business.
- The knowledge or network vendors have built up after six months might not be enough to be successful in Kampala's economy.

In the markets sometimes users don't leave stalls when their term is over or secretly hand it to family members. Solutions can be seen in Figure 52:

Push factors consist of keeping the stalls simple and limiting sales to one category per vendor, all to keep the vendors from getting too comfortable.

Pull factors are education and help in building a network, crucial support for the vendors. The key is to place emphasis on enabling people to move up the ladder: many of them are willing. Furthermore, people need a place to go to after the street vending period. The full economy must grow and develop in accordance to the amount of people in the city.

Creating markets for vendors to go to instead is the strategy currently employed by the KOCA – and also the reason why the strategy of expelling hawkers is chosen. Yet it takes much time to build enough places. In the meantime, these people need a place to go – and this concept creates opportunities for other places to go than the markets.

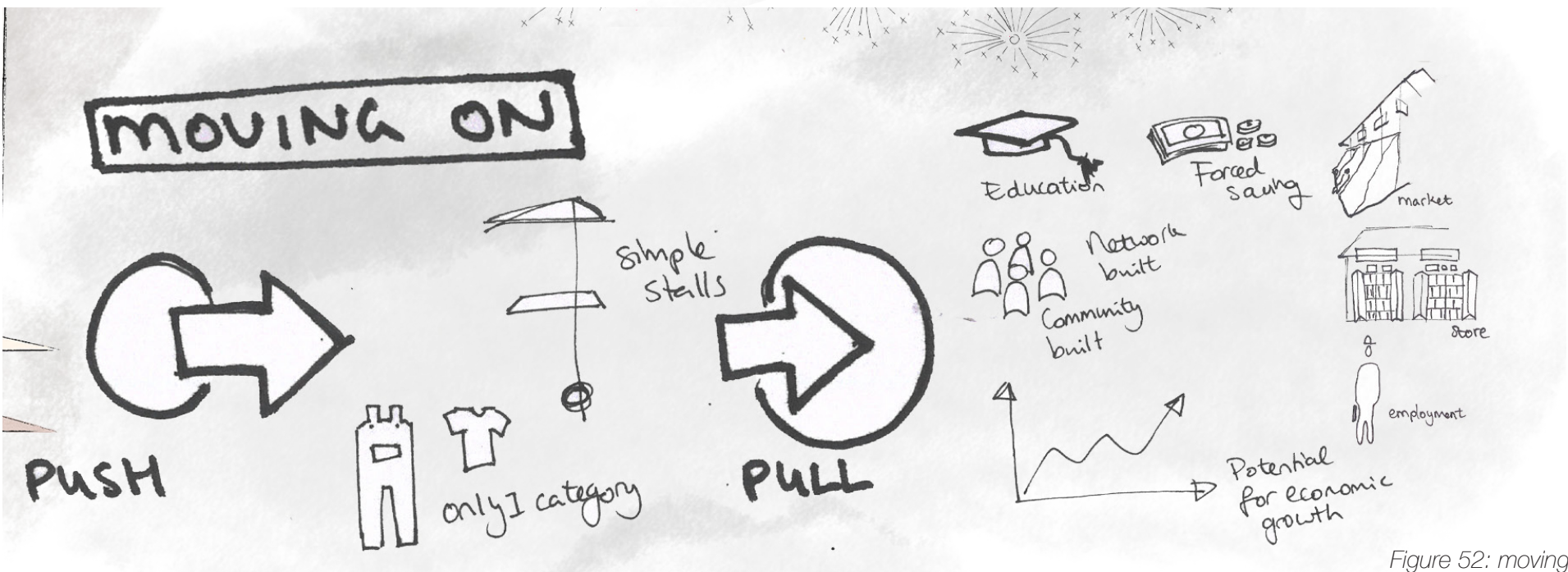


Figure 52: moving on



Figure 53: street vendors above the Old Taxi Park, Luwum street

Operational features

Organization

Street vendors presently see informal leadership structures, where each street or zone usually has informal ways of organizing itself. The concept plays into this by creating a form of self-government per spot.

The organization of the concept can be seen in Figure 54.

A spot consists of ten to twenty vendors. Per spot one vendor is paid to also be a part-time spot leader. They collect taxes and the forced savings and keep a registration of who is working from which stall. They ensure vendors stick to the rules (categories, prices, leaving after 6 months), take their responsibility as street guardians and conduct fair business. Spot leaders can also settle minor issues.

A system with 500 vendors and 20 vendors per spot, sees 25 spots, 5 for each of the 5 divisions of Kampala. Per division, a part-time division leader is appointed who is in direct contact to the 5 spot leaders under him. He oversees registration of the vendors, stays in touch with the division's administrative headquarters, collects taxes and fees from spot leaders, etc.

The five division leaders report to the board of directors, with four full time employees: the Chief Executive Officer (CEO), the Chief Financial Officer (CFO), a Head of Operations (HO) and a secretary. Their tasks include running the full administration of the organization, keeping contact with the KCCA, overseeing finances, ensuring the education runs smoothly, looking for new spots, helping with the registrations of new vendors, and any other tasks relevant for ensuring a soundly operating vending system.

The board of executives also has the important role of lobbying and advocating in favor of the vendors and their practices. There have been numerous vendors associations in the past and present, yet none of them have had the formalization and organization necessary.

Competition

The relation and competition to stores/markets is important for successful implementation, so they must be involved in any further development discussions. The Kampala City Traders Association, KACITA, represent all the formal shop and market traders in the city and have been a strong (lobbying) force advocating against street vendors. They must be shown the potential of the concept in moving vendors off the streets. The same shift in mindset is needed from them as from KCCA, and conversations with the latter show that this is possible.

Currently, street vendors have a competitive advantage over shop vendors. With the concept, it becomes smaller (see below), a point which should be emphasized and used to create the necessary mindset with them.

Competition is made fairer through the following measures (Figure 55):

- Confining vendors to simple categories driving customers to stores and markets for more complicated or specific products.
- Limiting vending times to only late afternoon and evening (16:00-22:00), so morning and afternoons belong to store and market vendors. These times were confirmed in testing with the street vendors, affirming their ability to make enough money in the mentioned hours.
- Stalls are kept very simple to ensure it does not allow for driving large or permanent business.
- If the location decision is taken to be setting up vending zones outside of the CBD, the competition inside the CBD for store and market vendors will greatly decrease, as vendors and shop owners will now have their own designated places and target groups.

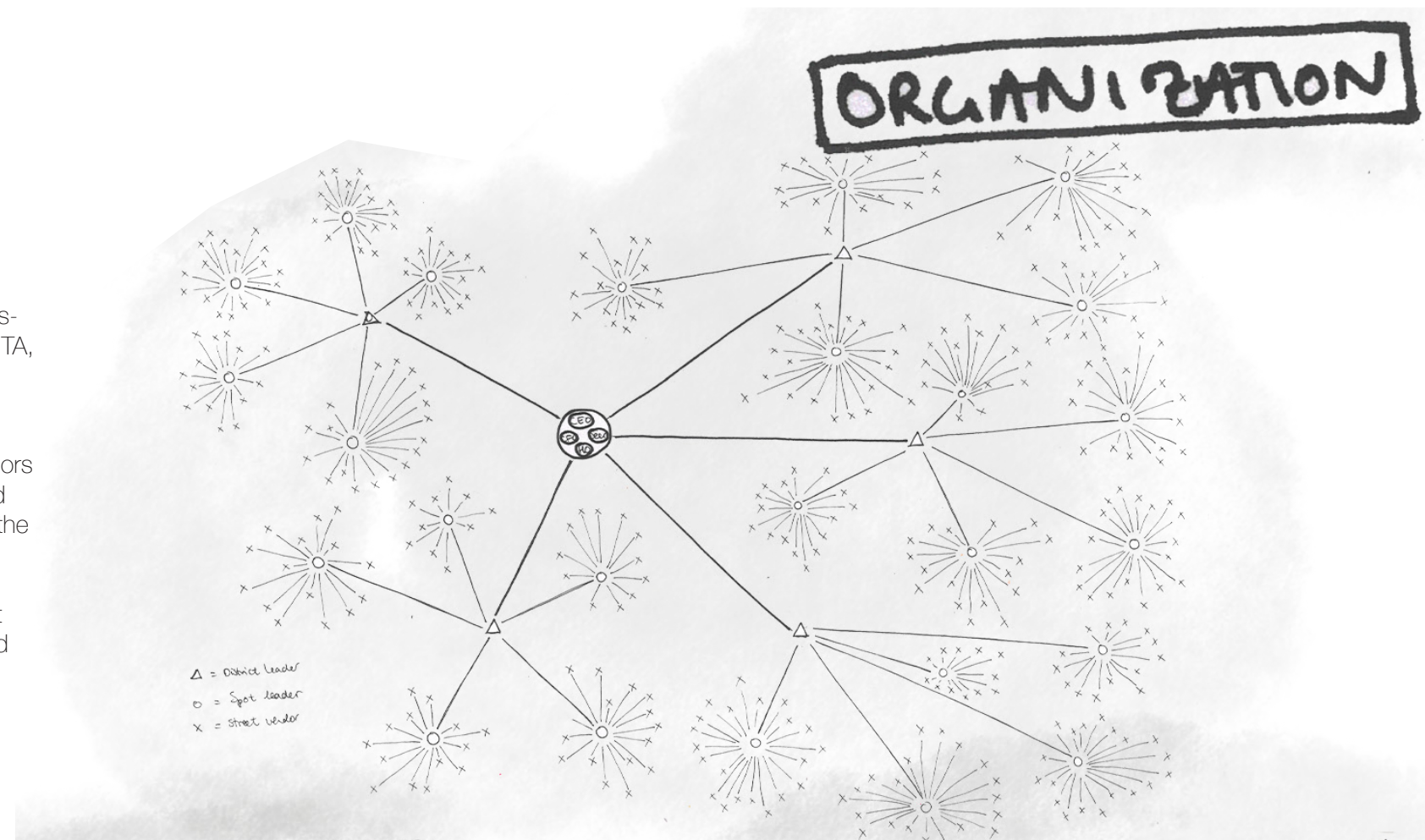


Figure 54: organogram

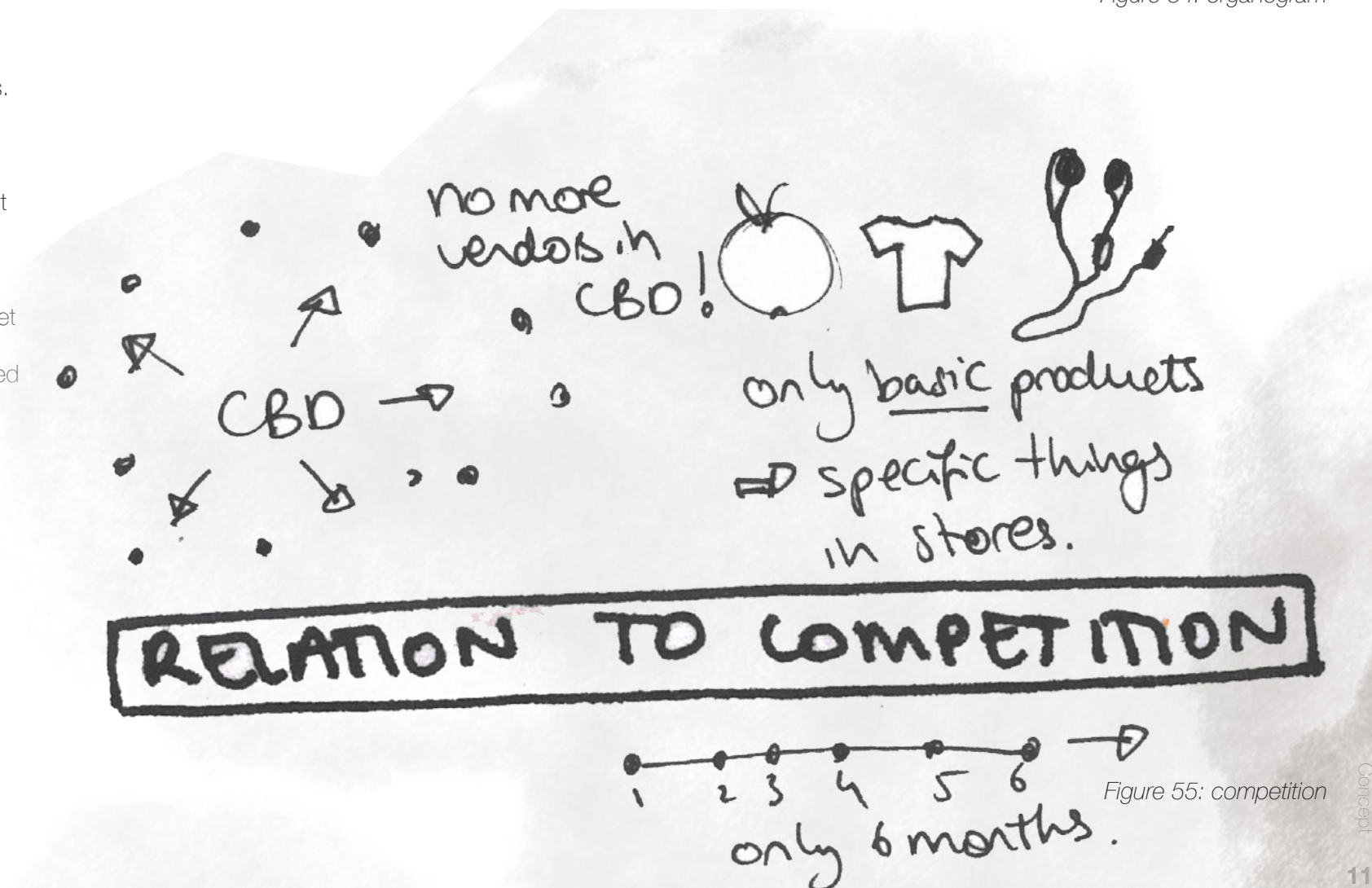


Figure 55: competition

Finances

Large part of KCCA's objections against street vending stem from the lack of taxes paid. To even start opening their minds to the necessary mindset shift towards integration of vendors, the financial basis for the concept must be strong and solid.

To decrease the empathy gap authorities must see vendors as full value citizens and that significant revenue can be collected from their practices. The good news is, it can.

Full financial calculations can be found in Appendix XI. A short demonstrative example is given here. These numbers have been discussed with KCCA officials and street vendors. The latter agree on their correctness, the officials are confident they work but official feedback is still expected.

Table 56 shows the daily finances of Sharif (real life example from focus group). All numbers express 1,000 (1k) Ugandan Shillings (UGX), so the daily sales are 500,000 (500k) UGX.

Sharif is an example of a vendor with a large selling volume. Most of his benefits are spent on purchasing new goods, 400k UGX. After using 40k UGX to feed himself and his son, paying for his commute and for his kid's school fees, he is left with 60k. The concept proposes to collect 8 to 10% in taxes from vendors, which have been split up into money paid for the license to sell (4-5%) and the fee for education (4-5%). Sharif pays 40k in total taxes, leaving him 20k to save on an average day. After 6 months, this helps him save 2.8 million UGX – enough to start in Kampala's formal economy. Saving will, on recommendation of the vendors themselves, happen in the form of forced saving, where the money is collected daily and given to the vendor after the 6 months.

When assuming 500 vendors in the program, KCCA or any other party in charge collects 20 million (m) UGX per day. Daily costs are 1m for maintaining stalls, 2m in paying possible licenses to owners of the land used by the concept. The education system needs to be paid for, 47k UGX daily. 600k must be spent on administration (salaries of the board of

executives, the division and spot supervisors plus rent for the clubhouse), but in the end the organization can be left with a daily revenue of 16.3 million UGX. This is a lot of money.

The figure shows that the initial investment can be earned back in a little over three months.

The majority of the starting costs consist of the funds necessary to help vendors get started. The assumption that vendors have no starting capital is a safe one, as that is probably one of the reasons they take to vending in the first place (just come to the city, just lost their job, ...). Therefore vendors are granted a free starting week. They don't pay taxes in their first seven days and receive the goods for the first two days for free. Per vendor, this amounts to 1 million UGX – for all vendors it leads to 500m UGX. The budget sees 20m UGX to set up the education program, 30m to renovate the clubhouse, 1 billion to produce the stalls (500 stalls at 2m per stall) and 30 million to revise urban planning. At a total of 1.58 billion UGX and a daily revenue of 16m, the money is earned back in 96 days, or 3 months. After 2 years, revenue has reached 7.8 billion UGX (almost 2 million US dollars).

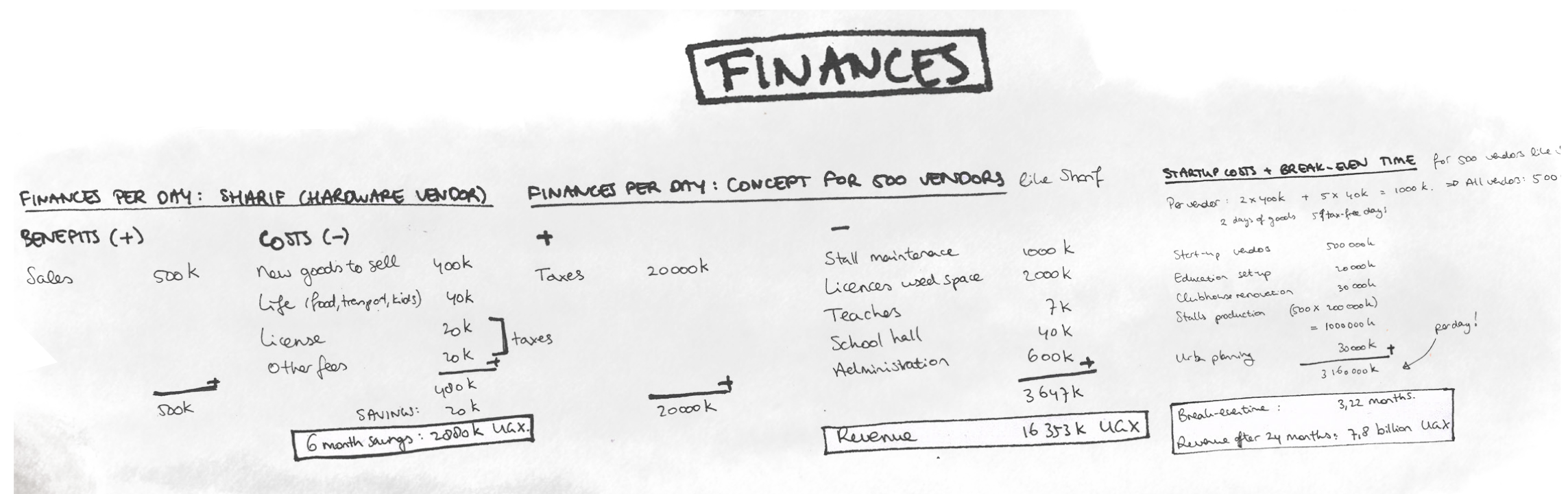


Figure 56: finances

Concept reflection

Looking back on the final concept, it is possible to say how the experimental approach of using the ViP framework to work on three seemingly unrelated situations instead of one worked out. The ideation, idea selection and concepting were carried out in large part relying on ‘informed intuition’: my intuition as a designer, informed by the extensive (field) research, the cracking of the framework, and discussions/reflections with the Ugandan designers of Dwb. This combination allowed for very quick, action based and concrete concepting, an approach of doing rather than thinking and explaining, leaving theory for a later stage. That stage is now.

Relation to framework

The relation to the framework (Figure 57) is clear: the concept couples the two axes of public space organization and socio-economic uncertainty, to create a new way of dealing with value exchange in the public space that couples It creates value for all three stakeholders

In the end, the real value exchange is one of compromise. Acknowledging the reality of the situation is necessary for all stakeholders related to the domain, and the only way of going forward. If everyone is willing to give in a little bit of their demands, they will, in the end, get more of their demands met than they do in the present day. In the end, everything in life is give and take.

Relation to statement

The original vision statement was to reveal the value of value exchange. It consists of three parts:

1. Addressing discrimination by showing the value added by vendors in terms of convenience.
2. Finding an end to the need to hustle by creating room for formalization through showing the urban liveliness added by street vendors.
3. Ensuring well-directed investing in the future by decreasing the government's empathy gap, by showing the economic potential in street vendors' practices.

The concept strongly enhances convenience in many ways, by bringing products to many spots in town, creating categories, and bringing attention to the ‘open air supermarket’ that street vending provides. It also formalizes vending practices and gives vendors a basis to operate from, both financial and social. Meanwhile, it retains the color and life of the present street vending practices, and even creates places of socio-cultural interaction to which the vendors themselves can give shape. Lastly, the concept creates a financial system which shows the large economic potential in vendors paying taxes, and the revenue that can be generated from registering them properly.

The concept creates value for all three stakeholders, this has been confirmed in testing. The next steps are to work it out further and bring it to a pilot level - see the next sections.

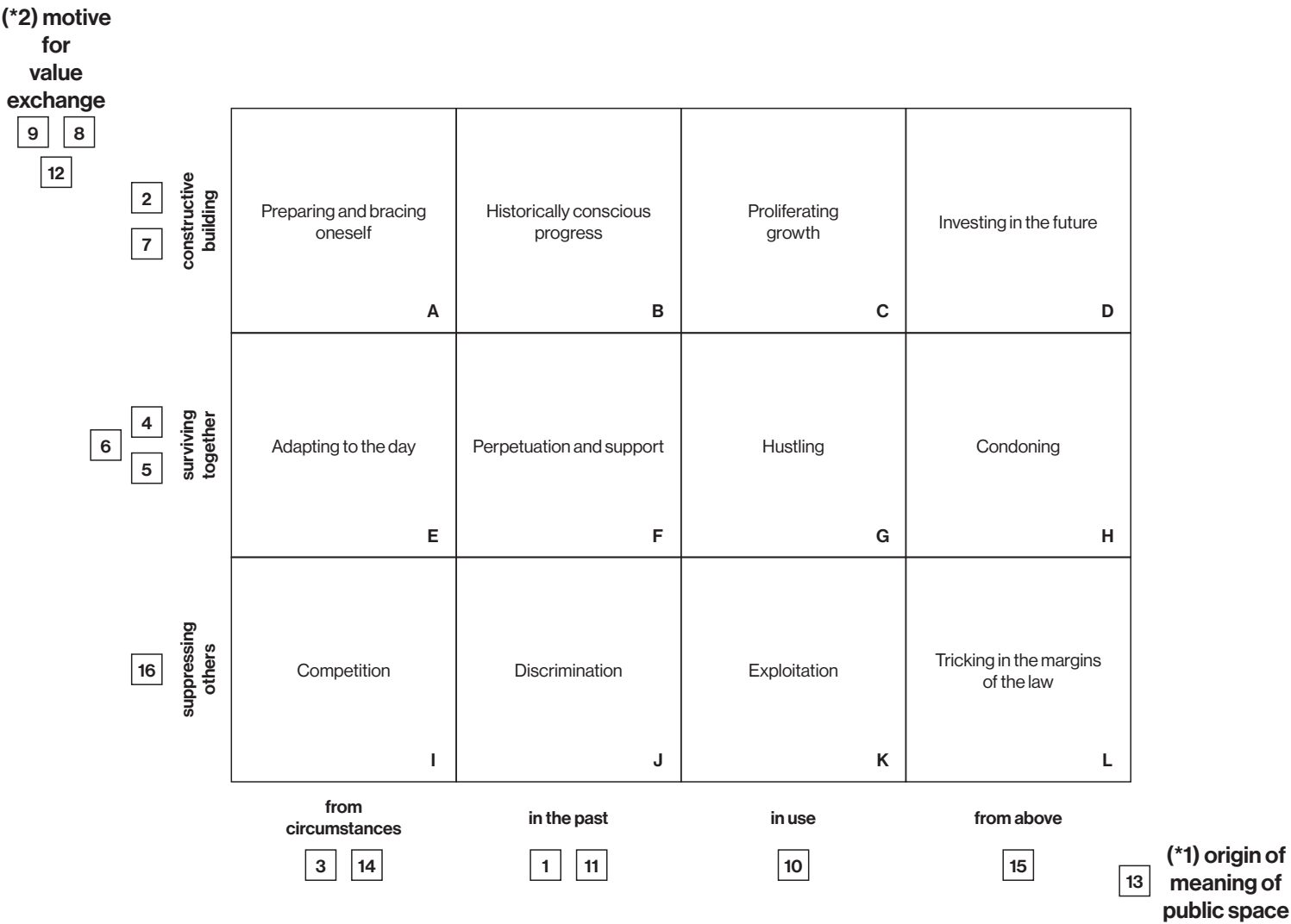


Figure 57: framework

What design can do

Reflection 3

I am now convinced design can make a large difference in projects like this. What kind of impact can it have? Related principles are 4, 5 and 6.

Design process

The value a designer brings comes from two sides. A human centered approach with an outsider perspective is the first. By speaking to users directly and placing them in the middle of the process whilst observing objectively, from a distance, creates a rich, empathetic yet complete and realistic overview. This outsider perspective is stronger for the western designer, but also there for the Ugandan design team, as I noted during the field work for their project.

I learned there is no good, bad or better, there is only what you are used to and what fits the context.

Design can be able to deal with this relativism and can create the improvement that is actually necessary, not what we think is necessary.

Secondly the designer brings the power of imagination. The problem of street vending has been widely researched but no solution was found yet. All the discussions I led in research and testing led to more explanations and contemplation of the problem. Yet imagining how things could be, how the situation could look in a different way, is what can bring actual change. Visualization and creativity are the most important weapons of the designer to convince policy makers, officials and people in power who are used to focus on the problems, that it can be different.

Policies, Ugandan authorities and the full global system is driven primarily by money. The only way to have real impact is through good, well-designed innovation. Innovation that is so soundly thought out, that no one can go around it, is the only way to cause a disruption.

Dwb is dealing with the uncertainty of being the only product design office in Uganda. Not many people they meet understand what they do. The role of the designer in Uganda is therefore also one of advocating design and its potential.

The process entails incredible buildup of inspiration and motivation because of the severity of the problems, but the manifestation, the climax takes time. The challenge is to go through the whole process for a workable outcome and keep that inspiration there.

Project management

Design also serves the role of bringing people together. KCCA, the vendors, Dr. Were, clients, all of them are now talking to each other because of me asking attention for the issue and my solution through this project. The same happened on the field work trip I attended: local authorities are now discussing problems they weren't before. I learned that if you just ask, a lot more is possible than you'd think. Fortune favors the bold!

Personal

The belief of Dwb in design is incredibly strong and one of the most inspiring things I ever came across. A quote after interviewing in the Kamwokya ghetto all day on the next page expresses more than I can write about this.

These are very sad and horrible stories - Bram
They are - Nancy
I really hope we'll be able to help these people - B
We will - N
How can you be so sure? - B
I believe in design - N



Figure 58: working at the Dwb office



Recommendations

Figure 59: wheelbarrows sold on the street, Kafumbe Mukasa Road

Concept development

Stall improvements

The stall was not developed to a production-ready level on purpose, to leave time for developing the strategic aspects of the concept.

It can still be improved immensely, mainly by looking into its stability and producibility. Different roof materials than steel such as textiles or wood and stability in general, maybe with the help of integrating a stool into it, can be considered. Some ideas are included below and in Figure 60.

The stall must be developed further to production stage. Some recommendations from testing feedback include:

- Look into some way to integrate product **storage** into the stall. This is a fine line to balance as stalls should be simple, yet ensuring enough goods can be held in the stall to sell for at least one day could be favorable.
- Integrate a **place to sit** with the stall for multiple purposes. It might be nice for the vendor to sit down during the working day, and interestingly the vendors indicated sales go up drastically once clients sit down (vendors offer them more products). Lastly the stall can be of importance to the street when not in use for vending as a place to sit for pedestrians. It can also help in creating stability for the stall (Figure 60).
- Look into a tent-like **screen** to be hung/installed down from the roof of the stalls on the side, to protect goods and vendors against wind, the sun and rain blown under the roof.
- Integration with **street lighting** to ensure night safety and clean street looks could be explored.
- **Repairability**: the stall design is simple and durable, but steel rusts when not properly maintained/painted. The stalls might get dirty or worn, an aspect which could be investigated, to ensure lifetime is satisfactory and maintenance costs are kept minimal.
- Existing local and international **regulations** must be considered.
- A **sustainability** perspective could be considered by examining environmental impact and possibilities for recycling.
- The stall (and therefore the concept) currently only accommodates for vendors selling goods, in a fixed place. If the concept were to be successful,

the stall could be developed into different variations to also accommodate fresh food vendors (cooking on the street) or **moving vendors**, for example by providing a working surface, place for a stove or creating wearable display to move around with – yet accommodating for these vendors comes with its own set of challenges and considerations.

The status of the stall **when not in use** for vending is open for more development. I believe that for the stand/concept to be a valuable and successful addition to the streets, it must not only be theft- and vandalism-proof and look good when out of use, but even have an added functionality. Examples could be street furniture, street lighting, street shelter to create dry or shaded walking space, etc.

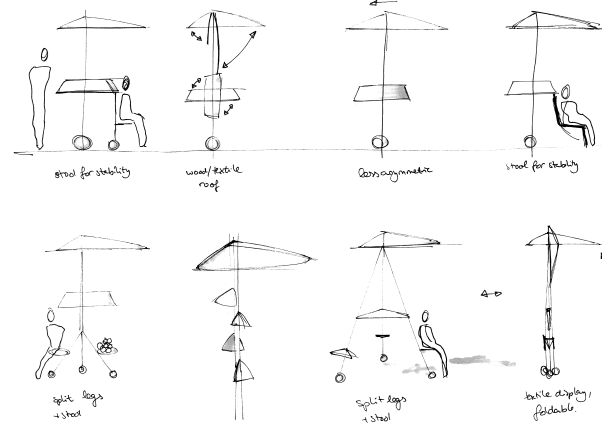


Figure 60: including a stool

Cultural aspects

An important aspect to be explored further is the cultural meaning of street vending. Multiple test participants mentioned that vending has strong cultural connotations, and the concept touches upon these.

For some aspects, like the location, the cultural connotations need to change: the idea that major trade can only take place in the downtown area might need an update. Other concept features need to adapt to the cultural connotations. Most importantly, the relation between clients and vendors. Many people have fixed, known vendors whom they go to every time for a certain product. With the vending time now becoming limited to only six months, questions arise:

- How can vendors build up enough clientele in the beginning of vending?
- How can vendors bring their clients to the place they do business from after their six months of vending?

The relationships between clients and vendors form a beautiful part of Ugandan culture and should not be lost to functionality and convenience (as has happened in the western world).

Another consideration to be made is whether vendor offers will be standardized with fixed prices, which could add convenience. Yet bargaining is very present in Ugandan culture and one of the reasons clients feel they get a good deal from vendors. Taking this away could decrease the perceived value of vendors. Fixed prices could also cause vendors to make less, something which has happened for boda drivers with the SafeBoda app, and which has not made them happy.

Logistics and storage

The logistics of the vending business are to be further explored. Most vendors keep stock in stores, market stalls or at home. They bring their goods and makeshift stalls from home in all sorts of ways (boda-boda's, taxi's...). A logistical system could be set up which serves all vendors of a certain category, standardizing their offer, or which brings mixed goods to a vending spot to save transport costs and effort. A communal storage point per spot could be considered, as could collective transport for vendors to and from spots.

Logistics related to client traffic, parking and general city flow should also be considered, as mentioned before in this report.

Ideas worth mentioning

Many ideas came up that are interesting but have not been worked on.

As the concept grows stronger over time, additional aspects could be added, to help in establishing street vending as an iconic part of the city's identity and a convenient, valuable addition to city life.

- **Street art:** using street art to promote street vending, integrating art with the stalls, adding street art to the spots, creating art which moves through the city. Can hook into the urban liveliness added by street vendors, the iconic qualities of street vending.
- **Kampala vending week:** as described in pre-concept 6. Inspired by events such as design weeks, it forms a showcase of the many forms of value added by vending, combined with immersive experiences for the public to learn about the iconic street vendors of Kampala.
- **App:** could provide great added functionality in terms of commute planning for clients, checking available vendors and categories per spots, registering vendors, fixed pricing, customer service, maybe even delivery.
- **Seasonality** of the products: some vendors sell seasonal products (fruits, grasshoppers, vegetables). A category could be considered to cater for these specific products, which most users buy exclusively on the street.
- **Healthcare:** healthcare insurance could be a separate benefit for members of the street vending community. Healthcare costs can be high, with large consequences for vendors' businesses and lives.

Roadmap to pilot level

How can we get the concept started and make the strategy reality?

The way this usually works in a context like the Ugandan is by finding (external) funding to perform a pilot of the idea. If successful, the concept might be picked up and trusted by the government or a corporation, which then develops it further and becomes the owner of the product. This section shows a bare minimum road map for the things still to be done before the product can be introduced as a pilot and some considerations for after. All of this is in addition to what has already been mentioned in the recommendations section as necessary to work on.

Figure 61 shows a visualization of the road map. It shows two columns representing research and development (left) and two pointing out the involved parties per step.

In order to ensure all stakeholders are on board throughout the development process, the idea is to have at least five 'round-table' conventions, where all possibly involved stakeholders are represented. These meetings serve to update everyone on the progress and plans and gather feedback on the work so far. The following parties should all be represented at the group meetings:

- KCCA
 - Enforcement
 - Physical planning
 - Market leaders
 - Gender director
- Kacita
- Shop owners
- Market and mobile market vendors
- Street vendors/hawkers
- Street vendors/hawkers organizations
- Clients
- Local craftsmen building the stalls
- Education experts (school representatives, teachers, business professionals, researchers)
- Business experts (professionals, researchers)
- Possible partners

The road map also shows research and developments to be carried out involving specific, named groups of stakeholders. If all goes well, the concept should be ready to be introduced as a pilot in two years.

During and after the pilot, an evaluation will be held focusing on desirability, feasibility and viability of the pilot for all involved stakeholders, resulting in the last group meeting.

If the pilot turns out successful, the question arises of who will be taking it further. In the west, the regular way for this to go if the government is not up for owning the organization in charge, is for it to become a start-up which can be sold off to the highest bidder, or a program run by a larger company.

Yet I believe it is possible, and desirable, to do this in a different way in this case. The western capitalist system has brought a lot of progress but also brings inequality and unsustainability. Can we do this differently? The opportunity to build an economy on a different basis than (financial) competition is still there in Uganda and across Africa. This can be our chance to learn from the mistakes we made in the West and do it differently 'the second time around'. The concept is about empowering people and so should the way we grow our business. It could be very interesting to look into innovative ways to set-up a community owned project. All street vendors being shareholders of the 'company' that is the concept means that all vendors have a say in decisions and all share equally in possible profits. 'The Social Entrepreneurship Forum' is a Ugandan initiative which supports and thinks about different ways of doing business and is a good place to start.

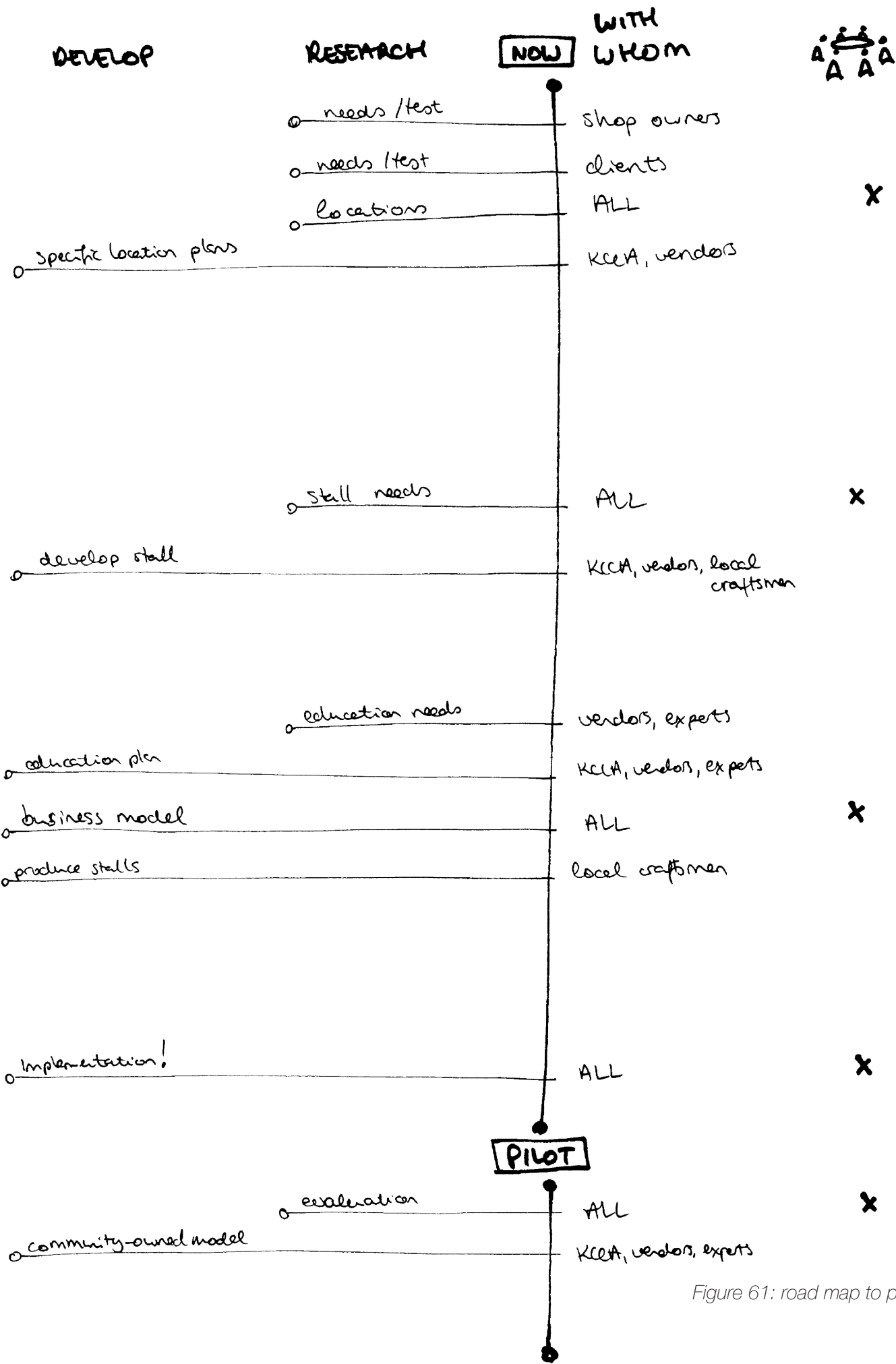


Figure 61: road map to pilot level

Discussion

Limitations

Though the process and outcome have been respectively effective and positive, some limitations and considerations apply:

- Shop owners were not explicitly included in the research or the conditions for concept development. The triangle of stakeholders is arguably a simplification of reality and other players such as shop owners also influence the effectiveness of the solution. Further development should focus on including these other stakeholders in the mix.
- The effectiveness of the concept is potentially greatly limited by the (lack of) development of Kampala's general economic state. Concern was raised and shared on the possibilities for vendors to move on after their six months in the program. New policies are necessary to create workplaces for people to go that are not necessarily related to (market) trading and vending. The concept's education can be adjusted to these new options.
- The reach of the concept is limited to those vendors willing to participate in the program. Some vendors are 'street people' and want to stay on the streets. Furthermore, the concept does not have the capacity to cater for all vendors. This means that the concept might influence competition and social street structures in unforeseen ways.

Further research

Further research should simultaneously be performed in two different directions:

1. Going very broad and exploring the informal practices in different cities. Kigali (Rwanda) and Bogotá (Colombia) have very interesting ways to deal with street vendors, whilst dozens of cities face similar problems as Kampala. All these need to be explored separately to find specific, workable solutions.
2. Specifying more into street vending in Kampala. This research focused heavily on finding the underlying causes and driving forces. To move forward (as described before) the practical side to street vending must be researched more deeply. Field work and the consultation of the rich research of Young and Were should be combined in this.

Research into migration effects

The concept and street vending are very strongly related to urban migration. Introducing the concept might attract more vendors, which must be researched and accounted for. The concept will also not be able to absorb all the migrants in Kampala. How selections can be made for eligible candidates for the concept must be thought out, as well as what happens to the others.

Applications

This project focused on only street vendors, and only Kampala. Yet, there are hundreds of cities like Kampala and hundreds of businesses like street vending. Many cities around the world struggle with bloated informal sectors, which are illegalized but cater to a need. What core ideas of this concept, the DNA code, can be used to alleviate other situations?

Kampala is no different from other cities in its lack of public services, caused by most importantly poverty and corruption. In the western world cities rely on formal, state-led enterprises to be operational. In Kampala and its peers, it is the informal sector accounting for the running of many urban necessities. Waste collection, transportation (boda's), alimentation, trade, are all provided by informal businesses. The informal sector plays an essential role not only in providing people with a livelihood, but in running the city!

In Jakarta, Indonesia, the 23 million cars and motorbikes can only move through the city because of traffic controllers ('Pak Ogahs') who make traffic pass each other centimeters apart without accidents. Thousands of them are unable to find other work and live from drivers' tips. Yet, their practices have been illegalized.

Acknowledging the value of the informal sector shows the real problem surrounding it: the lack of acceptance. The continuous fight waged by local authorities against informal businesses who are in fact making up for these same authorities' inability to run the city seems ironic. Embracing the situation which is there and accepting that the city is different from expectations, but maybe could still be great in its own way, is the only way to make a start towards improvement. (Semi-)formalization is surely the way to go, as the fighting of informal businesses hasn't led to a single example of the improvement of the situation. The developed concept does exactly this for street vendors in Kampala.

The basic elements of the concept create a universal code which can be used to create change in any informal sector around the world:

1. Coupling public space to socio-economic space: looking beyond the practical manifestation and at the reason why people are working on the streets in the first place is a crucial step. For street vendors and for most other cases this is unemployment and lack of socio-economic development. Therefore, coupling the re-organization of the business to dealing with unemployment creates a magic element. Its function is two sided:
 - a.It creates an incentive for people to participate in the experiment, as it promises progress.
 - b.It changes the informal business into a mechanism to deal with the root problems in Wdeveloping countries.

This concept creates the coupling by providing education to participants in the program and building a community, but other drivers of socio-economic development can also be considered depending on the studied context, like healthcare, basic household/livelihood assets and more. ("Drivers Of Socio-Economic Development Among Ethnic Minority Groups in Vietnam", 2019)

2. Finding and uncovering the added value: convincing stakeholders, mainly the local authorities, is key. The job of the designer here is to show the potential in the situation as it is, to turn the problem into an opportunity. Every informal business caters to a need in the city, its value just needs to be shown.
3. Diplomacy over activism: though personal motives can be very emotional and activist, diplomacy is the only way to reach a solution that works. Focusing only on the interests of informal workers can't possibly lead to a solution which is accepted by everyone involved. Compromise is necessary on all sides: informal workers need to change their way of doing business, and authorities must accept their presence. The only way to reach a situation like this is to work together with everyone.



Figure 62: a man selling flour from a wheelbarrow



Figure 63: Bernard selling clothes on Kafumbe Mukasa Road

Cross-cultural design principles

Now that the project is over, it is time to answer the question with which it was started: can and should one do this? Work in such a different context?

Yes. Please do. But do it right.

We need as many people as possible dedicating their thinking force and time to solving the many problems of today. Design has the ability to inspire and tackle issues in a comprehensive way, which we must put to a use as collectively beneficial as possible.

I now realise that my initial fears of 'imposing' things onto the Ugandans made no sense. It is impossible to do this as a designer: anything one designs that does not consider the context will simply fail.

Dwb never minded where I came from. They were just happy to have another designer on board who has time, as they are always short in time to do the work.

Designing in Uganda is in the end no different than in The Netherlands. We always need to understand the context, and even the Ugandan designers are still decoding their own country and issues.

Still, solutions can cause more problems than they solve when they are not well thought through. This list of design principles aims to help western designers who want to work in radically different contexts than their own.

It is not complete and just a start. Over the coming years, I look forward to learning more about this and adding to or reshaping this list.

1

Work local

It is impossible to design anything good when you are not there. You depend on local designers and experts for anything, work with them.

2

Know your place

Be humble and recognize the distance. But also, trust yourself and your skills. Be aware of your own background, don't hide it.

3

See things as they are

... not as you want them to be. Be realistic and honest. Accept the situation and work with what is there. Be an activist, work as a diplomat.

4

Work from the positive

It is easy to be sad or frustrated. Don't. Work from the positive, be patient and accepting. Use difficult circumstances as motivation.

5

Cherish nuance

Nothing is black or white. Be clear but don't oversimplify things. Check your interpretations and assumptions. Nuance makes the work stronger.

6

Stay in charge

Don't drown in project complexity, keep the overview. Managing stakeholders, planning and funds takes time but is worth it.

Final reflection

There is still so much to be done.

Nora, designer at Dwb, told me how teachers would let them just walk outside for a day, and they would find more than twenty problems to solve only by looking around. I experienced the same when being in Kampala's slums.

Many people live in deplorable circumstances. Important to note: not just through my eyes, but in their own experience. The stress they told me they experience from just trying to stay alive is a lot to bear.

This is not necessary. We have all the means and resources to ensure everyone can have their basic needs met. And working on this is hard, but tremendously rewarding. I found so much value and richness to be appreciated in working in another context. There is still so much left to do, let's do it!

The work of Design without Borders is incredible. They are swimming against the stream in so many ways. Their belief that design can make a difference is spectacular, especially in the context they work in that gets you down every day if you're not strong. I wish them all the best.

I am very grateful to the ViP approach, for providing me with the structure I needed to deal with so much uncertainty. Cracking the framework was incredibly hard, but necessary, and created a solid base for the rest of the process. I strongly believe the broad, societal approach it applies is crucial, especially in contexts like this. The room for complexity and nuance it provides is essential, together with the realism it encourages. It has shown me the importance of seeing things the way they are before imposing any opinion or value upon it.

Now, back in The Netherlands and adjusted again to rain and biking, Uganda does not seem far. The friends I made are forever close. The memories mark my mind. Thank you Nancy, Jonathan, Lawrence and all the rest. I miss you all, but I'm sure I will see you again, some day!



Figure 64: Nancy taking the kids home after church

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Appendix I - Project brief



Personal Project Brief - IDE Master Graduation

Exploring cross-cultural design through a market concept project title

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

start date 09 - 10 - 2023 01 - 03 - 2024 end date

INTRODUCTION **

Please describe, the context of your project, and address the main stakeholders (interests) within this context in a concise yet complete manner. Who are involved, what do they value and how do they currently operate within the given context? What are the main opportunities and limitations you are currently aware of (cultural- and social norms, resources (time, money,...), technology, ...).

The project consists of two interrelated parts.

The project core consists of designing a concept for the Ugandan street trading, in cooperation with the Ugandan design studio Designwithoutborders. This concept will be centred around Ugandan street markets, vendors and selling in general. This part of the project arises from my desire to reduce my lack of experience designing for non-western contexts and to find out what impact designers can have. The concept addresses the market and street vendors in Kampala, who run into numerous problems, of financial, political, practical and financial nature. There is a large ecosystem of relationships related to the street vendors in the city and after exploring the full spectrum, hopefully designing for one specific one will result in a concept impacting all of them.

The Vision in Product design (ViP) method will be used for this (Figure 2). This holistic approach to design, aiming to create future contexts and not merely solve the problems of today, is chosen for a few reasons: my personal interest in it (I want to have tried it at least once before I graduate), its adaptability to different contexts and its potential as an interaction platform for me and the Ugandan designers/context.

Through this designing, I will evaluate the cross-cultural aspect of the project. This is part of my development as a designer. Though I eagerly want to design for different contexts, I also feel a little uncomfortable about this as the Ugandans know much better what they need. Yet a designer is always outside the context and I'm curious to see whether, and how, my skills can be of value. The final form of this evaluation is still to be decided upon (book, expo, podcast) but I'm keeping a detailed logbook of my experiences. Product design is a very new phenomenon in Uganda and I'm curious to see how I fit into this new story. What are my position(s) and responsibilities as a designer?

Main stakeholders:

- Designwithoutborders: their interest is to develop a concept (and hopefully explore this ViP method together with me), also in order to make a case for the value of product design in Uganda.
- Ugandan street vendors, Kampala city government, street shoppers. A solid stakeholder/ecosystem analysis is crucial.

Main opportunities:

- Designing a concept for the street trading ecosystem in Kampala, benefiting its members/street vendors.
- Creating collaboration: hopefully, a fruitful collaboration between me and the Ugandan designers will be born. In this the ViP method might help us in finding common ground and creating an exchange of ideas.
- Reflecting on impact: I hope to use my experiences to guide and inspire other designers in creating worldwide impact for all users and cultures.

Main limitations:

- Legislative/political: strong legislation regarding this business is in place in Kampala and the concept should suit this.
- Financial/technological: most street vendors operate on low budgets/low-fi technologies and any solution should fit this context.
- Financial: though there are funds, the traveling to Uganda is expensive and there will be a limit on the amount of research, prototyping and testing I will be able to do on location.
- Organisational/cultural: Uganda has a very different society, organisation/systems and culture than the Dutch and understanding this context will be a major (personal) obstruction during research and the designing process.

space available for images / figures on next page



Personal Project Brief - IDE Master Graduation

PROBLEM DEFINITION **

Limit and define the scope and solution space of your project to one that is manageable within one Master Graduation Project of 30 EC (= 20 full time weeks or 100 working days) and clearly indicate what issue(s) should be addressed in this project.

This project aims to design a concept around (legal/illegal) street and market trading in Kampala, Uganda, using the Vision in Product design (ViP) method and working together with Ugandan designers. Through this concept development the project explores the position of a designer in another cultural context research through design).

There is a whole spectrum of different markets in Kampala. Some are moveable, others are fixed in one location, and some are formed by illegal street vendors (a large political crisis is going on about these). The street markets in Kampala's suburbs play an important role in spreading products to the city's inhabitants, yet they also cause and encounter problems. Traffic is jammed and the goods sold by the vendors are damaged (by the sun and dust) and disordered. Goods are displayed on the ground because of lack of an affordable, moveable stall. Political disagreements have escalated into a state of crisis where the city council and vendors are heavily conflicted.

Parallel tot his, the project aims to evaluate the cooperation between western and non-western designers and users. The position of the western designer in other countries, especially in the global south, is a disputed one. Though much design is needed for the global south, it is a question who should design these. Local designers have a thorough understanding of the context, but their number is small. In the meantime, maybe western designers could work in these countries to develop products. Yet, they must be careful not to impress their own value(s) (systems) through their products, and 'neocolonialist' practices should be avoided at all cost. How can the western designer ensure a respectful and humble, yet authentic, position towards these other cultures? On the other hand, the evaluation also tries to uncover the difficulties and possibilities of designing with many complex factors influencing the feasibility, viability and desirability of a concept that at the start of the project are unknown to the designer. There are so many parties and context factors that influence the design, that I don't have a picture of yet. How can I solve this?

ASSIGNMENT **

State in 2 or 3 sentences what you are going to research, design, create and / or generate, that will solve (part of) the issue(s) pointed out in "problem definition". Then illustrate this assignment by indicating what kind of solution you expect and / or aim to deliver, for instance: a product, a product-service combination, a strategy illustrated through product or product-service combination ideas, In case of a Specialisation and/or Annotation, make sure the assignment reflects this/these.

To design a concept to fulfil the needs of the street trading context in Kampala, Uganda using the ViP method and through doing so evaluate the position of the designer in a cross-cultural design project.

This concept is to be developed as follows. Different factors (developments, principles) relating to the domain are collected and structured to gain a comprehensive view of the context. From this a future vision on the Ugandan society and market domain is formed composed to a set of values from which the Ugandan society is desired to be influenced. From here a more specific statement is expressed on how the context should be influenced and this leads to the to be designed interaction and product qualities. Finally, the concept is designed together with a roadmap about the current and future situation.

In short, the deliverables are the designed concept (vision; product, service, or any other form; together with roadmap - in a report and final presentation) and the evaluation of the designer's position - the form is still to be decided upon.

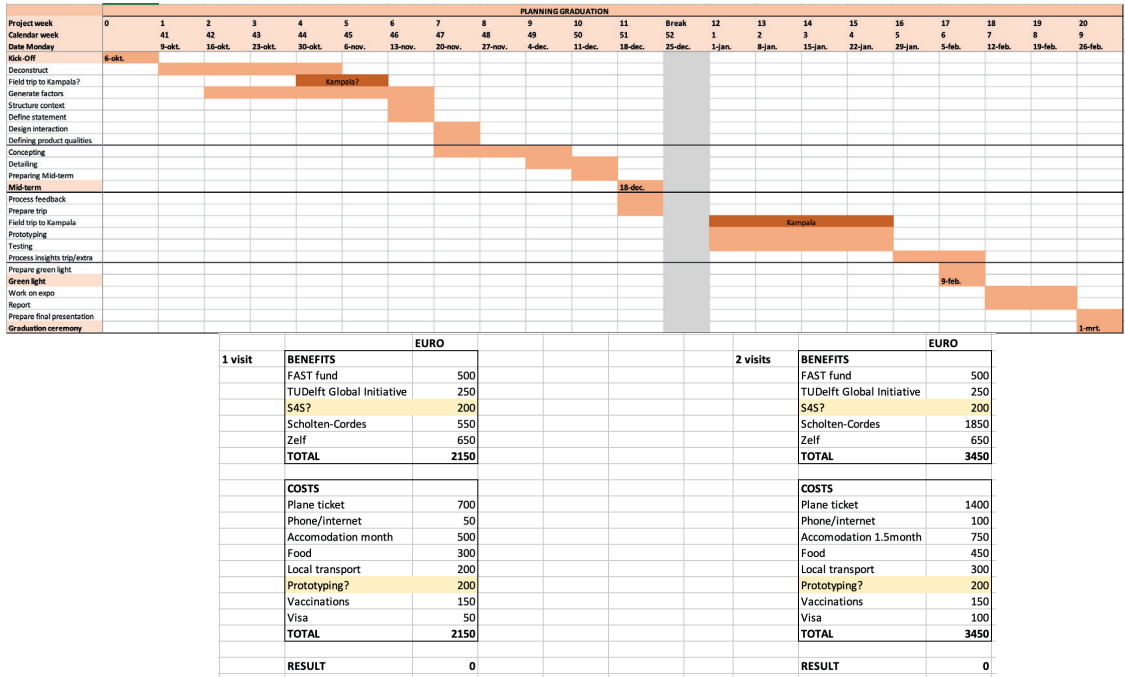
Although the ViP method plays a central role, it is not the aim to evaluate the functioning of the method in a new context. Rather, the position and responsibility of the (western) designer are reflected on and taken measure of. Whatever form this evaluation takes, it should be well documented and lead to the guidance and inspiration of future designers. Questions such as why or how do/don't we understand each other, how can our expertise and knowledge complement each other, is it possible to design a feasible and viable product for a complex, unfamiliar context? Exploring the full ecosystem of street trading in Kampala and the relationships between vendors and all the other players is crucial and should be the starting point of the project, before even defining the ViP domain.



PLANNING AND APPROACH **

Include a Gantt Chart (replace the example below - more examples can be found in Manual 2) that shows the different phases of your project, deliverables you have in mind, meetings, and how you plan to spend your time. Please note that all activities should fit within the given net time of 30 EC = 20 full time weeks or 100 working days, and your planning should include a kick-off meeting, mid-term meeting, green light meeting and graduation ceremony. Illustrate your Gantt Chart by, for instance, explaining your approach, and 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 activities.

start date 9 - 10 - 2023 1 - 3 - 2024 end date



The Gantt chart should speak for itself. One trip to Kampala (January) will surely happen, the other one (November) depends on the amount of funds I can find. Go/no-go moment for this is the 16th of October. If it is not possible to go to Kampala this first time, research will be performed by people on the ground in Uganda (designers or external experts).

One week of holidays is planned to celebrate Christmas and New Year's Eve.

The deadline days and times are as follows:
- Kick-off meeting 6th of October 10:30-11:30
- Mid-term meeting 18th of December 10:30-11:30
- Green light meeting 9th of February 10:30-12:30
- Graduation Ceremony 1st of March 14:00-16:30

In order to ensure a smooth supervision, I am proposing to meet each supervisor every two weeks, alternating. These meetings I will plan ahead for the full graduation, to save time and effort for us all. This approach is also used for meeting the Ugandan designers, but on a (bi?)weekly basis.

The budget is not yet final but included to give an idea of the benefits and costs. The funds like Scholten-Cordes and Students4Sustainability are not yet certain. Zelf means the money I raise with friends, family and my own bank account.



MOTIVATION AND PERSONAL AMBITIONS

Explain why you set up this project, what competences you want to prove and learn. For example: acquired competences from your MSc programme, the elective semester, extra-curricular activities (etc.) and point out the competences you have yet developed. Optionally, describe which personal learning ambitions you explicitly want to address in this project, on top of the learning objectives of the Graduation Project, such as: in depth knowledge a on specific subject, broadening your competences or experimenting with a specific tool and/or methodology, Stick to no more than five ambitions.

My motivations in setting up this project are the following:
- We never learnt design outside of the west in the regular curriculum at IDE, but
- A lot of good design is needed in the global south, as its user's needs are currently designed for very little.
- I want to learn ViP because it seems to encompass a lot of what I was looking for when I came to the field of design from engineering (such as thinking about a future society, looking at the full context first and elaborately).
- I want to know who I am as a designer and what my role and position are in relation to other cultures and designers. Or, more generally, the position of western designers in the global south. Should one want to do this? I feel uncomfortable with it but I still want to try.

Ambitions to learn:
- I want to learn to design for a society that I have no affinity with yet or knowledge of beforehand.
- I want to learn to design together with designers with a different cultural and educational background.
- I want to learn how to use the ViP method.

Competences to prove: I can...
- Design a concept (including everything that is needed for this such as literature research, reporting, interviewing, sketching, concepting, detailing, etc.)
- Manage a design project with many stakeholders
- Acquaint new design methods
- Use the skills from my mechanical engineering bachelor

FINAL COMMENTS

In case your project brief needs final comments, please add any information you think is relevant.

Appendix II - Factors collected from literature

States

S1. Uganda's median age is expected to climb from 15.7 years in 2023 to 17 in 2035, meaning it has one of the youngest populations worldwide. (Statista, 2023)

S2. Uganda sees a large break line between the north and south. This is reflected economically, tribally, culturally, ideologically, politically etc. (The East African, 2022)

S3. 'Uganda's Human Capital Index is low. Children born in Uganda today are likely to be 38% as productive when they grow up as they could be if they enjoyed complete education and full health.' (Overview, z.d.)

S4. The chance of dying from a road injury is much higher for men (46/100000) than women (13/100000) (Countries, z.d.)

S5. Old tribal wounds are still present and heal slowly. (The East African, 2022)

S6. Only 0.2 % of Uganda is non-religious, 87% is Christian and 13% is Muslim. (Kokole et al., 2023)

S7. Uganda has a 2040 vision to create 'A Transformed Ugandan Society from a Peasant to a Modern and Prosperous Country within 30 years' (Uganda Vision 2040 – National Planning Authority, z.d.)

S8. Militarism has been omnipresent in Uganda and will continue to be so for at least the coming ten years. (Solomon, 2016)

S9. 'Uganda ranks 142nd out of 180 countries on Transparency International's Corruption Perception Index'. (Afp, 2023)

S10. Museveni has brought relative stability to Uganda for many years, and he uses his good deeds (in the present and past) and war heroism to stay in power and legitimize unethical deeds in the present. (Conversation, 2023)

S11. It is possible to "[...] collude with the institutions such that they don't enforce the law." (Taylor, 2023)

S12. Many issues are related to tribal sentiments in some way. Museveni's government people are all from Western Uganda, which makes their ruling of other kingdoms painful for citizens. (Taylor, 2023)

S13. International companies invest and benefit heavily from Africa (like Total Energies from crude oil) without respecting human rights. (Jazeera, 2023)

S14. There are active rebel troops like the ADF. Though some may perish, others may be born and there will probably be rebels for a long time. (548 ADF Rebels Killed in Congo: Ugandan Army, n.d.)(NOS, 2023)

S15. Many preachers take to the streets to spread their religious message. They form part of the city's fiber. (Watsemba, 2022)

S16. Ugandan society is still dealing with the legacies of conflict and how they can be remembered, acknowledged, and memorialized within broader complex social, political, and cultural relations. (Moles et al., 2023)

S17. "people residing in the outskirts of the city only come to the town center to shop, trade goods, idle around and return to their homes - hence urban life is minimal and restricted to daytime." (Nuwagaba, 2022)

S18. Many facilities that form part of Ugandas recent economic development are indirectly controlled by other countries/institutions than the state, because they were built with their funds. (Wilkins & Vokes, 2023)

S19. Many significant developments are out of control of the state. (Wilkins & Vokes, 2023)

S20. Epidemics and outbreaks occupy medical activities at the expense of longer-term sicknesses - like Africa's 'invisible' cancer epidemic. (Wendland, 2013)

S21. Problem --> informal solution --> side-effects --> solution is criminalised instead of solving the problem. Example is waste collectors (and street vendors!) (Doherty, 2019)

S22. "Urban conditions expose slum dwellers to poor physical infrastructure, undesirable work conditions, pollution, and health and safety challenges." (Ssemugabo et al., 2020)

S23. Air pollution, driven by urbanization, industrialization and traffic remains a silent killer by leading to many health risks. (Katushabe et al., 2021)

S24. Uganda's government could see improvements in efficiency and organisation. (Chereni et al., 2020)

S25. The building and reformation of houses - and thereby part of the public space - is largely informal and driven by current, emergent needs. (Mukiibi & Machyo, 2021)

S26. Rioting has become a form of 'politicised noise'. Protests have become 'institutionalised'. (Goodfellow, 2013)

S27. Vending spaces and activities in Kampala have always been charged with political meaning, and major actors don't agree on the future of vending. (Monteith, 2016)

S28. Violence and riots seem to be part of everyday life for Ugandans. (Lawrence, 2023)

S29. Land disputes are at the core of many, if not all, urban space issues. Private investors, corruption and low government budgets prevent land buying for communal housing or other building. (Lindell et al., 2019) (Lawrence, 2023)

S30. Uganda's economy is dynamic and changes/grows very very quickly. (DevelopmentAid, 2023)

S31. Research data about Uganda is lacking, for example on SDG's: "Currently, the country can report on 117 out of 201 SDG indicators that are applicable to Uganda's context but most of the available data is not appropriately disaggregated by gender, age, disability, income and other required characteristics." (Uganda Common Country Analysis, 2021)

S32. Uganda is surrounded by countries in conflict/war and is housing 1.5 million refugees, mostly in the north and west. (Country - Uganda, n.d.)

S33. "Youth unemployment stands at between 64% and 70%, and about 400,000 youths are released annually into the job market to compete for approximately 9,000 available jobs. About 30% of the youths who are institutionally qualified in Uganda are unable to find jobs, and the situation is even worse for semiskilled and unskilled youths." (Ntambirweki Karugonjo & Megalah, z.d.)

S34. "40% of children, or approximately 6.2 million, aged 5 to 17 are engaged in child labor" (2021 Statistical Abstract, 2021)

S35. Informal and formal governance are intertwined, and whilst management starts out good, it often worsens and is taken over by another, for which the same goes (for example Nakasero market). (Monteith, 2015) (Lawrence 2023)

S36. There is a strong narrative about young (uneducated) men as bayaaye (Luganda for 'hooligan'). The word originates in the 1970s and is associated with 'street-wise' ghetto people. Bobi Wine, the opposition leader, is seen as one. (Pier, 2021)

S37. The Buganda kingdom represents a cultural institution that is of great cultural and political influence. Disputes

between the kingdom and the government arise ever so often. (Ndiho, 2019)

S38.. Uganda sees a moralized society, where "the supposed moral deterioration of society is passionately discussed in public and in private." (Baral, 2018)

S40. Corruption is part of the Ugandan culture and deemed socially acceptable. (Saxton, 2023)

S41. Political patronage systems are widespread in Uganda (Tangri & Mwenda, 2008)

S42. Class discrimination is a part of Ugandan society and culture. (Young, 2017)'The class dimensions of this logic are obvious: street vendors, as visible members of the urban poor, prevent the city from properly functioning for other residents by being visually unappealing, blocking traffic and pedestrians, posing a potential physical or monetary threat, undercutting businesses and undermining local government finances. Their livelihood needs are considered secondary to such concerns.'(Young, 2017)

S43. "In spite of the benefits of the cities like job creation and infrastructure development, there is inequality in urban areas compared to rural areas and many of the world's urban poor live in substandard conditions" (Nuwagaba 2022).

S44. Political situations include many complex factors and players. Simplistic conceptual opposites such as "state vs civil society" and "domination vs resistance" are not enough to describe the situation. (Lindell et al., 2019)

S45. Democracy can lead, and has often led, to a situation where staying in power is more important than governing. (Gustafsson, 2019)

S46. Aspirationalism (due to fantastical future promises) can lead to large disappointment and anger when the projects don't turn out as expected. ((Wilkins & Vokes, 2023)

S47. Implementing inefficient policies can be more useful to be re-elected than implementing effective policies. (Gustafsson, 2019)

S48. Regime continuity does not imply political stasis. (Wilkins & Vokes, 2023)

S49. Policies are often implemented in such a way as to silence accusations and maintain support. (Lindell et al., 2019)

S50. 2. “There is no specific law or regulation that regulates data protection. [...] Uganda has no specific body mandated to enforce and oversee data protection.” (State of Privacy Uganda, n.d.)

S51. Press freedom is under pressure; many news sources are government-controlled and journalists are violated. (Uganda, 2022)

S52. Most of the policies advanced by the government to help traders seem to be more political than economically support traders. (Kiberu, 2022)

S53. “Business in Kampala is regulated by a complicated patchwork of acts, bylaws and ordinances, including a 1969 law on trade licensing and a law governing official markets which dates to the days of British colonialism.” (Taylor, n.d.)

S54. “‘urban management’ is unable to make significant progress because of local power struggles” (Gombay, 1994)

S55. Polygamy is common in Uganda, where men are allowed to marry multiple women. This leads to large amounts of children in one family. (Admin, 2022)

S56. Streets have little structure/no lanes/are used by many modes of transport simultaneously. (Siya et al., 2019)
S87. “Kampala’s topography, hydrology, and class structure ensure that trash flows downhill, accumulating in slums where it leads to flooding and outbreaks of cholera, typhoid, and other waterborne illnesses as well as to endemic malaria.” (Doherty, 2019)

S88. Patriarchy is strong in Uganda, leading to gender-based violence and women performing worse on asset ownership and employment status. (Madinah, 2020)
Men are often monitoring many aspects of women’s lives. (Svensson & Larsson, 2015)

S89. Kampala was designed by colonialists for about 50,000 inhabitants. (“How Kampala Was Designed by Colonialists,” 2021)

S90. Uganda adopted one of the strictest anti-LGT-BQ+-laws in the world in May 2023. (NOS, 2023)

Principles

P1. Jobs in the informal sector are vulnerable. They appear as easily as they end. ((Spotify, z.d.)

P2. “Old cultural meanings [...] are stripped away as something becomes a prized economic asset” (Taylor, 2023)

P3. Power not only makes people selfish, but it also enables them to reach their (selfish) goals faster. (Guinote, 2017)
President benefitting from market disputes is example. (Young, 2017)

P4. There are many ways to justify immoral actions, and they use framing. (Breines, 2020)
Example: calling the arrestation of opposition leaders ‘escorting/guarding them for their own safety’. (Afp, 2023a)
Example: reminding the public of past heroism (Conversation, 2023)

P5. Many environmental circumstances determine whether a person becomes a criminal, apart from their personality. (PSYCHOLOGY AND CRIME | Office of Justice Programs, z.d.)

P6. In order to construct/imagine a reparative future, one must understand the honest past. (Moles et al., 2023)

P7. “Repair politics are relational, affective processes.” (Moles et al., 2023)

P8. “Understandings of a shared future can only be fostered through understanding, empathy, and dialogue” (Moles et al. 2023)

P9. “The past is a powerful political object (whether it is being called upon to justify the status quo or to challenge it.)” (Wilkins & Vokes, 2023)

P10. There is tension between the narrative and the actions of a government. (Baral, 2019)

P11. “Corruption (the abuse of entrusted power for private gain) erodes trust, weakens democracy, hampers economic development and further exacerbates inequality, poverty, social division and the environmental crisis.” (Transparency International, 2020)

P12. The fight against corruption can not be independent from state reforms. (Tanzi, 1998)

P13. The phenomenon of ‘infrastructural violence’ describes how inequality, marginalisation and disconnection are often sustained by the (physical) infrastructure of contemporary cities. (Rodgers & O’Neill, 2012)

P14. “Politics is about change, whether experienced, expected, demanded, or feared.” (Wilkins & Vokes, 2023)

P15. Lack of housing and education makes people vulnerable to exploitation. (Bwambale et al., 2021)

P16. The principle of subsidiarity (“a central authority should not be very powerful, and should only control things which

cannot be controlled by local organizations”) is omnipresent in modern, liberal democracies. (Subsidiarity Noun - Definition, Pictures, Pronunciation and Usage Notes | Oxford Advanced Learner’s Dictionary at OxfordLearnersDictionaries.com, n.d.) (The Principle of Subsidiarity | Fact Sheets on the European Union | European Parliament, n.d.)

P17. ‘Divide and conquer’-tactics are diverse and very effective to stay in power and/or keep the status quo. (Posner et al., 2010)

P18. “human rights, the rule of law and democracy are interlinked and mutually reinforcing” (United Nations, n.d.)

P19. Trust is built through positive relationships, good judgement/expertise and consistency. (Zenger, 2021)

P20. To sell something, customers need to get out of their comfortzone, and this can only be achieved if they trust the seller. (Schultz, 2023)

P21. Trust takes a long time to build but can be lost quickly. (Lee & Galletto, 2021)

P22. “There are lasting legal and financial consequences when the bonds of trust are broken.” (Lee & Galletto, 2021)

P23. “Trust is the fundamental element of all human relationships.” (Lee & Galletto, 2021)

P24. Value exchange is a transaction between two parties that results in each party receiving something of value, some kind of benefit, from the transaction. (Week, 2021)

P25. Value is the importance or worth of something for someone. (Value, 2023)

P26. Value is relative and can take many forms (monetary, emotional, social, etc.). (Value Theory (Stanford Encyclopedia of Philosophy), 2021)

P27. “Scarcity enhances the value (or desirability) of anything that can be possessed, is useful to its possessor, and is transferable from one person to another.” (Lynn, 1991)

P28. “Public spaces – including streets – are, and must be seen as, multi-functional areas for social interaction, economic exchange and cultural expression among a wide diversity of people.” (UN Habitat, 2018)

P29. “Important conditions for urban planning to be successful are the contextual existence of good governance and management arrangements, as well as viable mechanisms to redirect part of the value gains into the

nurturing of better quality public space.” (UN Habitat, 2018)

P30. “Streets are versatile in the nature of activities they host, which range from social and economic to cultural and political uses.” Their main provision is mobility. (UN Habitat, 2018)

P31. Poverty significantly impacts mental health and reduces people’s ability to make good decisions. (Philipp, 2023)

P32. The tunneling effect sees poor people unable to focus on other things than the task at hand/surviving. (Philipp, 2023)

P33.“Contextual factors, including food insecurity and violence, increase depression risk among urban refugee and displaced youth.” (Logie et al., 2020)

Trends

T1. De-democratization, aimed at keeping the present government in power, is more and more often the norm. (Young, 2017)

T2. Centralization, re-installing the power into the central government, is a process that will continue. (Young, 2017)

T3. Kampala is creating a narrative of neo-liberal urban planning, pushing the individual initiative, yet government involvement is large in many development projects. (Baral, 2019)

T4. The Kampala Capital City Authority (KCCA) plans/tries to make Kampala into a modern, ‘western developed’ city with their 5-year strategic plans. (Inside the 5-Year Strategic Plan for Kampala City | The Kampala Post, z.d.)

T5. Mobile money, “a type of financial innovation, enables individuals to transfer, deposit and save money using cell phone technology.” It is gaining ground in Uganda, more and more people pay with their phone. (Kibuacha, 2021) (Dunne & Kasekende, 2017)

T6. Many governments are restricting cooperation with Uganda because of the anti-gay-laws. (AfP, 2023)

T7. The KCCA is executing more and more ‘crack-downs’ of street vendors. (Taylor, 2022)

T8. Uganda is becoming more aware of its littering problems and campaigns are run to decrease waste disposal. (Independent, 2023)

T9. The Ugandan government is recognizing new cities to accomodate urbanisation, which is seen as a prerequisite

for building a large middle income class: “Effective 1st July 2020, ten cities became operational.” (Nuwagaba, 2022)

T10. Uganda says it sees great potential in, pushes for and has many policies encouraging entrepreneurialism. (Entrepreneurship Policy Review, 2023)

T11. Uganda is rapidly building new roads and infrastructure - funded especially but not exclusively by Chinese investments. (Works on 684kms of New Roads to Start This Financial Year, n.d.) (Wilkins & Vokes, 2023)

T12. Uganda is investing heavily in tourism, also to Kampala. (Uganda, 2023) This is changing the cityscape drastically. (Wilkins & Vokes, 2023)

T13. A new generation of modern, politically active, more networked and technologically connected youth is standing up. (Wilkins & Vokes, 2023)

T14. The NRA regime is regaining its image of developmental - it's regaining trust through its handling of Covid and the start of oil drilling. (Wilkins & Vokes, 2023)

T15. There is a growing trend where economic progress is (perceived as) strongly related to securitisation. (Wilkins & Vokes, 2023)

T16. Foreign investors are decreasing investments due to Uganda's large debt and worsening LGBT rights. (NOS, 2023)

T17. “Uganda faces challenges away from low valueadded agricultural production, non-tradeable services and manufacturing activities towards high value globally competitive industry” (Leipziger & Manwaring, 2020) and is implementing policies to “spur industrial development, economic transformation and guide its industrialization, employment and wealth creation agenda.” (Uganda's New Industrial Policy, 2020 | United Nations Development Programme, n.d.)

T18. Politics are becoming future-oriented as the political future is very uncertain. People are anxious whether there will be a peaceful transition of power to an election-winner and maybe expect to Museveni's son succeeding him. (Wilkins & Vokes, 2023)

T19. Management and government styles have become increasingly authoritarian. (Lindell et al., 2019)

T20. People take to social media to voice criticism of the government. (State of Privacy Uganda, n.d.)

T21. Traders are moving out of the Central Business District

and towards the suburbs because “operational costs like rent, electricity, meals and transport costs are lower.” (Kiberu, 2022)

T22. Muyaaye are on the rise. People's perceptions are changing and they are becoming present in culture and politics. They are becoming the face of the young - vs the old. (Namagembe, 2022)

T23. Criticism starts to arise on the harsh treatment of street vendors and the lack of policies concerning them. (Kiberu, 2023)

T24. More and more women are “empowered by the possibility of earning their own livelihood and managing their businesses.” (Larsson & Svensson, 2018)

T25. “more of the working class choose to dine out rather than prepare meals at home.” (Mbae et al., 2012)

T26. Consumers have busy schedules and choose convenience (Mbae et al., 2012)

T27. Alcohol abuse is prevalent among the urban poor. Also the young (living in slums). It is related to many other poverty issues. (Swahn et al., 2020)

T28. Views on the ‘modern city’ might slowly be changing, to a ‘modest imaginary’ where low-tech solutions are “no longer framed as temporary placeholders while ‘waiting for modernity’, but instead as pathways towards a not yet predetermined end.” (Lawhon et al., 2022)

T29. Most household-level vulnerabilities relate to energy poverty, as households try to save charcoal/wood/energy - but for example their food is not disinfected properly. (Mguni et al., 2020)

Developments

D1. Rapid urbanization at an estimated 5.2-16% (Tumwesigye et al., 2021) in Uganda will continue, which means Kampala will grow from 3.8 million (2023) to 6.4 million (2033) (Kampala, Uganda Metro Area Population 1950-2023, z.d.)

D2. From extrapolation, Uganda's population can be expected to continue growing fast from 44.4 to 54.6 million in 2033 (Countries, z.d.)

D3. In Uganda, life expectancy at birth has improved by 17.9 years from 48.8 years in 2000 to 66.7 years in 2019, and is expected to continue improving, though at a slower rate.(Countries, z.d.)

D4. An oil boom could be coming with EACOP, the world's

largest heated oil pipeline to be used in 2025 after two decades of construction, but the global oil picture has changed (renewable energy) and it could become a ‘white elephant’. (Atuhaire, 2022) (Afp, 2023)

D5. The impact of climate change on Kampala will be large, especially since a large part of urban dwellers is poor and vulnerable to cc impacts. (Lwasa, 2010)

D6. Kampala is expanding more and more and this drives land conflicts on the edges of town. (Taylor, 2023)

D7. Urbanisation is not creating more jobs due to “failure to reallocate economic activities from the agricultural sector toward the more productive industrial and service sectors resulting in urbanization without growth.” yet, “if managed effectively, urbanization will drive Uganda's economic growth, productivity and welfare by creating infrastructure, organized living and employment.” (Nuwagaba 2022)

D8. The EACOP pipeline is met with strong criticism saying it displaces thousands, is unsustainable and will not bring economic development due to plummeting oil prices. (HOME — #StopEACOP, n.d.)

D9. Whilst the west transitions from fossil fuels to renewable, Uganda is switching from wood (eating up forests) to oil. (Atuhaire, 2022)

D10. African urban population is likely to triple in the coming 35 years with more than 1.3 billion people living in cities. (Nuwagaba, 2022)

D11. A boom in private education is sending more and more children to primary and secondary institutions. (Wilkins & Vokes, 2023)

D12. President (since 1986) Museveni is old and will (likely) be succeeded somewhere in the coming 10 years. (Taylor, 2023) His son already stated he would like to succeed him, but he is surrounded with controversy. (Jazeera, 2023) Uganda is heading to a major political crisis, with a high potential for violence among groups competing for power—a process which will bring ethnicity further to the foreground. (Dijkstra, 2022)

D13. Uganda's debt is large and growing. Over the coming 90 years it will be paying it back. (Urn, 2022)

D14. Kampala will see more heatwaves. (Nsair, 2021)

D15. Due to the city's expansion, more and more houses are built on wetlands, which is expensive and prone to flooding. (Building in Wetlands Is Both Costly and Deadly, n.d.)

D16. Uganda's GDP per capita was \$819 in 2013 and has risen to \$935 in 2022. It is supposed to rise to \$1036 for Uganda to become a middle income country. (DevelopmentAid, 2023)

D17. Uganda's “under-five mortality rate decreased from 137 deaths per 1,000 live births in 2000 to 53 deaths per 1,000 in 2019.” (DevelopmentAid, 2023)

D19. Uganda plans to start nuclear energy generation in 2031. (Reuters, 2023)

D20. Electricity access is growing, from 12% of the population in 2010 to 45% in 2021. (World Bank Open Data, n.d.)

D21. “By 2040, Uganda seeks to boost electricity generation capacity from 1,000 megawatts (MW) to 41,738 MW. This will be accomplished by developing alternative energy sources such as hydropower, geothermal, peat, solar, and wind energy as well as the exploitation of the country's oil and gas resources.” (DevelopmentAid, 2023)

D22. ICT is Uganda's fastest expanding sector., at 25% growth. (DevelopmentAid, 2023)(Opentoexport.com, 2017)

D23. Regarding the SDG's: “Uganda ranks 140 out of 165 countries, with a global index score of 53.5, having improved from 52.6 percent in 2019. The country is on track to achieve Goal 13 on climate action.” (Uganda Common Country Analysis, 2021)

D24. The preventive measures against COVID have slowed progress and development towards socio-economic goals. (Uganda Common Country Analysis, 2021)

D25. Uganda is member of the East-African Community. The process towards an East-African Federation is being fast-tracked. (Overview of EAC, n.d.)

D26. Cooperation between Uganda and its neighbours is increasing, for example through visa-free borders and joint infrastructure projects. (Press Releases, 2023)

D27. Uganda is trying to invest in infrastructure, as it recognizes its essential role in the 2040 development plans and there is a great lack of good infrastructure in the country. (Development Aid, 2023)

D28. “For Uganda's case, the un-planned rapid horizontal city growth will cause structural and socio-economical challenges for the established cities including: poor land tenure system; low level of physical planning; lack of an interrelated transport system; challenges related to environmental management especially wet land manage-

ment; garbage collection and disposal, noise pollution and development of slums; and increasing crime rate. (Nuwagaba, 2023)

D29. The rise of smartphones is changing the political landscape by spreading more diverse news, also to rural areas. (Wilkins & Vokes, 2023)

D30. Uganda is “providing wide vaccine coverage and working on improving nutrition programs.” (DevelopmentAid, 2023)

D31. Privatisation is an ongoing development in Kampala through many sectors, including management of markets. This leads to other interests being prioritised over citizens’/ vendors’ needs. (Lindell & Appelblad, 2009)

D32. People are, more and more, paying with their personal data instead of the traditional way, due to the rise of ‘free’ services like Google and Facebook. (The Consequences of Paying With Data, n.d.)

D33. Police raids and spyware, both to steal data, are on the rise, targeting human rights defenders and opposition. (State of Privacy Uganda, n.d.)

D34. “Rights to online expression in Uganda are under threat. They are constrained by overly broad, vaguely defined laws that can be used by politicians to criminalize speech on the Internet they do not like.” (Nitsche, 2018)

D35. Due to the economic crisis, caused by Covid, “cost of living today has more than doubled if not tripled”. (Kiberu, 2022) “Strict COVID-19 restrictions pushed many families further into poverty.” (Taylor, n.d.)

D36. The transformation of the informal economy is on-going; it is shaped by and shaping the mobile phone. (Larsson & Svensson, 2018)

D37. Uganda’s literacy rate is increasing. It rose from 56% in ‘91 to 79% in 2021. (Uganda Literacy Rate 1991-2023, n.d.)

D38. Solar-powered street lighting could be a sustainable way of creating safety and more workable hours. Case studies are taking place in Kampala. (Gillard et al., 2019)

D39. Government is cracking down on the use of ‘Khat’ (a psychoactive leaf that is chewed) and restricting legal use to medical applications. (Apofeed, 2023)

D40. Uganda is becoming one of the countries with the largest amount of refugees in the world. (Monteith & Lwasa, 2017)

Appendix III - Factors collected from field work

States

S57. People feel strongly connected to their village/tribe/ background even if they grew up in Kampala. (Interviews, 2023)

S58. A lot of things you 'just have to know'. Manners, recommendations, word of mouth, 'I know a guy', places, boda prices, bargaining, the way things are done: you just have to know. Through word of mouth, recommendations. (Interviews, 2023)

S59. People are open and non-judgmental in Uganda. (Interviews, 2023)

S60. Convenience is important to Ugandans. (Interviews, 2023)

S61. Uganda has an inventive, creative culture. (Interviews, 2023)

S62. Kampala is a spread out city, with large compounds and low, 1-2 story houses. (Interviews, 2023)

S63. Street vendors have their own theatre (drama) and sports clubs. (I34)

S64. Ugandans are a very serviceable people. (Interviews, 2023)

S65. Rain, falling every day, completely halts city life. (Interviews, 2023)

S66. There is a guy for everything. (Interviews, 2023)

S67. Many (poor) Ugandans live from day to day financially (Interviews, 2023)

S68. Many young Ugandans already have kids and families. Whom they need to feed and send to school. (Interviews, 2023)

S69. Acceptance of 'fate' is a core life attitude in Uganda. (Interviews, 2023)

S70. Families are large, people start a family young, and everybody wants a family. (Interviews, 2023)

S71. Many people living in KLA did not grow up there. (Interviews, 2023)

S72. Urban poor are completely on their own, no one is taking care of them. (Interviews, 2023)

S73. Family's happiness creates personal happiness. (I11,

I19)

S74. Difference between what people say and what they do. (Lawrence, 2023)

S75. Job comes secondary to life (Lawrence, 2023)

S76. If government doesn't take care of you, you'll take care of yourself and the people around you (I13, I14)

S77. Without the right connections, talent serves you little (I2, I12, I13)

S78. Those in power only care about money. (Abigail, 2023)

S79. The city's fibre and culture are a lot like flirting. (I7, I15)

S80. Money from the top does not reach the bottom, as each layer it goes through skims some off. (I11)

S81. There's no workers protection; people can be fired just like that. (I19)

S82. Uganda has traditional values regarding sexuality: being pregnant can get a girl kicked out of the house. It is happening, but there is no education or talk about it. (I18, Nancy, 2023)

S83. The contrast between uptown and downtown is sharp, as uptown folks don't respect the downtown people. (I12, I15)

S84. People want to take care of their kids before anything else. (I11)

S85. It is hard to find reliable partners as Ugandans can be selfish when it comes to money or business. (I11)

S86. Ugandans don't often look ahead when planning in business. (I11)

Principles

P34. The more people have, the less they share. The opposite is also true. (Interviews, 2023)

P35. When life is really tough, people come together and support each other. (Interviews, 2023)

P36. When living day to day, one can not plan for a better future. (Interviews, 2023)

P37. True well-designed innovation can not be ignored. (Abigail, 2023)

P38. Unhappy people tend to isolate themselves; happy ones talk to others. (I11)

P39. When not elected, those in power don't have to face the consequences of their actions/failing policies. (Young, 2018)

P40. When a person needs money they'll accept any price. (I11, I12)

P41. Education is paramount in ensuring a future. (Saave-dra, 2023)

P42. To start a business you need capital. (Interviews, 2023)

Trends

T31. Some people are actually succeeding in creating small businesses. (I13, I7)

T32. More and more people are leaving their villages and coming to Kampala. (Interviews, 2023)

T33. More and more people dream of having their own business, their own shop. (Interviews, 2023)

T34. Due to the lack of jobs, people are willing to do any job they can get. (I5, I18, I19)

T35. People want to be self-employed because it allows for making more money. (I22)

T36. Single parenthood is on the rise, doe to child pregnancies and polygamous marriages. (Karungi & Karungi, 2019)

T37. People are using smartphones to make money and be connected. (I12)

T38. People have many dreams, like being a musician or dancer, but there are not enough opportunities in these industries. (I2, I13)

T39. Interest in politics is decreasing among urban poor, as nothing seems to be changing anyways. (I32, I33, I

T40. Single parenthood is on the rise, as more people separate. (Karungi & Karungi, 2019)

Developments

D18. Many people moved south due to the Northern Uganda War (1986-2008) (I19, ("The Northern Uganda

War, 1986-2008," n.d.))

D41. The rain is becoming less predictable and less tied to seasons. (Nancy, 2023; Ruben, 2023)

D42. There is a lot of traffic in Kampala, but this will get better hopefully due to road constructions. (Lawrence, 2023)

D43. Construction of houses and private property is dynamic and heavily influences city and street planning. (I15)

D44. The impact of Covid on urban poor was large, people are slowly recovering. (I2)

Appendix IV - Interview guide

Vendors/supervisors

- Ask for permission, explain interview, only answer when comfortable with it.
 - Take picture (if okay), with stall/business/products.
 - Start recording: say day, time and place.
1. Biodata: name, age, gender, how long a vendor, why become a vendor?
 - a. Do you have kids? How many, how old?
 - b. Where did you grow up?
 - c. Is vending your only job?
 - d. Where do you live?
 - e. What have you achieved through vending?
 - f. If long: what has changed over the years?
 2. What challenges do you encounter?
 - a. Are these changing?
 - b. What relationship do you have to clients?
 - c. ... to KCCA?
 - d. ... to supervisors?
 - e. What makes selling on ... different than selling somewhere else?
 3. What fears and/or hopes do you have?
 - a. Will you always be a vendor?
 - b. What other jobs would you do?
 4. Can I take your contacts for if we were to take the project further and would like to ask some further questions or possible testing?

Appendix V - Interview transcripts

Summaries of vendor interviews, Kampala
Nancy Akera and Bram van Diemen

21/11 - Namuwongo Mobile market

I1. Supervisor

I2. Lule Shaft

- market vendor
- 28
- wife, son, 1 year
- started in 2015
- sells baby sheets at 3000 ugx
- wants to add on capital
- rain is a problem, keeps customers away
- I became a vendor because I needed a job but I had no capital
- I dont like to be a vendor, I want to be in a shop. I'm saving money for that. Sometimes I make less because of the rain.
- I invest in music, I have a few songs and a two videos, and in my family. I can only buy the necessities and invest a little bit in my family.
- In Covid, I had a shop, on which I relied because the markets and vending was not allowed during Covid. I lost the shop because I ate everything, I ate the capital. I was making money but not investing or saving up, I was only spending it.
- The main challenge is that I have no capital, no back-up. Me and the shop owners we are friends. This market is for KCCA.
- I hope for doing good music, and that is also my fear: if that future will not come, aaah. I am totally fucked, because I get little money and little savings, it's hard to support my family with this. I have another training, I know how to talk with people, how to do sales. I worked in a supermarket. I would like to be a salesman in a shop.*
- I am also a musician, I'm not professional yet, but I play shows. I'm an upcoming artist, I'm trying to become a professional musician. But because I have a family now, I'm spending my vending money mostly on them.
- Selling in the shops is different because you have to pay rent and taxes, but vending on the mobile market I only pay 1k taxes and transport to and from my home.
- When vending, you only sell one item, in the shop you sell many items. I am specialised into baby sheets, but in the shop I put many materials like different textiles, interior stuff (pillows, sheets, curtains, etc.)
- Some vendors have new items, when they have a lot of capital. I sell second hand clothes.

I3. Justine Kajumba (leader/supervisor)

I4. Agnes Ntabadde

I5. Faridah (E)

- I am vending because that is the capital I have, the business I can do
- 27 years old
- 3-4 years in this business
- not married, 2 kids: 7 and 4
- main challenges: rain, no money, the places are not good
- this is the only business I have
- I'm trying to work very hard to improve my future, but the situation is not good. People are poor, the places we are working from are not good.
- I can work any job if I get money. I would like to have my own business.
- I live in chereka. Not far, 4000ugx on boda.
- I grew up in the village, iganga (after Jinja).
- Before vending I was at home with my parents.
- Vending has given me some small money.
- I don't see changes in the vending business. It is only getting worse, if anything.
- I don't know about the vendors' association.

I6. William Kiganda (L/E)

I7. James Sadie (E)

- 29 years old
- I started out with 5k in my pocket, I was very stuck and could not find a job anywhere. With the 5k I started out, it was a hard time, I sold simple products (earrings). I had three children at home and only made 4k, it was really hard to feed them. Through prayer I slowly made progress. Now I have 1m capital. It was not easy.
- It is still hard because of the rain.
- Now I make 20k-30k. But I spend more money at home, because we use 15k per day. All the money I make on a day I have to spend, so I can't save anything.
- I have this business for 15 years. I also started piercing ears and noses, which helps me make more money: people pay more if I provide that service.
- When it's not market day, I have to walk around with my products. I don't have enough money to have a license, the KCCA can catch me if I am on the main road, so I have to be on the move all the time. I could go to jail for 60 months, that would be a lot of suffering for my family.
- I am from Congo, dad from Rwanda, mother from Congo. It took a long time to come to Kampala, for 4 months I slept on the streets. I could not go to family, I have no family in Uganda.
- I have 7 (9) children at home, from different women.
- I like peace, not fighting with customers. I like quiet. I need to get the customers to buy things. Girls and women I need to show them love, be nice to them, so they buy things. Like flirting, making jokes, tell them they are beautiful.
- I would love to be a musician, my dream is to be an artist. I have the character for a musician, for comey. I can manage. But I have a family so I don't have time and space to do these things. I need to work to support my family, I want them to be happy.
- I don't like the idea of always being a vendor. If I get enough money, I want to get to a place

22/11 Buganda Road, Nile Avenue, HAM shop- ping mall + streets

I8. Vicky (L/E)

I9. Esther (E/L)

I10. Florence Juru (E/L)

- 37 years old
- 6 kids(20,17,12,8,5,1)
- I don't stay with my kids
- 15 years of experience
- I stay in nsambya
- There are taxi's that go to nsambya but i choose to walk in order to save some money
- Stopped school in primary because my parents couldn't afford
- I like my job because am surviving on it plus am able to educate my children
- Biggest challenges KCCA,they take our stuff and this usually kicks us back
- The only way you can escape is when you run and hide
- The shop owner behind us pitys us and because of that,they all9ow us to hide in their shop but we are not friends
- We can't fight shop owners because we we need them more than they need us
- i want to be like other people who are financially better than me,all i need is to get money and be happy with my friends
- All i can do is to pray and increase on my savings
- We have to hide were KCCA guys can see us
- Some times KCCA guys come and carry all our goods and take everything but if we are lucky, we sometimes bribe one of the enforcers to try and get our goods back
- There are 2 groups of enforcers(Smart city and KCCA)
- Other people are better than me because we are in different classes

and i also think it has something to do with luck. But i also think it has something to do with the level of education. Educated people have more chances of succeeding

- She believes that ugandans are service oriented, she is happy that she makes money from lazy people
- I grew up in a christian home and this has help me morally, religion prevents us from doing a lot of bad things
- Bananas are more expensive when muslims are fasting because they break the fast with bananas

I11. Ruben Obi (E)

- 41 years (31?)
- 3 kids (2M 1F), 13, 10 and 11 years old. Oldest son has finished primary school.
- Dad is there, mom died of cancer.
- Separated from wife, 3 months ago, but he's the one with the kids. She did not say why she left.
- Before he gets a new wife he wants to take care of his kids. Maybe with time.
- Grew up in Ntungamo. Came to Kampala because he was offered a job by his brother-in-law. I got a chance to get education at the shoe company he owned.
- People from Czech Republic taught me to make shoes. I also do trainings, educate other people to make shoes and start their business.
- Started the shop in 2007 with a partnership, in 2016 he separated with his partner. He needed the partner to have the capital to start the business.
- I set up a side business in produce. But when I came back, my partner was cheating me. Changing the name of the company, he said the plot of land we bought together was no longer ours (but his?). So I stopped the side business in produce trade and came back.
- He had to pay his partner off, buy his shares. Therefore he had to take a step back with his business, and therefore he is now not as far as he could have been.
- Changed the name slightly (? ask nancy).
- I got two disappointments, the first one was that he got shares in a small company and made it bigger in 2006. In 2007 they bought some soles from Italy and started working, but then his brother-in-law he changed his mind and wanted him out. They both sold the business to his girlfriend, without the brother knowing it was his girlfriend, and then he got the business to himself.
- The business was too heavy for me. I had too little capital and went bankrupt, as he got the money first on goodwill. He found a new partner, but he also changed his mind.
- Ugandans can be selfish when it comes to money or business.
- We opened a shared account at the bank, but he opened accounts in other banks. On my own I can not make it, but to find a good and reliable partner is hard. Business needs two heads, you need a partner.
- When alone, I had to do everything myself. Cleaners would steal my shoes, so I had to do it myself.
- But most Ugandans we don't look ahead and think 'if this goes well where can it take us in 20 years?', no, we just can trade today.
- I did many business, small bananas. My dad was a business man, so it is in my blood. I did not go to school because I was trading, doing business. Tomatoes, bananas, etc. I don't like contemplating 'how am I going to eat today?'. I need to be somewhere else in 20 years. But the people I know they live for today. They think I don't know where I will be tomorrow so I will live today. They don't look ahead.
- The knowledge of someone at home is not the same as that of the one at work. We don't have transparency (? ask nancy).
- I like someone who says no. I don't like selling my things for less than they are worth. Some people say now I am here, I can get the money now so I will take it, instead of thinking about the future and saying no, thank you, I will wait for someone to pay me more.
- I think it is important to plan ahead and not live day to day, that's why

I have a job.

- I could open the shop because I found a partner, and we bundled our capital.
- The street vendors help me and my business, they tell people about my shoes.
- Sometimes the street vendors also buy my shoes, sell them for more, and give me part of the profit.
- I would like to see designated places on each street for the street vendors, because they offer great convenience by bringing the products to us. People are not going to the market just to for some nuts, and the supermarkets are expensive.
- I don't think it's fair that the authorities take their stuff.
- The street vendors make products available to those people that don't make/have much money.
- The dental clinic next door is paying less for their license than me. They make 50m and pay 200.00 for the license, but I pay 300.000.
- The offices, the authorities, they want me to bribe them but I won't. They are corrupt.
- World bank would give me a lot of money, I showed them everything etc. I paid them (?). Then a man came along, set up something called 'Uganda leather alliance' and they took all the money.
- The corruption is worsening. The government does not care that these other people ate our money. There is no follow-up from the government or the world bank to check whether the money actually reached the people.
- The government doesn't care about us.
- The government is also just people, and they are corrupt. They keep the money to themselves, don't give it to their bosses. The money from the government going down to the people is lost to all the layers it goes through.
- When someone is killed in another country, the government can't trace you, they are not going to come after you and demand their person.
- From up to when it reaches down, it is lost (?)
- We are suffering because we don't have any ??
- The bank of Uganda says dont be a vendor because it is dangerous.
- But I think we should allow the vendors to have a spot on the streets because they add value.
- My dream is to let this business grow. Everyday people need shoes.
- Food, clothes, shoes are needed every day.
- My business plan was to get materials. We have leather factories now here, but soles are the problem. Sole making and importing soles are needed. Importing the soles is very expensive and therefore my shoes are expensive.
- I want to start a shoe factory, a branch. Make a line for sandals, for back-to-school shoes, for everything. Then I want to get a contract with schools and supply them with the shoes.
- What is hindering me is the capital. I don't need cash money, when you have money in your hands you spend it all. I had a vision, if I get a billion now, I made a plan. I want to buy land, make a factory, buy the materials, study more about the shoes. Then I want to start a training school.
- The government are the ones that give you materials and pay you, then they sell the products you make and pay you for it. In Ethiopia, the government helps you in this way. I want that too.
- I need a donor to be able to start a business. From inside of outside Uganda, doesn't matter.
- I want to go to China and buy soles, it is much cheaper if I buy it there. My vision is if I get money, I can go there and get materials.
- Then when I get profit I can buy land, buy machines, start a factory.
- I have a good relationship to clients, they are my friends. But sometimes we quarrel because I don't get the shoes done in time because we don't have materials.
- I'm happy because I have life, even though my intentions are not coming through the way I want them.
- I think Ugandans are happy because they have their families, they are speaking to each other. Unhappy people isolate themselves.
- When I'm not happy at my work I can go home and be happy there.

I am disturbed at my work, but I want peace at home. When I come home it's the place where I say 'I'm okay'. In the family, there must be peace.

- I am funny, if you disturb me, I just keep quiet.
- People know I am here through word of mouth. They tell each other, recommendations.
- Customer: I used to brings my cousin's shoes here, and then when I became a man I brought my shoes here.
- I have customers that still bring their shoes here even though they have money or even went to America.
- Someone told me: When you don't have money, you shouldn't be even living. Ugandans we are after money.
- Look this Kenyan company is an old family company, they invested. If you want money, you have to look ahead, be patient.
- I say no when people want to give me less than my shoes are worth. I say no because I need you tomorrow, instead of giving in because I need money today - like many people do. The people that sold their shoes for too little, are no longer in business. I am.
- During Covid I barely survived but we got through.
- All my problems are brought by lack of capital.
- We don't know the reason why we have friends. We expect people to have money, we put the mask of being happy, to get money. Sometimes we are not honest because of money, we are not true to our words. Money corrupts.
- Starting capital is 20, 30 million. I can't afford the loans by banks.
- Being trustworthy is important.
- It is a matter of understanding each other, help each other. When someone is there for me I will be there for them. It is hard to know when you can trust someone.
- Maybe we don't love our friends, we don't love ourselves.
- When someone brings their wife we want to sleep with the wife, instead of saying hello this is my friend and they brought their friend.
- We are not culturating things properly.
- The vendors are nice, they bring cheaper products for those who can not afford.
- The organisation of the government is strange, why do I have a factory in upper kampala in the center? There are banks here I should not be here. People are having machines for the ground nuts here, why here? And then the government is saying the vendors are bad. There is so much traffic because there is no roads, no vehicles. Government is not planning, not helping. The money is just going to the government instrad of the people.
- There are not many people with god hearts, heads. The phd is cleaning, the uneducated ones leading. Can you expect something food in that? People have their stories. Kids steal something, they beat them, they don't say they like it.

I12. Andrew (E)

- Grew in Entebbe, but from Rwanda.
- 20 years old
- Just finished high school
- I want to go to university to study law but I can't afford it, my parents dont have much money.
- I started vending 11 months ago.
- When starting a business, capital is the main obstacle
- I chose vending because it was the one which was on the ground at that time, the one which was viable.
- I wanted to do e-marketing but I couldn't manage because I don't have a smartphone. If I get a smartphone I will stop vending and start online marketing. You get money easier, you don't have to work as hard, you just use your brain.
- Vending is hard work, you have to call customers, be active, it's very physical.
- I don't make much money with the vending.
- I want to buy a smartphone, start online marketing, go to university with that money and continue working in online marketing.
- When vending I don't have time for other things.
- I want to go to university because I want to help others. I want to prevent them from suffering the same way I did/am.

- I want to go to university to learn a lot of things and to make new connections/network. That way I can support others.
- We can not support each other because we are not even able to support ourselves sometimes. This means we are going to be in this level until we are old.
- The challenges I have are in money: the customers are bargaining a lot and we are agreeing because we need money. People are just pushing us down.
- People push us down because they don't respect us and our place because it is disorganised. The shops are nice and organised and people do respect them and don't push them down.
- People don't respect the vendors, because we are in downtown. The difference between uptown and downtown is money, and the uptown people don't respect the downtown people.
- In downtown people have many talents, but they don't have rights and connections. Other people keep them down, but if they would talk to them they would discover people's potential.
- University is 2 million, I am never going to be able to get that money through vending. Thus I need the e-marketing business.

I13. Joel Mugena (E)

- From Masaka. Selling clothes.
- I have no father, only mother. I have a wife and a 1 year old.
- I came to Kampala in 2012 after school to look for a job.
- I created capital very slowly and then started my own business.
- I am doing other businesses too, I am a dancer. I used it to get capital.
- I do many types of dancing, traditional, break dance etc. At day the shop, at night the dancing.
- I don't have enough money right now to keep investing my capital. I am able to save, about 35% of my profits. Very slowly I am building up.
- There is no good money, no good work, I pay a lot of taxes, rent, license and electricity.
- I have some people working for me, that are guys that don't have jobs so I help them by giving them jobs. This way they earn some and they can eat.
- We work by going outside on the street, showing our clothes, seducing people to come in, calling them, being nice and making them compliments.
- We work from 6 in the morning until 8 in the evening.
- My dream for the future is to be a professional dancer, choreogra-pher and instructor.
- I have diplomas and certificates in dancing but there are not enough jobs in that category.
- In Uganda, parents don't support talents, they don't see it and don't have the money, they want their kids to work and make money.
- It is not easy to get a job in dancing.
- No one can suppoart us and our talents. We are broke and suffering.
- We can study so much but then we go back home and just sit, because there are no jobs. So I started my own shop.
- I chose clothes selling because we need something to eat. Dancing can not be done every day, but selling clothes can be done every day.
- I chose selling clothes because my mother was also selling clothes. I had an idea to do it when I was still young.
- Dancing makes me happy and seeing my family being happy. Calling my mother in the village makes me happy.
- The customers are not friends. I don't have friends in Kampala, there are new people everyday setting up businesses and going.
- The boys that work for me are not my friends but I am just helping them, that is my nature.

I14. Sharif Ssasui (E)

- 27 years old.
- I came here when I was 15.
 - I grew up in Tambala district.
 - I have one kid (7 years) and am searching for a wife.

- My kid is in school.
- I have been a vendor for 10 years. I started in a shop but the rent became too hight and now I am on the street.
- KCCA is our biggest challenge, they rob our stuff and arrest us. KCCA will come and grab everything, we have to be alert all the time.
- Even the challenge of rain and sunshine are less than the KCCA.
- Maybe some KCCA people are good. They don't want to know about us, they just fight us with patrols etc.
- Many of our friends went to Luzera prison and the new prison. When they come back they tell us the stories, but they keep coming here to vend because they need something to eat.
- The family relations are complicated, many people are separated with kids. Life is hard.
- My dream is to be a rich man and have a family, with a good life.
- I have many friends. I have a vision, that's why I am here: my friends are suffering, I want to help the kids and my friends.
- We work together and we are friends with the other vendors. I help them with the little money I make. I started here alone and now we are friends. I share the money that I make, for people to get something to eat and drink.
- I am working hard to help my brothers and sisters, my family, to make their lives better, and also the lives of my friends.
- I don't want to be a street vendor forever. I can sell these old second hand things, so I can sell. I want to have a shop, because I have business sense, I want my life to be comfortable and have a shop.
- To get my own shop I need money and capital. Now I can save around 80k ugx per week (20 dollars).
- Through vending I can eat, I can send my kid to school, pay my rent, share with others here and even save a little.

I15. Nora Ainembabazi (E)

- 33 years old.
- Sells hardware, decorations of gates, doors, windows.
- 6 years since starting the business. I got a loan, I sent my 3 kids to school.
- I started this business because it was affordable, I started with 500, pay rent and start business. Now I have a capital of 5m, I am paying rent and school fees.
- There is rain, we have no shelter. Sometimes we cross the road and go into the mall to sell in there. Sunshine is also hard.
- There are less customers out of season. In January we will get more customers as people are renovating their houses etc.
- We have a security man who protects our stuff at night and when we are away. He has a dog.
- We pay KCCA weekly 5k to be allowed to stay here in this place. It is a lot but a shop is way more even.
- "You are now my salongo!" She makes jokes, is very extraverted, is shouting she now has a white husband (me). People are laughing and enjoying the scene.
- I need a shop to save more and protect my things.
- Some customers don't trust us because they find us here on the street. They think we are just a broker. They don't trust me with big amounts of money.
- If I would have a shop, people would not bargain, just pay me and trust me.
- I think we are going to have to leave this spot soon because they are going to erect a new building here. I am praying they will give us a shop in the new building, two people in one shop. Then it's 1.5m per person, that I can handle.
- My hopes are that I want to help. There are women out there suffering, with their kids, I hope I can help the single mothers that are facing the same things I am.

I16. Benard Ssemujju (L/E)

23/11 Ntinda market, Ntinda road

I17. Ashraf Kato (L/E)

- Sales chicken(self employed)
- Grew up in kiwatule
- 25 years
- 7 years experience
- Education level is high school
- Parents were doing the same business
- Capital was my savings from when i was working for my parents
- Vans deliver the chickens here at the market
- Customers are good to me because i always make them happy so that they return
- He is part of the market
- Some times business is low especially the periods we get stock at higher prices
- I will always sell chickens because its what i grew up doing and also so my parents doing
- 1 child,separated with his mum...we got misunderstanding with her
- What makes me happy is when i can provide for my child
- We have a cash round,we save and share the money at the end of the year
- i also have personal savings too
- My personal savings help me with me handle emergencies and i use my savings from cash rounds to re-invest
- KCCA disturbs us alot,but we usually bribe them so that they dont take our goods
- KCCA just chases us away but doesnt give us an alternative to go too
- I know vendors and we have a good relationship from them,i also buy goods from them
- Yes i want a new wife but when the right time comes,i will look for a wife
- I need to remarry so that we take care of each other
- I want to have 4 children

I18. Aisha Bira (E)

- I left my family in the village
- Wunduwuju
- I was helping my mother in the village. Now I am in Kampala to work and send it to her.
- I work every day at the market except on Sunday. I pray on Friday as I am a muslim.
- I am no longer staying with my father because I got some problems with my father.
- I am in Kampala for 1.5 years and only went to see my mother once.
- I live close to the market.
- At home we are 5, 3 sisters 2 brothers, the others are still in the village. They have different fathers.
- I went to school but I didn't finish because I got pregnant during Covid. After I delivered my baby passed away.
- I want to go back to school but my mom does not have not money to send me back to school, and my father won't do it anymore because I got pregnant.
- I have been working at the market for a short while.
- At first I worked at another market. After that I worked at a bar, but did not drink alcohol. They chased me away at the bar because I said no when my boss wanted to sleep with me.
- I have a boyfriend and he convinced me not to go back to the village as there is nothing there. Now I am in the city with him for a year and we are trying to make something. My boyfriend is working as a barber in Kamwokya. We live together.
- I wanted to go to school but I can not pay it, the money I make here is not enough. It is not my business, the owner is someone else.
- I tried setting up my own shop but it failed, people were stealing my stuff and/or money, and were not being nice.
- If I get money I can try again to set up a shop for myself.
- My dream is to go back to school and being a surgeon, but I had to leave school when I was 17.
- The clients treat me well, and most of the other market vendors as

- well, are my friends.
- The other ones will do funny things, like be talking about me but say it as if they are talking to someone else. I just laugh it off, don't fight with them
- I don't really see the street vendors, I don't really move up and down in the city.
- I work from 6 am to 8 pm. Then I go home, eat. I don't cook, my boyfriend brings food for me.
- Next month I'm going to visit the village again, but I don't know if I'll keep my job.
- Hearing that my family (mother, grandma) are healthy makes me happy.
- The baby died about 12 hours after I delivered her. She was pretime, and when I delivered there was no power, no cotton. Due to covid times there was no money for a better hospital and due to covid the bad hospital was even worse than it was.

I19. Lucy Ajam (E)

- Ruth Ajam (?)
- 6th month of having this business
- 38 years old
- 3 kids (9, 5, 4) Nicholas, Nicole and Nathan
- Before starting this business I was not working, before I was working at capital shoppers but they fired me from one day to the other. I was a seller there, at the check-outs.
- I got a loan, 1m, and now got this business. 150k for the place, 5k for electricity. machine at 350k. Then I'm paying school fees. Every week I pay 20k for the loan.
- I got the loan at housing finance.
- I pay to yaka for electricity (pre-paid electricity). I pay the shop owner for the electricity and the place.
- KCCA is my largest challenge
- When I don't have customers I don't make money, the day s just gone like that, but my children need to eat posho and beans
- Normal day I make 10-15k, depending on how many customers there are.
- I don't have a plan for the future. My dreams are to get a better job and build a house for my children. I don't care what job as long as it gives me money.
- I was looking for a job but could not find it, that's why I went for the money.
- I grew up in Lira, in the north. I moved to Kampala because of life. We were in a war so I had to get out of there. We used to suffer, children were not going to school, we were hungry.
- When I came to Kampala I worked as a house maid for 20 years. 60k in a month, not enough, challenges.
- I have a neutral relationship with customers, but I also have daily customers.
- I'm single, we separated 5 years ago. He got another person because of poverty, I think the other person has more money.
- I have a good relationship with others, boda guys come to get popcorn from me and bring it to others.
- When my children are not sick, going to school, when they are eating: it makes me very happy.

I20. Lilian (E)

- 25 years old.
- Main problem is KCCA. They can collect all the things and they want you to go to the markets, but the market is full.
- Started business half a year ago.
- Before I was in the village, but I needed to make money so I went to the city. Someone I knew was vending and told me about it.
- My sister was in the city and told me about it. In the village I was only digging and doing hard work but I came to Kampala to look for capital. With that capital I want to start a business in the village.
- I want to sell the silver fish in the village.
- I stopped school long ago but my son is in the village.
- Most things are good, only KCCA is disturbing them.
- Customers treat her well, they are nice.

- Other vendors are her friends, speak the same language and are from the same district (Arua).
- My plan is not going so well. I wanted to have a husband, but I am alone.
- I want a home to be together in. When you are alone, you can't plan.
- Of course I want a husband, to have fun with, to have a family, to work together and to both have business.

24/11 Kamwokya market

I21. Ibrahim (E)

- Mother had a car accident because the brakes were not working. I am sending money to my parents.
- My sister has appendicitis so I need to send more money.
- I need to pay rent to the mobile market supervisors.
- The money I make is few, 20k. I need to pay 5k rent for the market, then I need to eat and transport and have only 5k left to send to my parents. I don't have anything left to safe.
- I have been vending for a year.
- I dropped out of school because of the financial problems we have at home, with my mother and sister being sick.
- My mother and sister can't work. My dad is a farmer, but agriculture brings in little money.
- My parents got separated when I was still young.
- I have no kids and I am single. I want a wife in the future, when my financial situation is better. I have no time to be thinking about a girlfriend or a wife.
- I have friends, people on the markets and shop owners.
- People have a hard time helping each other because they have their own problems to take care of. We share problems but we can not solve each other's problems.
- On Sunday I go to church, I don't work.
- The supervisor helps us. He understands when I have to send money to my mum, he can help me to do cashrounds and get money to send her.
- Shop owners don't mind me standing here because I sell different stuff than them.
- I also help them to get customers, by walking on the street and talking to people.
- I hope to go abroad, as dollars are worth much more than ugx.
- I want to go to Canada, UK, America. In Uganda we make little income, but earning money in different currencies we can make more.
- I will come back to Uganda because my dream is to help others so that they don't suffer like I did. Many youths are going through similar problems and I want to help them.
- I do want a family, it is the reason I am working. The ultimate goal is to have a family. The bible says so. When you have a wife and a place to call home, it makes you happy. Sharing problems is better. Loneliness can kill you, it makes you very sad.
- Even if my kids might be suffering, I still want them, my dream is to help the kids, my own and others.
- I would like to be an agriculturist and have my own farm.
- KCCA will take your things if you don't pay their taxes. I have not been arrested yet but some of my friends have been arrested for working on the streets. I have not been arrested because I am working in legal places, like the mobile markets.

I22. Vincent (E/L)

- 25 years old
- 4 years of vending clothes
- I started because it was the option that I had.
- Before this I was at school, when I finished I came and did this. I could not afford to go to university.
- I have no children but I have a wife. I've been married for 5 months. I'm happily married.
- Rain is a big challenge as I can't display my things and customers are not coming.
- The sunshine is also too hot.
- The mobile market is at a different spot every week.

- My dream is to start a big shop for clothes.
- I want to be self-employed and independent. When I am employed they will give little money, with my own shop I can make more.
- I want a big family, but I fear I will not be able to provide for them.

I23. Geoffrey Makyawa (E)

I24. Edi Mwanja (E)

I25. Vincent (other one) (E)

I26. Grace Acha (E)

I27. Ismael (E)

I28. Betty Zawedde (L/E)

I29. Olivia Nakayiza (L/E)

- 45 years old
- 2 children(22 and 20 years)
- Lives with the children
- Started with few goods and kept on increasing and saving
- Got a loan from centenary bank
- Am aware that am working illegally on the street so i have to worktowards getting a shop
- Average rent for a shop is 400,000 ugx
- Need to do more savings to help me meet my goal of opening up a shop
- Am always working here monday to sunday,but i come early only

I30. Mwajuma Kabaseke (L/E)

- 38 years old
- Single mum
- 3 children
- 18 years of vending
- Usually prioritizes trending goods like grasshoppers, but always vending knickers
- Came to kampala more than 20 years ago to come and look for money
- Started vending because i needed to earn a living
- Operates 2 business because one is always seasonal, the other business is to keep me busy till there is a seasonal good available
- Seasonal good are very profitable, like right now it's a grasshoppers season and everyone is buying grasshoppers
- One of the challenges is lack of capital
- Has to always run away when i see kcca,i don't blame them because they are doing their job, and am very aware that am not supposed to work on the street and i have no choice than to always try my luck and come to the streets to make ends meet
- I don't enjoy the street vending life but i have no option, our work setting puts us at a risk of being arrested by kcca and cars can easily knock us down on the streets
- She wants to build her house and stop renting and above all be able to educate my children
- Am able to support my children to study, but it's not easy for me, thats why i opt for seasonal goods because they me quick profits
- I get loans from the bank, you just have to be in the right group and it takes 2 weeks for it to be approved
- I can't go for individual loans because i don't have security or collateral for the loan

I31. Jamir (L/E)

- 24 years old
- wife and 2 children(4 and 2 years) and hopes to get more
- 11/2 years experience
- Used to work in the garage but things didn't go well, sometimes they would not pay us
- I could not be able to take care of my family since it was not giving me daily many so i decided to start vending
- Am happy with my vending business(selling vests) because am able to get many on a daily basis
- Biggest challenge is rain, kcca is not a problem because he is a mobile market vender and it operates under kcca
- can sell 40 vests daily

- Works every day at different markets but sometimes rests on sundays
- Wants to be able to build a house plus educate his children
- Wants to own a home so that when he gets older, he has shelter for himself and grandchildren

27/11 HAM mall and surroundings

I32. Sara Kawoya (L/E)

- 52 years old
- 31 years of vending
- Lives in Masanafu
- 5 children,was able to educate 3(one teaches sciences, Arts teacher and electrician
- vends avocado and tomatoes
- Used to pay market dues but they stopped collecting it
- Negatively affects us,i can't carry my goods to run and escape from KCCA anymore
- I was able to buy a plot of land but i need to work hard to be able to build a house for my child
- Am not interested in politics any more because results are usually untrue
- My husband was a soldier and he passed,i have never received any compensation from the government,it took me so long to receive my late husband's pension
- I used part of the pension money to buy a plot of land
- Always goes to church during my free time and some times to to church
- My customers treat me well,we respect each other because i bring goods close to them and they give me money exchange
- The only way i protect myself from KCCA is by running
- Yes i joke a lot with my customers and also enjoy street preachers because they speak to my soul
- I get news from the tv,radio,vans that move around town with speakers,People who are very on trend and sometimes from colleagues
- Street life is for being careful,you have to focus on why you are vending
- It's hard to concentrate on your stall because there is lot of distractions for example,Preachers,other vendors calling customers,beating up a thief or a MUYAYE
- KCCA is the biggest distruction,people fighting,beating a thief
- I Was spending yet not making any income
- I survived covid because government used to give us food like posho,beans,milk etc
- Most vendors did not come back after covid,i don't mind if other people join because we sell different good and also have different goods
- we lookout for each other because government doesn't look out for us

I33. John Bosco (L/E)

38 years old
25 years experience
Biggest challenge is KCCA
KCCA is the country's biggest problem because its very corrupt
Has used most of his capital and and savings to bribe KCCA officials or bail himself whenever he is arrested
Has no free time,he is always in town looking for money
Much as we have the same goods,we have different customers
Gets information from his colleagues or TV
You cant protect himself from KCCA
Am not interested in politics,so will go with any president that is declared,will try and avoid people talking about politics to avoid risk of being arested

I34. Dalaus (E)

I35. Umaru (Rolex) (E)

Appendix VI - Transcript of Dwb deconstruction

November 20th 2023

Intervention

Properties

Temporary
Mobile
Versatile: street vendors don't sell one particular product, they can keep changing it up.
Sometimes maybe even seasonal, as the seasons bring different fruits.
Street vendors all sell the same stuff, the same basic products.
There might be some set of rules, there are particular people selling certain things. I don't know if I can just go and decide to sell something and not get in trouble. Maybe they might have some rules or agreements on who sells what.
Surprising: sometimes you see random products, like people selling live fish. Or people selling traffic triangles. And then when you see it, you realise you didn't yet realise you needed that particular product.
Sometimes they help you remember things.
Convenient vs. non-convenient: they are conveniently placed, but also in inconvenient places: it is strategic for them to be in high traffic places, but then it is also inconvenient that they are in high traffic places. For example at the street lights, when it's red it's okay that they're there, but when it's green it's a hinder because they are blocking the road. Or in sidewalks, they block the part where people need to be walking. And yet – it's also welcome because they offer a very convenient service. Very two-sided.
We all buy stuff at street vendors. But depends on what you're buying: rolex yes, shoes maybe not – but it depends on the quality.
Storage points: all street vendors have some way of storing and displaying their goods. Cardboard or wooden structures, or just on their heads. And then they will also have some storage point where they save the majority of their merchandise, whilst carrying a bit of the stuff around.

Features

Informal: improvised and a lot of DIY set-ups.
Mobility
Freelancer: they are not tied to a particular trade and therefore quite flexible. They are not registered as a particular kind of shop and don't have large investments in a certain product category.
Convenient
One-man business: they're not hiring, they're doing it themselves.

Character

Quick: they have to make their sale very quickly, before the person has to move on, especially in traffic.
Convincing and persistent
Loud
Observant: the minute you even glance at them or their merchandise, you're hooked and they will see you – and become persistent.
Annoying but useful: the street vendors are present, loud and can block roads, but they bring a great deal of convenience to people and life on the streets.

Impact

Comedic relief: the street vendors are funny and add to the fun and comedy on the street with their witty or weird comments and presence.
Society is less boring: if the street vendors were not there, everybody would just be serious, but the way they sell their merchandise ('look at this shoe, isn't it the most beautiful shoe you have ever seen blablabla...') adds a lot of life to society.
Security: at night, when most shops are closed, the streets are not deserted and are still safe, thanks to the street vendors' presence. They keep the streets active both at day and at night.
(In)convenience: they are providing a service which is wanted. It is useful that they are there. Even the designers from Norway really saw the value in the street vendors, as you can buy many different essential things from the comfort of your car. It's like a McDrive.
Proactive: vendors are genuinely trying to earn a living. They are not begging or stealing, instead they are trying to make something of their live with what they have – sometimes even in a creative way. For the most part, it is people who are actively trying to survive and not just sitting around waiting for the world to help them.
Bargaining: people feel like they are buying from the streets and thus it should be as cheap as possible, and people will accept because they are desperate. Any price you give, they will take. There are very few times where a street vendor will refuse money. The relationship is like that: people want to get the cheapest they can from street vendors and feel a weird sort of pride in ripping someone off. There is a culture of bargaining, even if you don't need to bargain.
Relationships: street vendors and people on the street offer a relationship of convenience to everyone: 'I know a guy'. For every job you need to be done,

there is someone. The value that is added by people on the street is a very service related thing.
Landmarks: there are some places where street vendors are always there, and the people know them. They bring a certain culture, like 'sister saloon' or the chicken place in Bugolobi.
Political: the vendors spread a lot of gossip and easily make up the crowds during political campaigns. Their work is more mobile and informal and therefore can easily make up the crowds, also because they are always present in the streets. Some street vendors also take part in riots.
Deception: sometimes people misuse the sense of security associated with street vendors, by pickpocketing you when you are buying something. People will assume they are street vendors and not note their presence in a cautious way, and they will abuse this trust. The vendors work in open and crowded spaces which also invite people who are thieves etc. Sometimes people even move around with one item, pretending to be a street vendor but actually looking for crime.
Congestion/sanitation: vendors congest the streets and their practices create trash on the streets as the vendors and their clients dispose of waste on the streets. Some food vendors can themselves also be seen as dirty, as they wash their foods in dirty water or don't separate trash from edible things.
KCCA: KCCA wants the vendors to move to the markets – so they can be regulated. Vending is an easy access job so many people take it up, but none of them pays taxes. That is probably the main reason why KCCA is not happy with the street vendors.
Uptown/downtown: there is a love-hate relationship between vendors and society. Vendors belong to a low-income, low-opportunity group and can therefore be looked down upon, but they also provide great services and people appreciate that. Vendors are a big part of society and many families benefit from one or more members of their family being a vendor. Thus, society does not look down on people as the number of people that are wealthy enough to be looking down on them is very small. There are a lot of positive stories related to the survival mechanism of street vending: people who used it to put their children through school. It is not something to aspire to, but it is something which is creating value in the sense that people can feed themselves and their children and send them through school. It is a form of survival. A lot of positive stories started from vending,

or some form of informal business on the streets. People feel pride, even though they want something different for their kids. It's not easy life, but it is creating value. Street vending is a lonely venture. Maybe people might look down on the profession, but not the people?

There is an aspect of let's make the place look good, the vendors make the place look bad, and that could be related to the uptown/downtown contrast. But the higher priority is:

Taxes: the main impact and reason behind the KCCA trying to clean up the streets is that people don't pay taxes. Yet, it is not possible to hide away the population: the vendors are the population, and their state reflects the state of the country. Of lack of cheap education, good jobs etc. It is not possible to hide them away.

Society and context
Lack of education
Lack of jobs: even people who have good education are sometimes taking to street vending as there are so little jobs. A primary school teacher took to rolex making and is now earning more than he was when teaching. Maybe the jobs are there, it's just that they don't pay well, so people take to other things. When someone goes to Canada, a dentist becomes a driver. Yes he has a job, but not in what he trained for. There are not enough jobs at a high level, but there are jobs at lower levels. So the question should not be why are there no jobs, but it should be 'why are there not enough jobs at the higher levels'. The job market is not able to absorb all the people graduating every year. There are not enough formal jobs. The jobs don't match the number of graduates. If you're looking for work, you can get work. But what will you be doing.
Corruption: one of the reasons for a lack of jobs.
Taxes: the main reason why the authorities have not accepted the vendors, according to Abigail and Nancy. Lawrence: there is also political reasons (vendors might provide support or no support, they support mayor, director of KCCA doesn't need it and has the luxury/option of getting them off the streets), administrative reasons, quality of public space, sometimes even security reasons. But some reasons are more important than others.
Uptown vs Downtown

The public space: represented by the authorities, has not accepted them. They are influenced by that, that makes the business temporary, informal, etc. Public space referring to the people, have accepted street vendors to a larger extent, because we know the value that they offer.

Shop owners: authorities are reacting to complaints from shop owners, as they see the vendors as taking away their clients, since street vending is an easier way to do business, you cut out all the difficult bits of doing business (no bookkeeping, no one taking cuts, etc.) They place themselves outside the system.

Would be interesting to know how other cities deal with street vendors. Those cities don't have KCCA and enforcement etc.

What position does the designer take? Especially in the context of this ViP approach?

A: the role of the diplomat, as there are many parties involved and there are many challenges to formalize street vendors immediately. So how do you find a middle ground to answer the needs of the KCCA but at the same time understand the constraints that the vendors have. The designer is able to listen to both sides and then find a solution that serves both. Because so far, the answer from both sides has never been one that makes sense. 'go away' 'we shall find a way to defy you guys'. Their existence is here, they're not going away, but how can we change that into an existence where it's manageable, they are tracked, paying taxes, contributing to the economy etc. etc. The informal sector is very bloated, so even a part of the informal economy being formalized is a plus. The formal job sector is too small to absorb all the people, so if we can formalize part of the informal economy, make it traceable, as opposed to forcing everyone to be doctors etc. as that is not going to happen. How can we formalize it in a way where it's lucrative, where it contributes to the economy in a formal and legal way. That could be like a win-win if a designer can also play a role in that.

Is looking ahead into the future of Africa, of Uganda, possible? Matthijs is convinced we can say something sensible about it, so we'll have to trust him.

A: I like the idea, because you can be bogged down by the present, by all the problems and what it means for now, so the futuristic side to things I like. But the future can be developing in different ways, so is there a way in which we can plan or research for different

futures and then decide for which one we're going to design.

In economies like ours, it's difficult to be positive, because your facing challenges everyday. Things seem to not change. But I like to hope. For most societies that have been able to take leaps, to improve lives, they show certain small groups believing in the future. It shows how important it is to be planning for the positive.

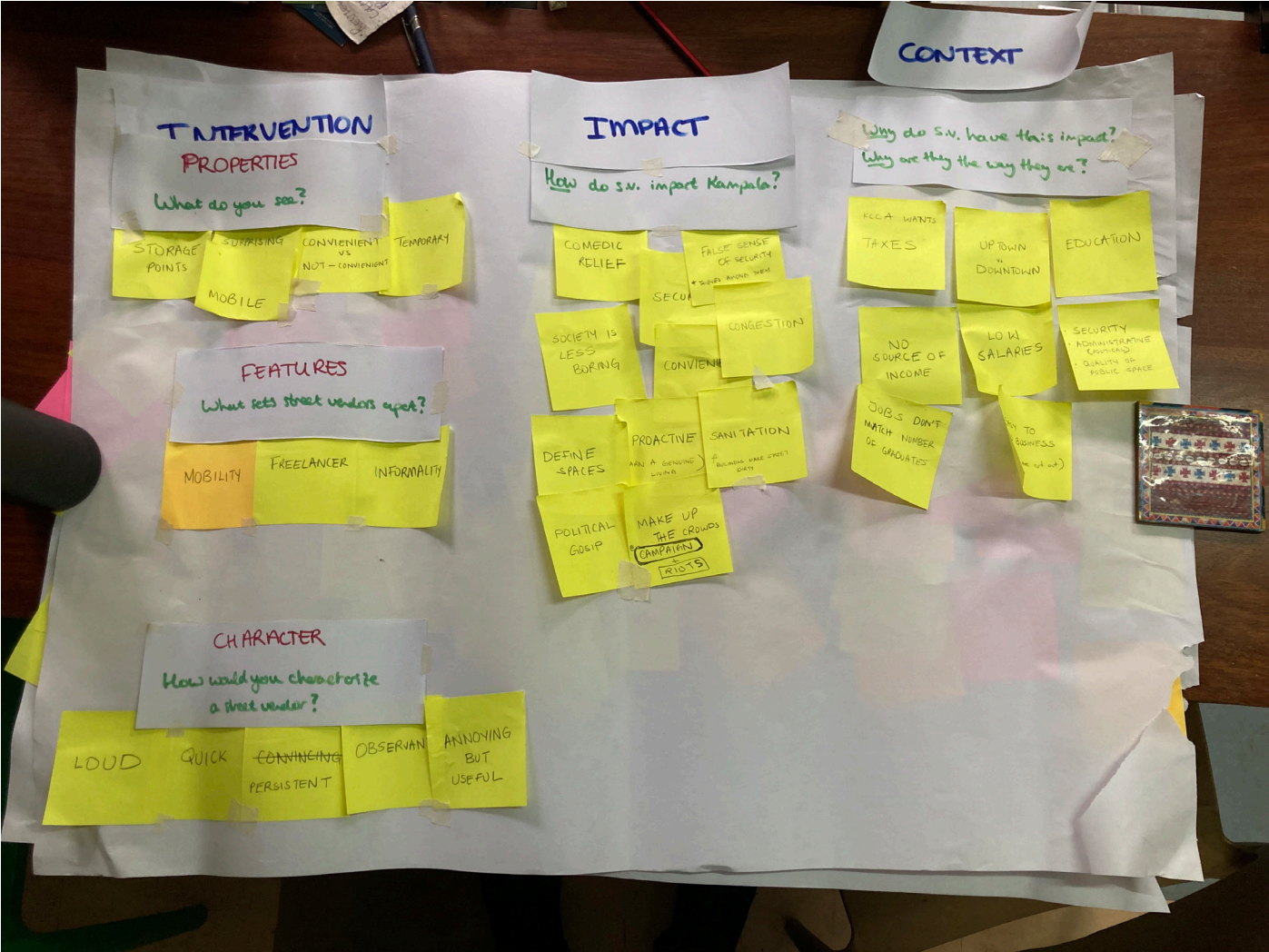
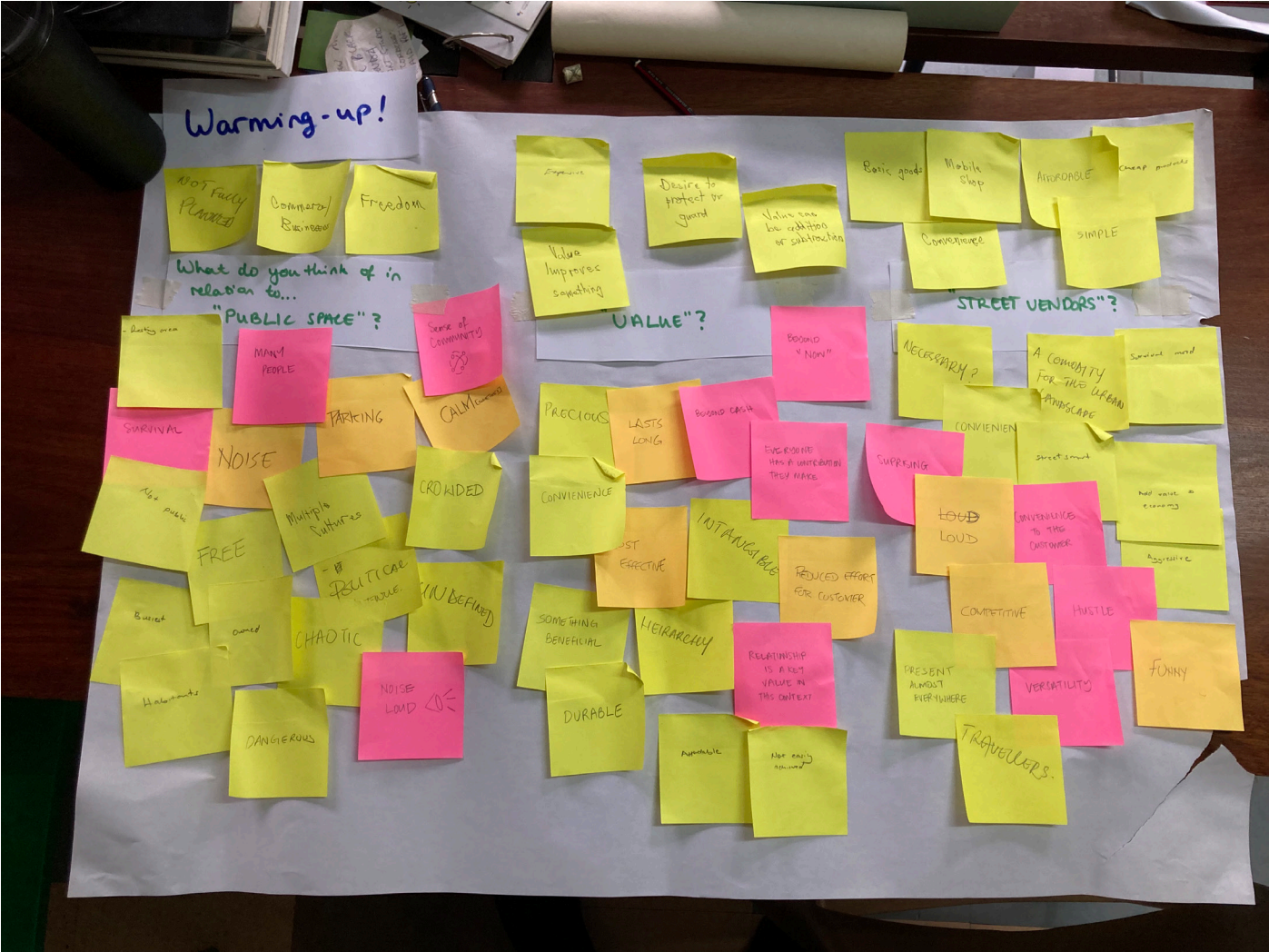
As designers we also have the ability to think ahead, something the street vendors are not able to do as they live day to day. So this is something we can help them with.

L: I don't doubt we can, but I want us to be intentional about what we do. 15 years are going to move fairly quickly. But we have to think now about how we can start a discussion with KCCA now, and not in 15 years. So the breadcrumbs that you leave for us now, that will lead us to the big load of bread in 15 years, I want us to be intentional about that. I'm not concerned that we can't design something for the future. But it's different. In developed societies/ economies it's maybe easier to plan ahead, as you've been checking trends for the last century and there are certain technologies which are developing very fluently, but here it's a lot of uncertainty and guesses. Maybe the president's son will follow him, maybe not. But most of the things are unpredictable. In applying this method to this context we also need to be intentional about how we apply the outputs of research, to lead to discussions with KCCA now and start working on the potential now, it's going to be too late in 10 years.

A: an official once told me who was very interestingly negative but had an interesting view on innovation. Because most things moving through the government, are driven by money. A lot of foreign investments, who can eat where, embezzle where. So projects which seem to be important in a government, are not really being tackled. For example, HIV and AIDS are heavily invested in by other governments, not because they are big problems still, but because they are easy ways of getting money to those guys in government. Even they'll keep the reports in such a way that they show little improvement, but not too much, to keep the funding coming. So he told me it's just about the money, not about improving the

situation for all the communities that are suffering. So I was really disappointed by that, but then he said this: the only way that you can lead from the system, is by true innovation. If you create something and show that it is working, it can not be ignored. Create an innovation that creates money on so many fronts, like mobile money, they'll support you. This is what the unpredictability of the system might be, you might be creating something that disrupts. Because all at the same time it creates value, but makes sense from a money perspective, it is brilliant, then they'll have no choice but to support it. The timing of the innovation is also crucial, like health innovations during Covid. Because if innovations just make sense, you'd be stupid not to back them. It disrupts the perspective of the vendor, of KCCA, etc. If it's genius they'll be caught off guard and they'll put their force behind it. But that's the only way, because the other way, they won't care. They'll be thinking about the money. Innovation has a chance because it forces people to move, but it needs to be good. Create value for everyone etc. It's not easy. But it stands a chance.

L: the way we work is involve people immediately and hear what they're saying, so we can address the challenges immediately. So we'll have to go talk to KCCA soon. And rely on the method.



Appendix VII - Transcript of Dwb feedback session on clusters

December 1st 2023

L: we use insight statements, which are more directly related to the problem. We always tie it to the challenges and opportunities that are there.

I already see some touchpoints with the street vendors in the clusters.

B: explains how traditionalism leads to having kids leads to becoming street vendor.

L: see now that's an insight. So it might be important to really tie all the clusters to the street vendor.

L: I don't think the government is struggling to keep power. MUgandans are afraid of war, enough to keep suffering under this government. We never knew anything else than a transition of power through war. This indifference is easier when you have achieved a certain level of comfort. The power of the government comes back to the military power they have, so you can't do anything, even though there is frustration building up. You are comfortable until you are not (e.g. you have to go to a certain expensive hospital and suddenly you understand the frustrations others have). There is a heavy amount of frustration for those who are suffering, but they are powerless and can only hope/rely on God.

Insight statement typically:

- What you've observed
- Speak to a challenge or an opportunity (what could be...)

L: corruption knows many faces and is not only in government, also exists amongst citizens (e.g. with the guys who started ruling the markets instead of administering them themselves). People have accepted corruption, it's sad that it happens, but people have accepted. Connections are very important, if someone else knows a guy then you're out.

B: corruption makes all the problems worse.

L: the highway/express way was also constructed with Chinese money and we're basically paying back what was the most expensive highway in Africa.

L: I don't think the anti-gay thing is a trend, it has been here for a very long time and will be here.

A: the anti-gay thing is used as a distraction from other things happening in government. You're falling into the trap Bram. It plays into the traditionalist feelings in society. The actual things debated in parliament or some theft that was discovered in the news is then paid less attention to because people are so concerned with the gay-rights thing. If you look at the news, the gay-rights things always come at the same time as a serious issue. It's the slide of hand of the magician. They are not even changing so much, just making a big deal in the media. They know that the majority of Ugandans fall in the category of traditionalist, family unit focussed people, so it's aimed at them. We know multiple openly gay people and they just can exist here.

L: Ugandans don't have a problem with you if you're not making noise about it. If you're minding your own business no one is going to be on your case. You just need to go where to go. In

other countries the situation is far worse. Other countries that have good laws see more harassment of gays than we do.

A: you might even be safer here than in other places, like the south of the US. Our media is framing a lot.

V: did you look into the ban on selling second hand clothes? That might be more affecting the vendors.

N: it's definitely in some of the interviews but maybe not in the clusters yet.

B: explains how the clusters are built up

V: part of the politicised context of vendors is also that their practices are disturbed by the rioting and campaigns that happen in relation to elections. This political climate affects them. People demonstrate on positions they have gotten in designated areas, usually the ones where vendors are.

B: violence is a part of people's daily lives? People fighting and being shot.

A: the violence is not part of daily lives, people are very impacted by the violence.

A and L have a discussion about it.
L: it is impacting them but not surprising them.
A: tear gas related violence, we're all used to it. But shooting is different, people react. Bullets, people who are shot by boda guys, people don't expect it and people are shocked.
L: people are shocked as a human being, but how much the system is ruffled by it, I don't know.
A: we draw the line at least on gun violence, maybe not tear gas. People don't go to the streets maybe, but they are affected by it.
B: in NL we would have national day of mourning for gun violence, and tear gas events never happen.
L: we don't have that here. We react less. The threshold of how much horrible news we can take is higher.
A: tear gas events are a bit the status quo for us. We react less to the gun violence because people have other problems, but we still care about it.

B: so how high is this threshold? Like how was the gaza Israel war received?
L: we have responded to it, but less than e.g. south Africa, they relate to it more with the whole apartheid thing. We had less response, also to Ukraine. There were some Ugandan students in Ukraine, so we responded differently. People relate more directly, personally to it, but that is of course more your human side. But a response in terms of my peace, my stability has been affected, as a person, region, country, that was not there with Ukraine or Gaza the way it was in the west.

A: also, we're a small country. No one is asking us to respond, we're not a strong voice internationally. We're not asked for an opinion.

L: the statements might be formulated more to the heart of the issue. Like how much violence we can tolerate as Ugandans: its not enough to say we are numb, you must say what really

ticks us off and why it is like that. When Ugandans see that their children are not safe in school, that's when you'll hear them. When oil prices rise because . When an influencer has been killed in a poche neighbour, we'll talk about it. When there's landslides in a place where gvt should have handled that issue. Killings recently, people will go crazy about things like that. There's a numbness to other things, like if you're killed in a demonstration its also considered partly stupid/your fault, but other things will tick people off.

B: numbness is not the right word. I meant that it's the reality that people live in, they know this is the way things are.

V: its not a lack of reaction, it's a different reaction.

L: yes. If you've been reacting by shouting on the radio for 30 years, you're probably aware that it's not working, so you'll try something different.

L: I'd say modernization amidst persisting inequalities (for the new generation cluster), to show the relationship.

V: you quoted a few percentages/statistics, but one of the strong things is the number of people in the youth rate, the bulk of people is young and able, a lot of them end up starting off from opportunities that require very little starting education/capital, but they are a new power force for the country.

L: I would be curious in what context the child labor is spoken off. On its own, child labor has very negative connotations, but there are many forms in which child labor exists in Uganda and not all of them are seen as a negative thing. For example, they probably would not be in school if they were not working.

A: a lot of our parents' growing up stories, were that they were working in order to go to school

L: especially with vending. So, I think you'd have to say a little more about it, as its not always in a negative connotation. 'child labor' has very negative connotations, so maybe change it.

A: in the village if you don't have enough children, you don't have enough help, so the fewer children you have, the lower your productivity is.

B: but is it then necessarily a good thing? Kids must go to school fro progress right?

A: in order to go to school they have to help.

L: mostly it's even the wealthiest families where the kids help the most. It's not to say that it's right, it's to say that it can be a thing that helps. In a context like the Ugandan it's inaccurate to say that the rates of child labour are high, as it paints a false picture. It might be more accurate to say that children start working very early. Moral issues are very contextual. Kids from poor families are not able to go to school but theure able to help the farm and that is not necessarily a bad thing, many times even allows them to go to school.

B: but the fact that that's necessary still says a lot about the state of the economy/country?

A: yes but many of them are only working and making their family rich. Is always working, and helping the family progress. For many who lived in the village, that's how they were going to school. The older person, who made it through school and is now working is supporting the other kids. You're collecting money from as many ways as you can to build a better future for your whole family. It's more for that purpose that you educate. A guy we spoke to has 20 children, of course he felt bad about it, back in the day when education wasn't a thing, you could look after as many children as you wanted as long as you had big lands, the children could help and be fed. But now I regret it, but now I have to educate all of them because I will be working until im old. But the children are also part of that being able to go to school. Now we are in the age where the majority of people have education as a goal, because people think education is equal to a good future, so everyone is focussed on getting them to school. If a child is selling matoke, that matoke is enabling them to go to school. It seems to not have just started now, it's the way the generations have managed.

B: I also spoke to street vendors who were young and dropped out of school due to lack of money and whose work was not enough to afford school.

L: up to what level does the government finance education? I think up to around 14 years old parents can send kids to a school that is basically free. And then after that you need to pay. So it's very likely to find 15/16 year olds trying to find money to go to school. It's also hard to capture the nuance in this research. Maybe look at other statistical abstracts we have to find suiting definitions/ descriptions of the situation. It feeds well into the vending story, as we can show why there is a certain demographic among those vendors.

B: but the street vendors are also very diverse, there's also the older women. That also relates to this, as they sent their kids to school through vending. Single parenthood on the rise, what do you think that means? Where should I place this trend?

A: is it separated people or also teenage pregnancies and other statistics.

L: also polygamous situations where one man has many wives and kids and the women take care of their kids. The clusters have negative and positive sides. Like the traditionalism, good that there's family, but also the polygamous thing leading to women having to take care of kids on their own.

A: and HIV probably also plays a role.

L: could also be downright to irresponsible behaviour. People just leaving their partners could be because societal morals are being heavily affected by globalization. Family and religion are less important in this more globalized society. People feel less forced to stay in marriages. That coupled with people being less hesitant to get into sexual relationships, due to social media etc. could be

leading to this.

B: is collectivism also decreasing?

L: difficult one. Sense of community might be strong in some aspects, like the savings groups, are on the rise, also in rural areas. Also leadership structures are changing, more leaders on the lower levels, so things like that might extend togetherness, but then other things might also be loosening it, like more people moving to the cities, don't know how that is influencing togetherness.

B: in the interviews I found people were supporting each other even though they had little, they looked out for each other.

A: yes that sense of community is here. The nature of comfort in a country like Uganda, where you will not go hungry. Your neighbour will not let you. You can also get an affordable meal, people look out for each other, but it is also easily taken for granted.

L: the insights seem to be well related to the street vendors. I think as far as the value exchange in the street is concerned, the politics, corruption, we got a lot. But then there's those ones that really speak to the vendors, with the family, like why do you find yourself on the street? Those are really hard beaten. We should mark those insights as potentially more important than others.

V: tribes are not dividing people, they are more a source of pride, of identity

A: a sense of belonging, you identify with it but not in a dividing way

L: the lack of money also speaks to the services sector and why everyone is trying to make it very convenient. People will be trying to make money in any way, through service provision. Even illiterate people can be providing services. Cheap labour. Also, there is no minimum wage, only the law from colonial era which is 3k per day so nothing.

A: people are just exploited.

L: job is not coming secondary to life, it has to do with a comfortable/convenient work ethic.

L: it's a specific demographic that lives in the day, the middle class will be planning and managing for the future. Accepting the situation and living for today, it's true, but only for a specific group.

A: it also contributes to the community thing. Even when you lose your parents, youre not alone. There will always be people for you. Even for street kids. They have homes in the village, parents, but they were relocated to the city. People have programmes to reunite them. That sense of community, we're all in this together, you build community with the people that you're with.

L: it's like that guy that was taking care of his fellow street vendors, it's also that sense of community.

B: does the amount of land you have in the village determine your

income class?

A: not anymore, education changed everything. The tables turned. Now, unless you can liquidate some of that land and get income quickly, you're kind of stuck with it. Many Ugandans have land as an asset, but land is land as long as you're not able to do anything with it. But agriculture being our main thing, people have land. But they don't have the capacity to make something from it. So people will go to the city, live in the slum and hustle to make money, because the land is no longer giving it to you.

B: difference up/downtown also from land owning?

A: many people from my village who are hawkers, they still have land back home, where family lives. But the guy comes to Kampala to make a better life, hopefully to bring the other people over once you have it.

V: it's not enough to have food, you need cash also.

A: but land gives food, so people have it. The hunger is more in the north where the land and climate don't allow easy agriculture and harvesting.

L: I think it's all to do with corruption and the inequalities, the gap between government and people. I's say the gap gvt/people has two issues:
- Inequalities, level of literacy, access to opportunities
- Corruption, as people are not interested in serving needs of the vulnerable, but only in serving their own needs
Then politics over policies, is something different (?)

V: the politics thing, the other thing is that the serving has become a job. Like, as politicians, it has become a thing where they are not there to serve, but to work. And to make as much money as they can. And then with that there is a detachment to what the reality is. That creates a divide between the people and the government.

B: and that's related to the lack of democracy. When you are elected you can not get away with not serving the people.

A: necessity is the mother of all invention. All our entrepreneurship and creativity it's all out of survival. Big difference with e.g. Norway where gvt is pushing people to start business, giving incentives, they don't need to start a business, so needs a lot of encouragement. But here, you need to survive, you need to eat, so you have to be creative to survive.

L: there's a side to it that speaks to how people are actually going out there and start vending. The youth here are very entrepreneurial. It might be out of necessity, but it's something that needs to be captured. Especially the young. That highlights the potential for innovative interventions. It shows that it's an opportunity. People here are entrepreneuring at a very young age and vendors are part of that.

Marking the most important ones in purple

L: they want to make the streets cleaner, track vendors. But I have a feeling there is an opportunity to aid the transmission

of the vendors from the streets towards the markets. Create a mobile system for them, kiosk, stand, wearable, that helps them participate on the market days. Those happen every day, so that guy, if things serve him well, he could make fairly good money on that day.

We need to find out how much it costs to be on the market, how much one can make. Kcca's thing could be going from chasing them off the streets towards building awareness about how one can transition from being on the streets towards being in the (mobile) markets.

B: there's a few things to take into account then.

- Money aspect for kcca
- Convenience aspect for customers (people don't want to walk to markets, upper floors are empty).

L: for me safeboda changed the way I look at innovation today. Before SB I could never imagined that someone would be able to make the boda system more organised. To have these guys have a number, wear a helmet. Also, mobile money, transfers using phones. There is no reason why you could not track street vendors. We need to meet KCCA halfway, say like with this innocation, yes they'll be on the street, but if you can track them, designate places to them, would that be good. Give the convenience that people need, but sort of formalize it.

B: the vibrancy and life that surrounds the streets and the vendors also, it's a quality that they add. If we can convince KCCA that vendors can be part of the clean city they want.

L: street vendors could be legal. We fail to imagine these things because we are just not seeing them. Like on the way to Jinja, vendors used to be dangerous, get knocked, but they set up a rule they have to stay on one side of the road, uniforms, registered. That only happened because we chose to recognize this was possible. We make the proposal, they may say it's impossible right now, but if we do a proof of concept, little tests, we'll show them that it's possible. We just need the right people to have the right conversations and make ideas work. Let's try to meet them halfway, because there is a possibility here.

B: so we need a good intervention and we need the right kcca connections.

L: and understand the vendor's journey.

B: and the evolution of public space.

L: I think sidewalks should take into account street vendors.

V: you make the sidewalks bigger, but then the vendors also expand.

L: we have to meet them halfway. If we accommodate all the vendors the streets would be full. The urban planning is also important, like cars should go away someone said, but then the boda's would still need to be disciplined.

B: in NL we have bike paths, because we invested in them. The urban planning was made for it and now people are cycling.

L: yes this guy said the cars were the problem and not the bodas, but I disagree.

A: planning is maybe our biggest issue. It pisses me off when they make a new road but then electricity guys are digging it up, and then the road will not even be fixed properly. So they don't communicate well and don't plan together.

L: we need good urban planning.

Appendix IIX - All 12 cells and statements

A. Preparing and bracing yourself

Constructive building – meaning from unescapable circumstances

Situation

People prepare and arm themselves against what the future may bring, to the best of their abilities. Circumstances like climate and the laws of money dictate uncertain future environments. Yet, instead of waiting to be thrown around by fate, they decide to look ahead and save up whatever they can miss, set up a social entreprenuring business or start to educate themselves and others on what the possibilities are, in terms of withstanding whatever struggles are coming their way.

Value exchange

By giving up or setting aside little bits of value now, one hopes to get safety in the future – to be able to protect oneself.

Challenges

Due to the low capital settings in which people operate, they are often not able to save up. Lack of capital is one of the largest issues when it comes to building up a life or a business.

Statement

We want to help people to be able to save money in order to prepare themselves for whatever is coming their way. Savings can be monetary, but could also be educational or related to community, building up a network. Anything that is a regular small investment or setting aside is considered constructive saving and preparing.

B. Historically conscious progress

Constructive building – meaning from the past

Situation

Consciousness of history is present, which leads to preserving physical (monuments, places) and social structures on the one hand, and informed progress on the other. By being aware of what has come before and sharing stories both of the good and bad sides of history, a different road is chosen, and the new progress does not make the same mistakes as were made in the past.

Value exchange

The value exchange is one of stories: sharing memories and explaining the value in the things gone by. It consists of education, art and shared or culture.

Challenges

The past is also a strong force keeping things the same. It is a political weapon to use fear of the past to stop change.

Statement

We want to help people turn negative associations with the past into lessons and shared stories instead of fear, to ignite positive change.

C. Proliferating growth: additive manufacturing

Constructive building – meaning in use

Situation

Value is added in a random, dynamic and proliferating way. No planning is present yet construction of physical space, businesses, lives is ongoing. New things are added every day to what is already there, without evaluating or reflecting on those things already in place. Building is done in reaction to the problems that can be seen in the moment. The quality of the things as they are is seemingly unimportant to the builders, they just add to it, or, if it is important to them, they do not have the means to change anything about the established world as it is.

Value exchange

Exchange can be compared to ‘additive manufacturing’: value is added and added to what is already there, without changing the inherent structure of the system.

Challenges

There is bound to be a lack of solving core issues. The imperfections of the current structures/systems are ignored, and problems are simply patched up – no new ‘social garment’ is woven. This leads to or sustains inequality, and a lack of planning leads to problems piling up, reinforcing each other.

Statement

We want to help Kampala to take a step back from solving problems in a reactive way and be able to reflect on the systems as they are in place right now. Address the core issues, be it step by step, and find ways to plan and deal with the dynamic uncertainty that is so typical of the city.

D. Investing in the future

Constructive building – meaning from above

Situation

When constructive building comes from above, we see the government investing in a better country. One could argue that for this to happen there needs to be a well-functioning democracy in place: otherwise, the interests of the people are not looked after the best they can. Investing can take many practical forms: state education, procuring employment, providing loans and investing in (physical) infrastructure. What is essential for investing in relation to other situations is that the goal is to help people progress in life: to ensure people have the means to get to another place whenever they are stuck, so that they can make steps in taking care of themselves: build a future.

Value exchange

Investing has a strong future element: by giving value now, one can build something up and, if all goes well, there will be more and regular returns of value in the future.

Challenges

The main challenge halting effective investment in Kampala is the gap between government and citizens. Many policies and officials are not well informed about the core issues underlying many symptomatic problems, and therefore investments are either not carried out, or carried out in the wrong places or ways.

Statement

We want to decrease the empathy gap between the government and its citizens, by showing the value and potential in the things people are doing. By creating more awareness on which are necessary investments, we hope to enhance the effectiveness of the government’s efforts.

E. Adapting to fate

Surviving together – meaning from unescapable circumstances

Situation

When trying to survive amongst the unescapable circumstances of life in Kampala, people are continuously adapting to whatever is coming their way. Unable to look ahead, each day comes with new challenges and thus people change themselves, their lives or their businesses in order to adapt to the new situation.

Value exchange

The value exchange related to this situation is that of knowledge: knowledge on how to adapt, knowledge of the new situation and what one can or could do this time to adapt and survive. You change yourself, and in return you get survival.

Challenges

The main challenge in adaptation is the lack of physical means and knowledge to change oneself. Adaptation requires knowledge of the new situation, knowledge of how to adapt and the related risks, and finally the means to do so. Many people in Kampala do not possess access to all of these things.

Statement

We want to provide people with the means to change and adapt themselves to whatever new situation they might find themselves in, by giving them the knowledge of what they can do to survive and the money or services they need in order to adapt.

F. Perpetuating: doing what has always been done

Surviving together – meaning from the past

Situation

When we look at survival from a historical perspective, we see people taking to doing what they have always done. Conforming and keeping your head low rule, leading to the perpetuation of the situation as it always has been. Conformism is not only driven by necessity, but also by the strongly moralized society that characterizes the Ugandan culture. Yet, positive practices are also perpetuated, most notably the act of supporting each other. Historically, the Ugandan society is a very social one strongly built around community, and social support is widespread and perpetuated.

Value exchange

The exchange of habits and customs, the exchange of support, driven by cultural norms and morals.

Challenges

Though perpetuating support and survival is crucial and great, the conformist aspect of this situation could block progress and change. In situations that are less than desirable, this could mean also a perpetuation of inequality and struggling.

Statement

We want to harness the support and force of community that make Uganda strong and use it to create change and help people progress in life, instead of it leading to conformism and the perpetuation of inequality and struggling.

G. Hustling and surviving

Surviving together – meaning in use

Situation

Faced with the enormous uncertainty of the situation, people start to do anything they can think of to survive – leading to a richness of creative and original, yet often small-scale and informal solutions to providing a livelihood. The lack of jobs drives people to create their own job(s) – in and outside the law.

Value exchange

Hustling is all about service and convenience. Hustlers provide a service by offering their time and/or effort in return for money. In a context where there is a large lack of jobs, labor becomes cheap as people will do anything for money.

Challenges

The main challenge of hustling comes from its informal and often illegal character, leading hustlers to conflict with the authorities. This creates, or rather perpetuates, the situation of dynamic insecurity and lack of possibilities for constructive growth from which the hustling was born in the first place.

Statement

We want to show the creativity and originality that are born when people are hustling, so it might be appreciated instead of eradicated. In doing so we hope to be able to harness their practices to build a better city and create room for formalization.

H. Condoning: allow to survive but nothing more

Surviving together – meaning from above

Situation

Kampala is in a state where the government allows and supports people to survive – but nothing more than survive. It can be compared to the bread and circuses tactics from the Romans: distraction and appeasement rule instead of tackling core problems. Support programmes, loans and support to only a certain extent are seen, and the government does many things to keep the status quo as it is.

Value exchange

The value exchange is one of dependency and power. By giving people a little value and thereby a little power, they become dependent and thus, in the end, less powerful.

Challenges

The main challenge with the system of condoning is that of dependency. The status quo of inequality is upheld by giving people just enough to survive but nothing more. This leads to inequality, corruption and dependency.

Statement

We want people to become independent by giving them the right tools to be empowered to progress in life instead of being dependent on small bits of value received from others. By choosing the right value bits to give them, we want to allow them to control their own lives and own the power over their own futures.

I. Competition: survival of the fittest

Suppressing and choosing self – meaning from unescapable circumstances

Situation

In this situation, survival takes a wrong turn and includes not only looking after oneself, but pushing others down. Knowledge about how to survive, which are the best places in town, how one can get ahead of others, is the most valuable asset a person can own. Surviving in the best way possible means putting others down, and inequality is worsened in reaction to the circumstances of the laws of the capital and the heavy impact of climate on the city.

Value exchange

Surviving versus not surviving is the exchange that we see here. By not sharing knowledge, claiming that value, one can get an advantage over others and sustain oneself.

Challenges

The inequalities brought about by capitalism are worsened and a sense of community is lacking. Furthermore, a rat race can emerge where people are competing for the best places in town to do business, or to get the most customers.

Statement

We want to turn the rat race into healthy competition, by encouraging people to start sharing knowledge instead of claiming it, thereby creating community survival mechanisms instead of individual ones.

J. Discrimination: denying access to value

Suppressing and choosing self – meaning from the past

Situation

Based on events and morals from the past, people are denied access to value based on groups they are perceived to belong to. Certain groups are excluded from participating to value exchange based on ethnic, tribal, cultural, gender or other groups to which they belong, and the prejudices and generalizations that come with these stereotypes.

Value exchange

There is an exchange of superiority and inferiority. Value in the form of money or power is kept inside certain groups, thereby making them superior to those groups which possess less value and are considered inferior.

Challenges

People are no longer judged on their own abilities or character, but based on groups to which they belong. This leads to the disadvantaging of large groups of people and thereby, increased inequality.

Statement

We want to diminish discrimination by making the contribution of each individual to society and the economy clearly visible and emphasizing everybody's value as a human. Thus, we want to proof those prejudices and generalizations that are at the core of discrimination wrong.

K. Exploiting: stealing others' value

Suppressing and choosing self – meaning in use

Situation

In a system based on exploitation, those benefitting from the created value are not the ones creating the value. Instead, it is stolen from those creating it. Exploitation is a way of abusing the situation as it rises from use – dynamic, uncertain, changing – for one's own good. Slavery and theft can be examples of exploitation, but so can low-paid labor be, or many instances of corruption – for example, making others pay for rent or licenses without really offering anything in return.

Value exchange

Exploiters give no value, but still take value from others – mostly money. People working to create value or make money are not allowed to keep it: power and the situation are abused to take it from them and claim the value as one's own.

Challenges

The main challenge is one of financial inequality: people not getting paid a fair amount for the work they do. Other challenges related are forced labor, situations of dependency and people being trapped in their place.

Statement

We want people to benefit from their own work and value created by creating protection from exploiters and by creating means of earning a living where they can be their own boss, in order to advocate independency

L. Tricking in the margins of the law

Suppressing and choosing self – meaning from above

Situation

In reaction to the uncertainty and the laws imposed by the government, people start to find their ways through the mazes and loopholes in the law. In order to survive, people do things that balance the line between legal and illegal practices. If something is forbidden, they will find something that technically is allowed, but has a similar effect or practical form as its forbidden brother.

Value exchange

This leads to a value exchange in the form of a 'treasure hunt': people start to look in every little corner to see if there is something to work with there, some way to get money or other value with which they can survive – but it will always be small bits and in the shade of what is (il)legal.

Challenges

The challenges in this case include lack of formalization, lack of consistent and sustainable value building and potentially growth of criminal practices and networks. The situation also provides an excellent environment for corruption to flourish.

Statement

We want to end treasure hunting by showing the possibilities in other directions, highlighting the uncertainty that comes with treasure hunting and providing a 'map' leading to other possible occupations.

Appendix IX - Individual ideation

⑤ Goal: frustration to decrease the empathy gap by showing the potential in s.v.'s businesses. 2100

- How to show the profits + investments of s.v.?
- How to show the business model potential of s.v.?
- How to ~~show~~ encourage empathy w/ the s.v.?
- How to tell the stories of the s.v.?
- How to show the value added to people's lives through s.v.?
- How to show the possibilities for cleaning up the s.v. business?
- How to discover, encourage + show the potential investments into s.v. business?
- How to show the reasons behind people taking to the s.v. business?
- How to show s.v. are not luck-seekers but survivors?
- How to show the economic potential in s.v. in the form of taxes and/or licenses?
- How to find directions for development of + investments in the street vending business?

locally produced is plus!!
→ veggies, butters, etc.

⑦ Goal: to create room for formalization by showing creativity + contribution to urban life of s.v.

- How to catch + document the unique selling tactics of s.v.?
- How to express the vibrant urban life of Kampala in a product?
- How to emphasize s.v.'s role in the colorful city life of Kampala?
- How to pinpoint where exactly the creativity + potential in s.v.'s practice is?
- How to clean up the city but preserve its unique character?
- How to decide which things to keep to preserve the unique character?
- How to show the intrinsic value in a city culture like Kampala's?
- How to show that urban life is fun?
- How to tell jokes in a product?
- How to make a product personal to the s.v. using it? Show character of s.v. in product?
- How to allow for personalization?
- How to express Kampala's character?
- How to show the boniness of urban life without s.v.? (opposite).
- How to show the newness of something (the fact that it was born from creativity)?

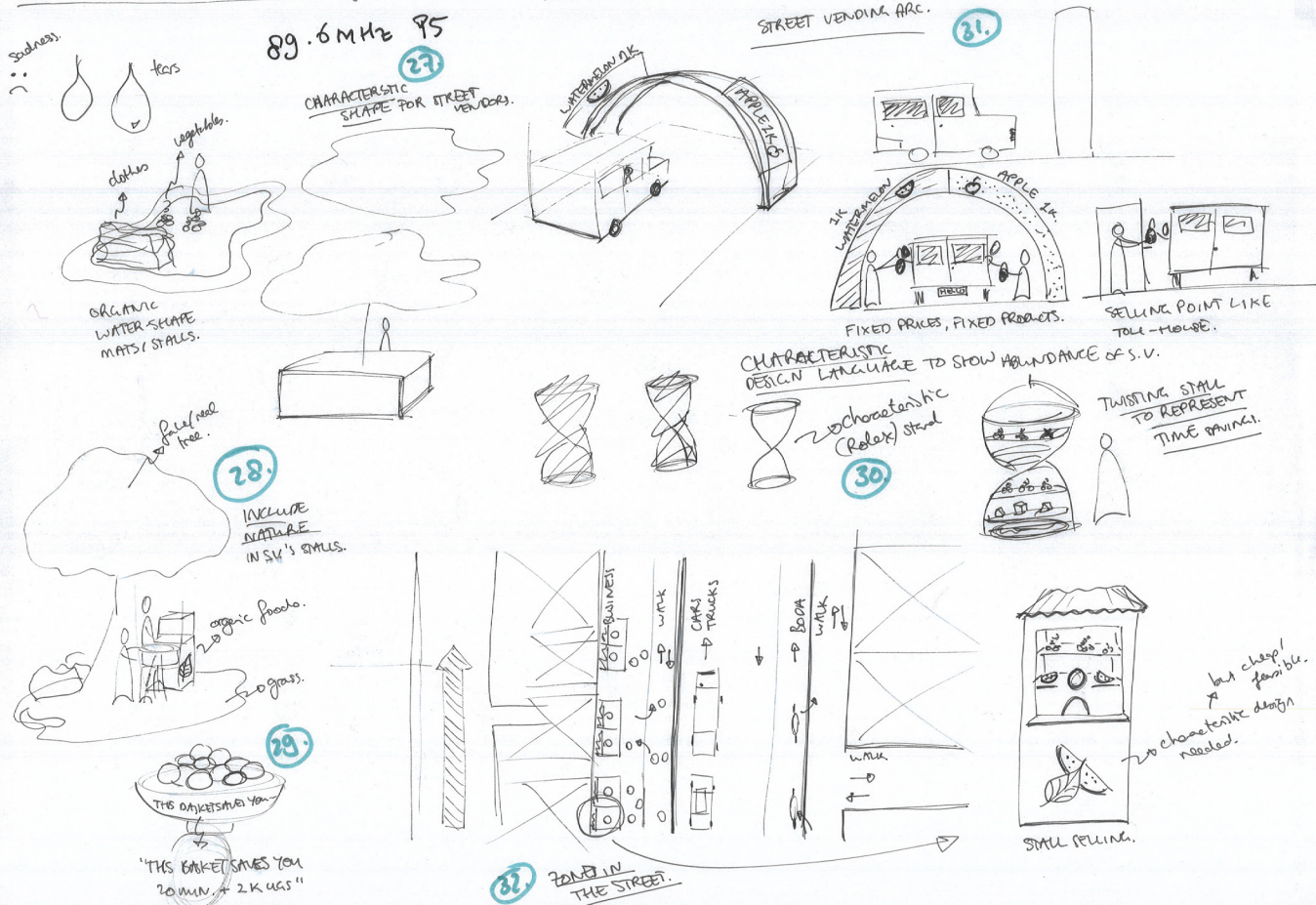
① Goal: ending discrimination by showing valuable convenience.

- How to show the convenience of street vendors?
- * How to show the time saved due to s.v.?
- How to show the travel saved due to s.v.?
- How to show the McDrive-like properties of s.v. at cars?
- How to measure the time saved ---?
- How to show the low pricing available at s.v.?
- How to emphasize the fact that s.v. are everywhere, wherever you need them?
- 2. How to express a time element in a product?
- How to show price-quality relations in a product?
- How to incorporate s.v. visits into a daily routine / daily commute?
- How to show a situation / city without street vendors + its disadvantages?

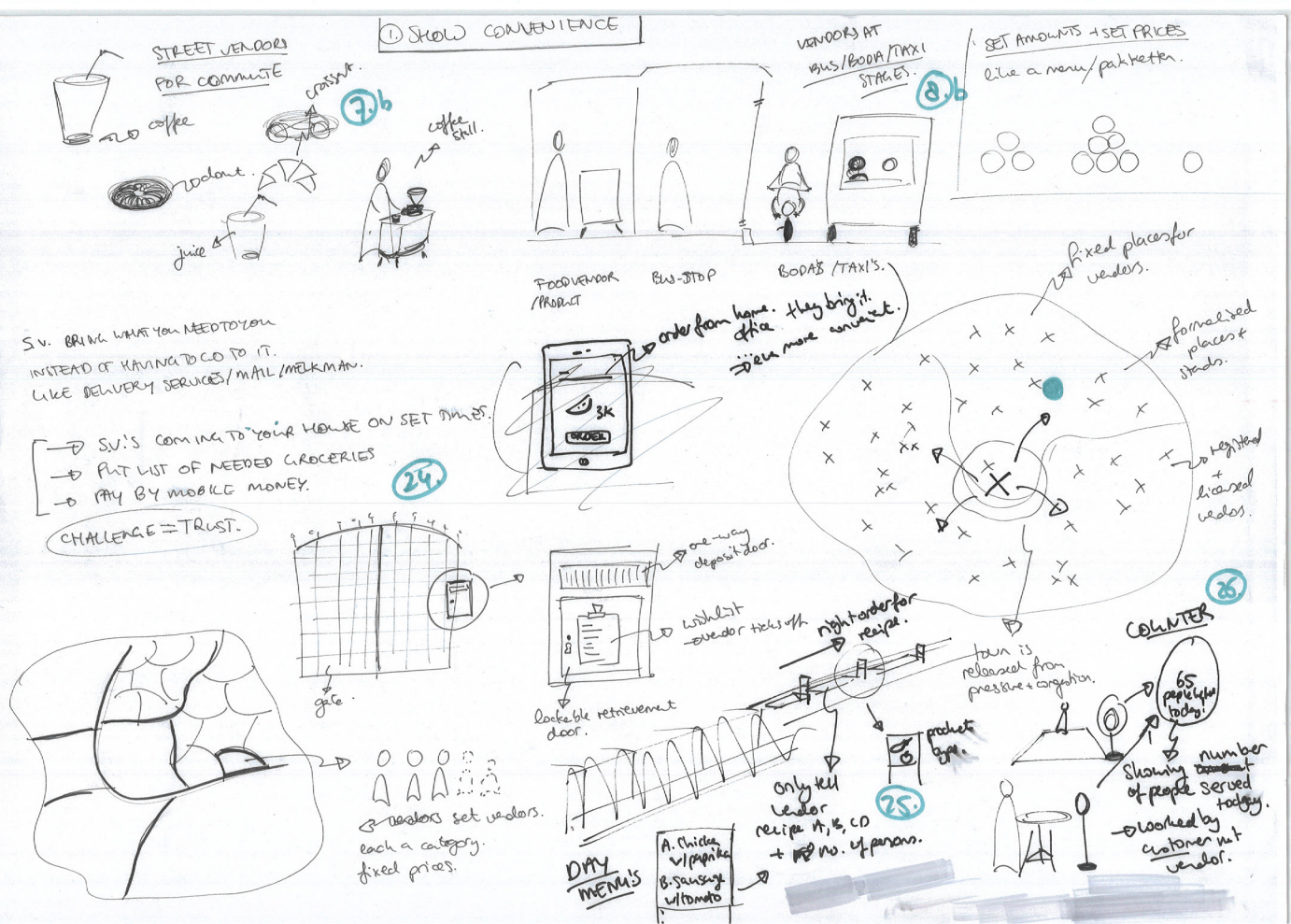
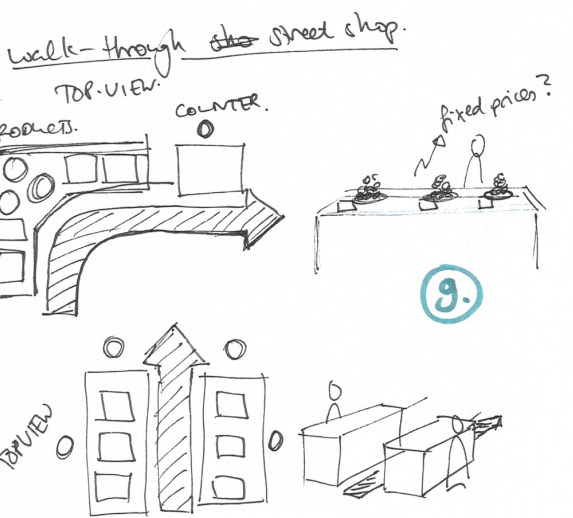
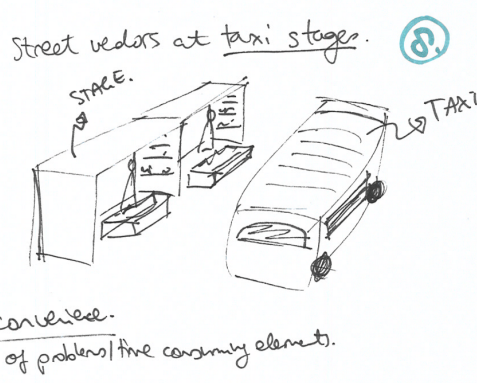
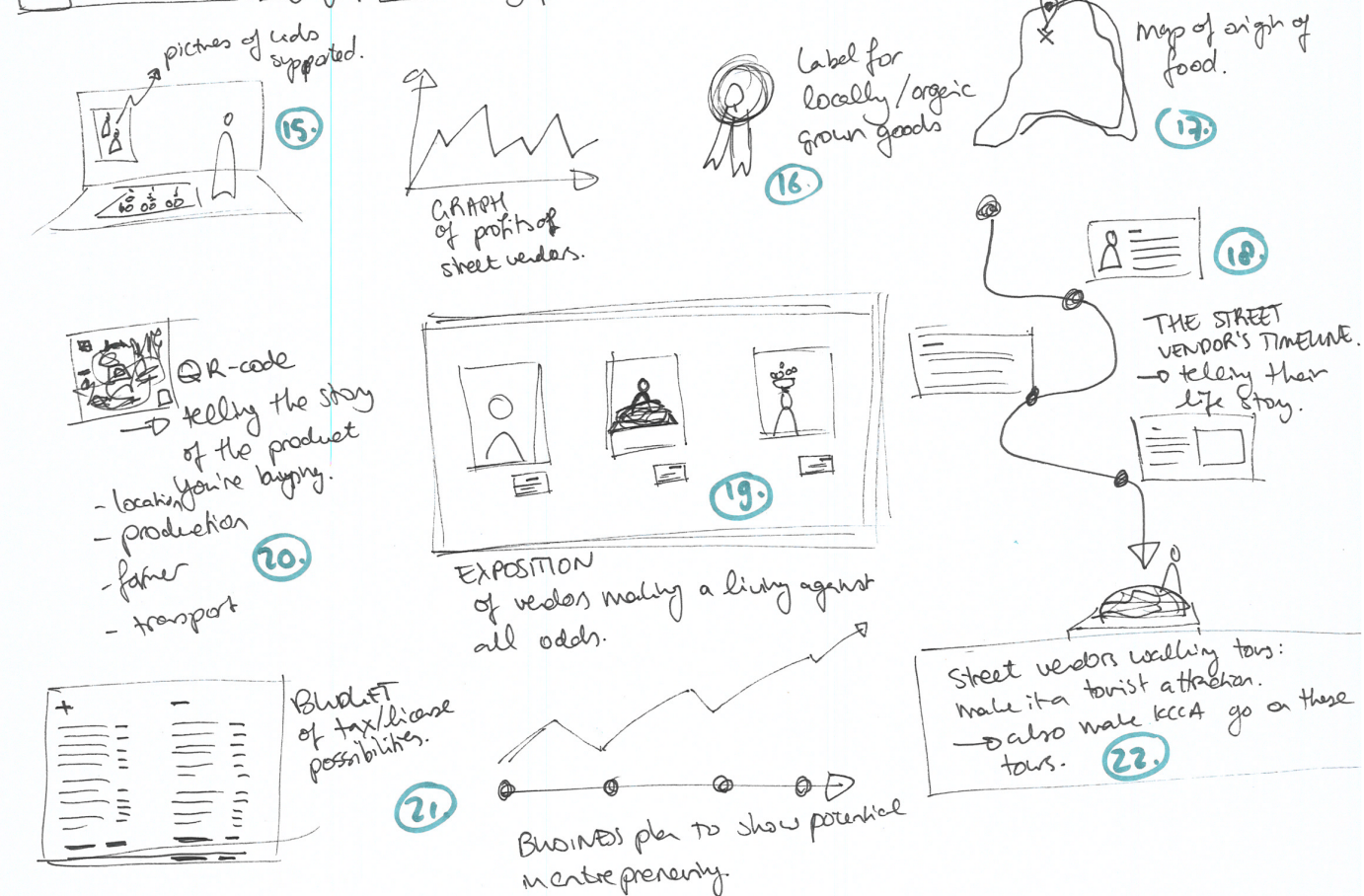
convenience = saving time
.. travel
available always
available every where

How to show the convenience of street vendors?

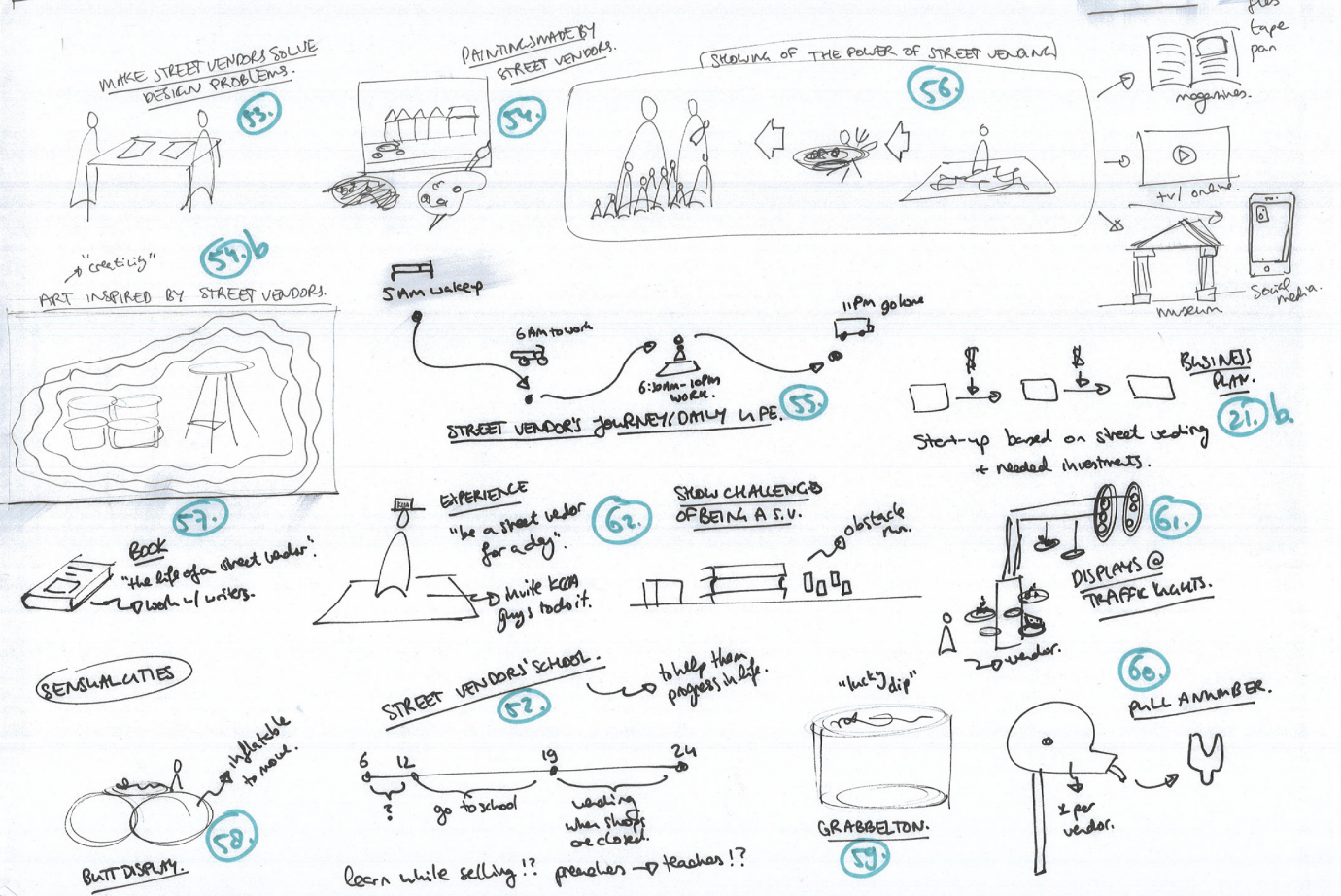
mukwano



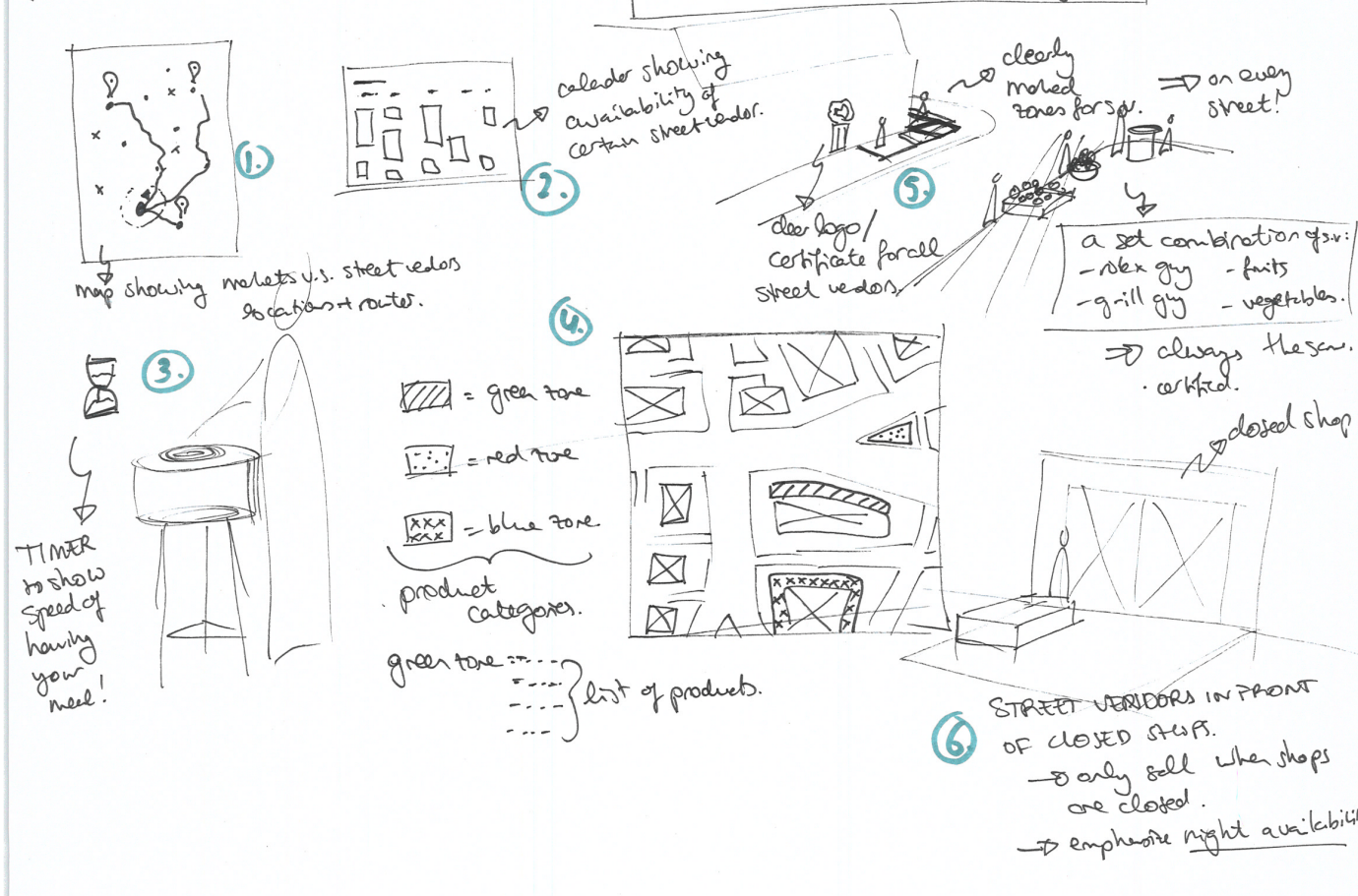
2. Decrease empty gap by showing potential in creative business.



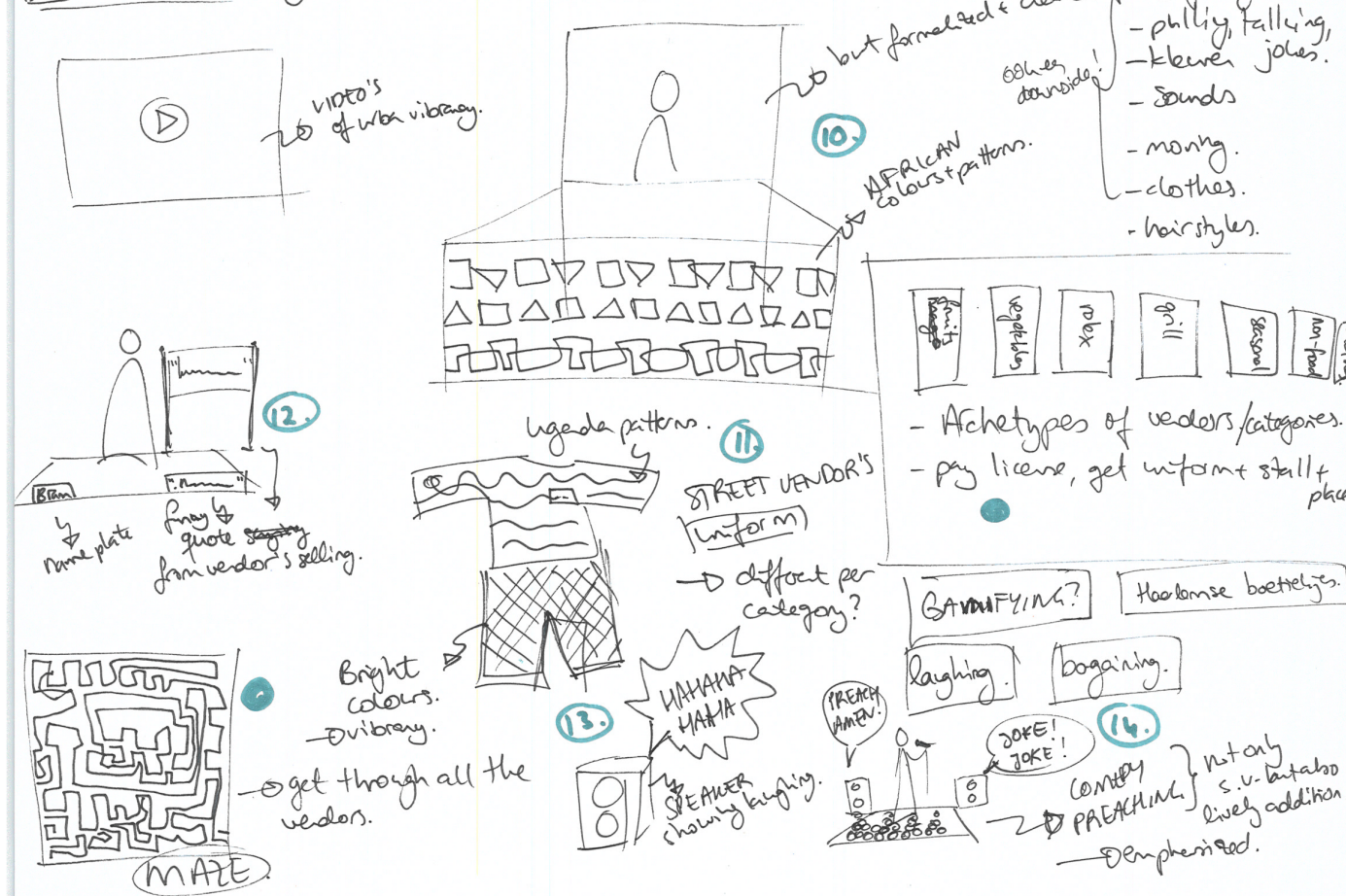
Goal: decrease empathy gap by showing the potential in s.v.'s creativity.



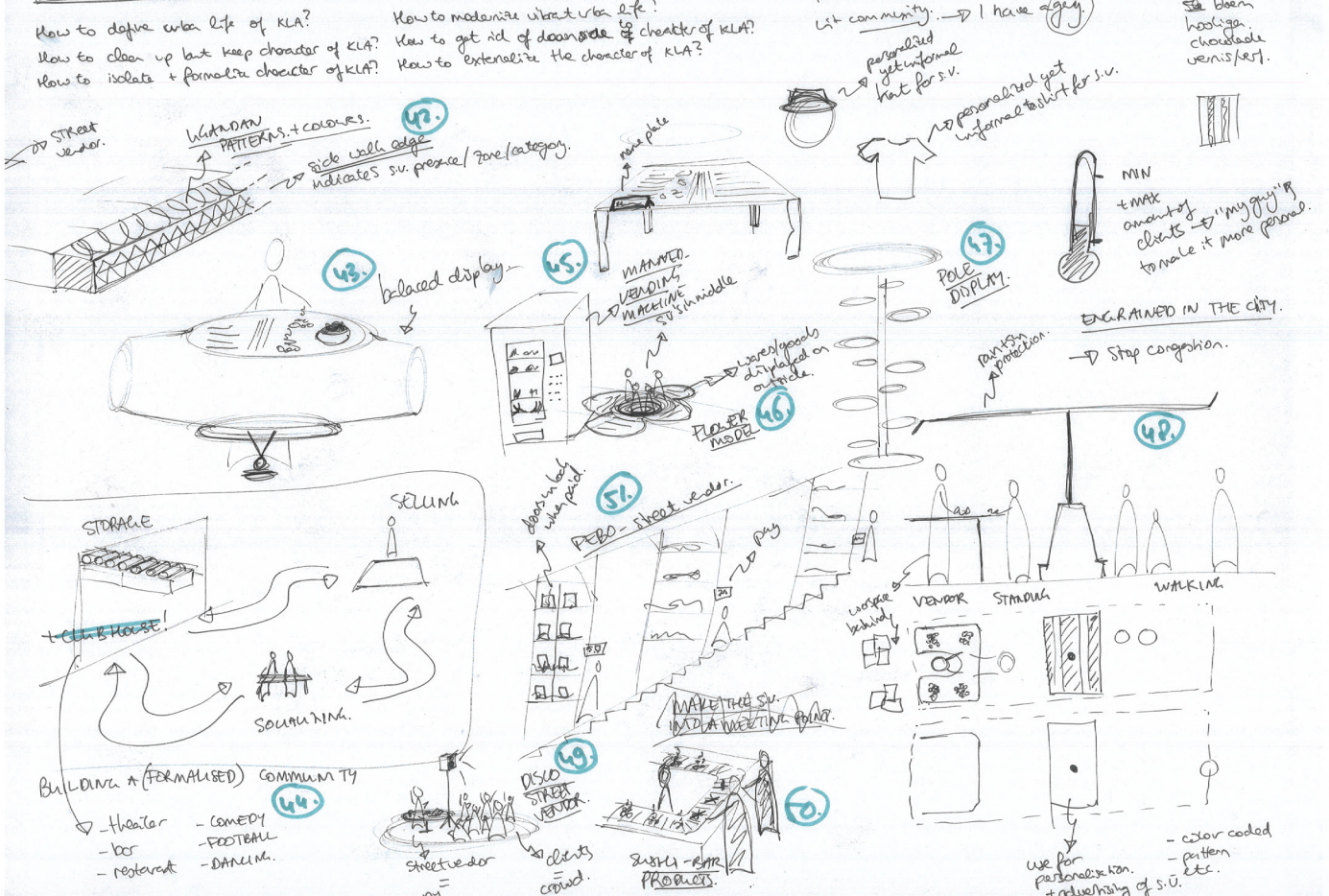
How to show the time saved due to s.v.?



Show creativity + contribution to urban life vibrancy.



SHOW CONTRIBUTION TO VALUE OF VIBRANT URBAN LIFE.



Goal ①

- 10. tones + stends. (24)
- 16. categories of vendors
- 17. locations app.
- 31, 32. Buffer + quality goods.
- 33. product manuals.

vibrant

Goal 2

- (14) buildy kiosk competition.
- (13) usually stalling stalls.

economic sympathy

Goal (3).

- ② a word
- ③ museum.
- ④ labor art works.

Initial idea selection.

- block.
- engraving in city, town, categories.
- stand redesign
- promotion/empathy
- mullboer
- HF. recipes
- community + education.

Me. *concordia*

Goal (i).

- 41. map
- 42. google maps.
- 43. zones.
- 44. night availability
- 45. walk-through shop.
- 46. mall-box.
- 47. recipe - menu - cash.
- 48. strong design language.
- 49. street zone/redesign.
- 50. experienced history.

vibrancy

Goal (7)

- (10) (11) uniform/stalls in patterns/colors.
- (32) news bringers.
- (44) community house
- (47) sidewalk edge.

empathy / economic.

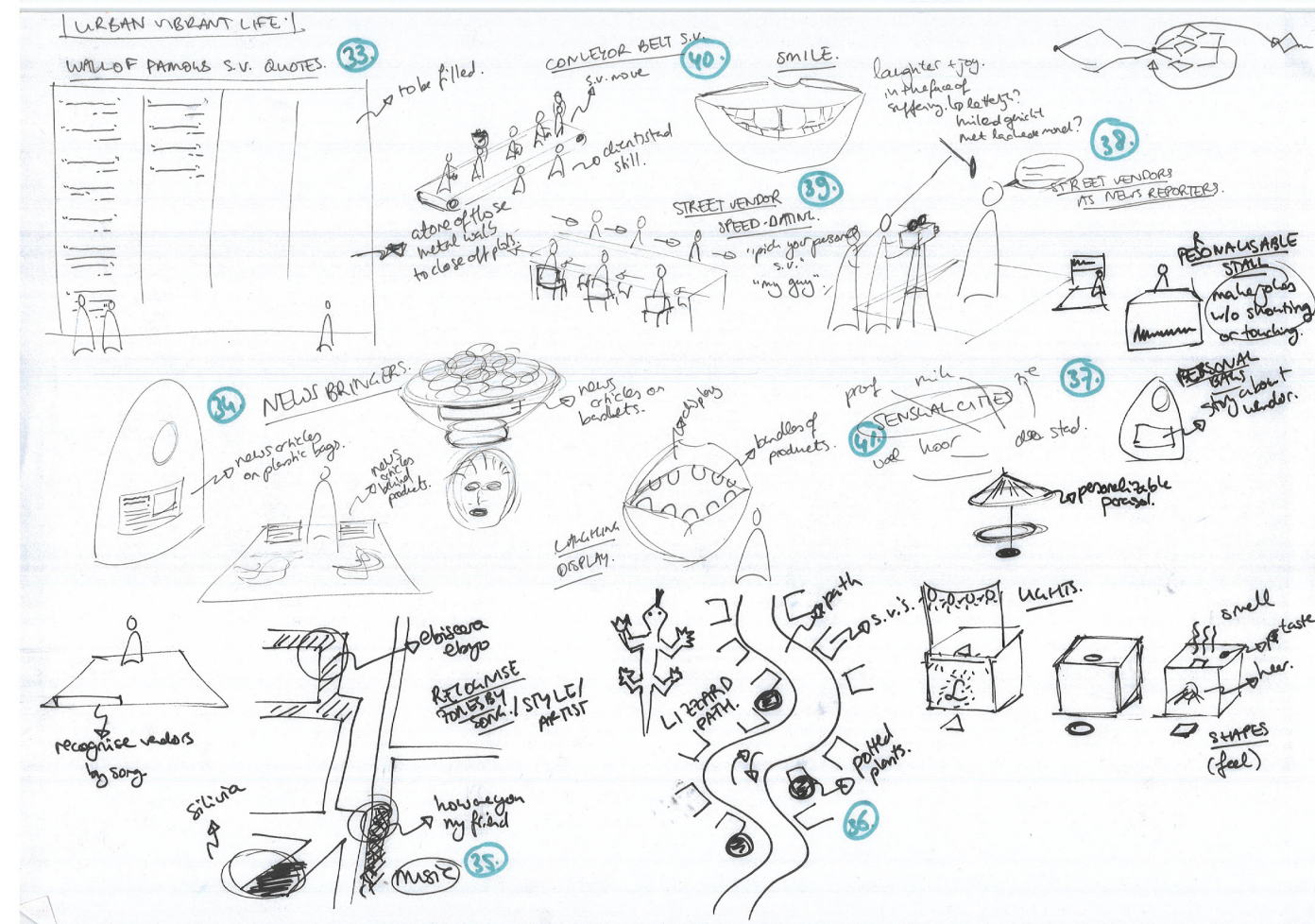
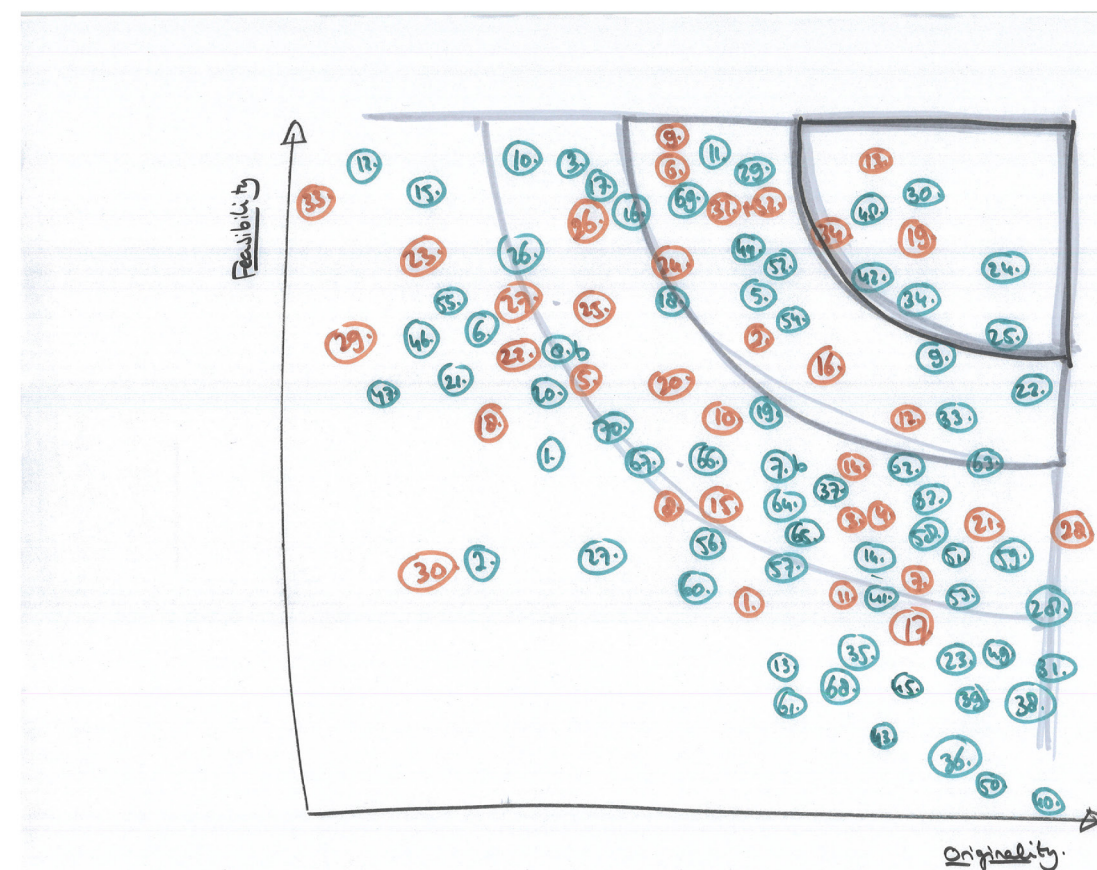
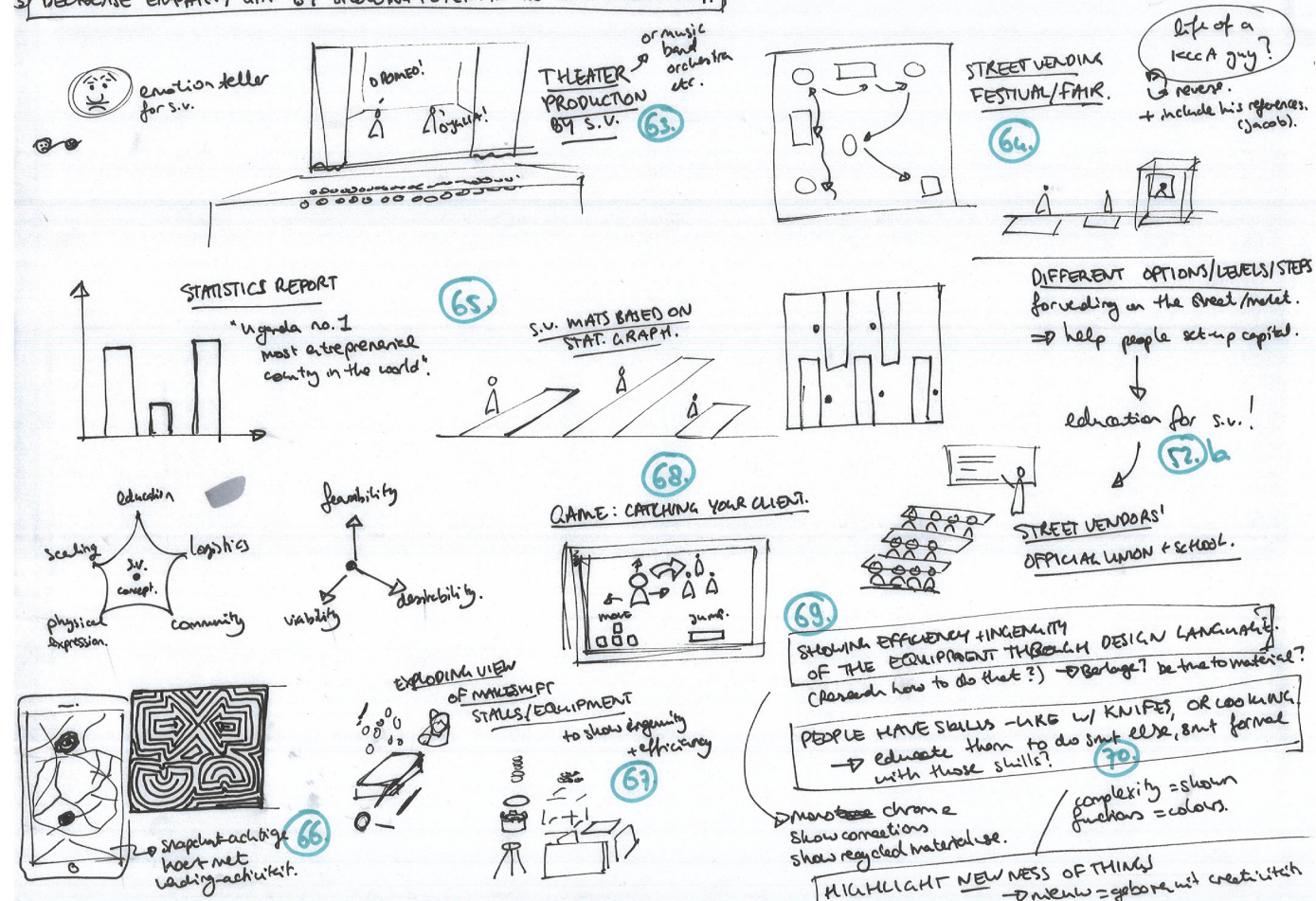
Goal (3)

- 10. QR code product story.
- 11. s.v. wellbeing fairs.
- 12. ex. position.
- 13. tree/retire incorporation.
- 14. s.v. art.
- 15. s.v. school/education.
- 16. festival/fair.
- 17. showing efficiency + ingenuity of stall/booth.

100 ideas \rightarrow 40 selected ideas \rightarrow 6 concepts. (?)

peers observing peers?

3) DECREASE EMPATHY GAP BY SHOWING POTENTIAL IN SV'S CREATIVITY.



Appendix X - Group ideation

The group ideation with Dwb took place on the 16th of January 2024. It saw 7 participants, all members of the Dwb team, divided into two teams. The goal of the session was to present the vision and to generate as many ideas as possible in a short time, by bundling minds and creating a situation of interactions where someone else's ideas spark new ideas. In short, to harness the added value of group creativity and dynamics.

After presenting the main research results (framework) and the design vision it consisted of multiple rounds:

1. Brainwriting in the form of how-to's. The vision's three parts are divided over group members, and each tries to associate as many how-to's as they can to the vision, for one minute. Each how-to is a creative, open-ended question plugging into an aspect of the vision and making it more concrete, bringing it to a design exploration direction. Once the minute is over the sheets are rotated and group members now associate to the vision and the how-to's written by their team members. Re-iterating on the how-to's written by the others creates dialogue and interaction between minds, leading to more and more creative solutions.
2. Choosing one how-to per vision goal to brainstorm ideas upon. The three how-to's are once again divided over the team member and they sketch or describe as many ideas as

they can in five minutes, after which the papers are passed around again, and members ideate further on each others' ideas.

3. Performing the round-robin technique on the ideas. The three ideation sheets are once again distributed and the members think of challenges they see related to the ideas in front of them. After passing on the sheets, they come up with solutions to the challenges their predecessor wrote down, all to make the original ideas even stronger.
4. Each team member selects one idea from the sheet in front of them as their favorite and explains to the group what it describes and why it is their favorite.

Using these multiple rounds of techniques building off of each others' ideas led to the creation of 30 more ideas, some with a possible challenge and a solution attached, and a selection by the team members of the ideas with the most potential.

① Goal: to show the value added by street vendors in terms of convenience.

Group 11

- How to portray the importance of street vendors to trading centres?
- How to show the significance of street vendors within the city?
- How to connect street vendors to clients outside of traditional markets?
- How to create a platform to ease access to SV at trading centers?
- How to draw more activity and engagement with SVs
- How to
- ... CREATE / BUILD RELATIONSHIPS BETWEEN THE TWO AS THE S-Vs BECOME AN EXTENSION OF THE TCs.
- ... CLUSTER COMPLEMENTARY ACTIVITIES i.e. PB&S.

③ Goal: to show S.V.'s creative ability to make much with little to decrease the empty gap. Group 12

- 1) How to showcase the vendor's unique marketing
- 2) How to ~~create~~ foster a good relationship bwn the KCCA & the vendors
- 3) How to make vendors more organised
How to make KCCA understand that vendors contribute to the economy
How to communicate the need to support vendors and probably improve their life style
- How to demonstrate the value (and effort) of products ^{in vending} ~~used~~ or offer by street vendors.
- How to tell the street vendors story.
- How to convert degrees to street vending experience

② Goal: to show S.V.'s contribution to & intrinsic value of KLA's vibrant urban life

Group 1

- ALLOW THEM TO CLEARLY DISPLAY THEIR PRODUCTS
- ENSURE THAT THE PUBLIC ACKNOWLEDGES THEIR CONTRIBUTION TO CONVENIENCE
- ENSURE THAT STREET VENDING IS INTEGRATED INTO THE URBANSCAPE.
- How to use street vendors as part of Uganda's street food culture for tourism
- How to create makeshift stands for street vendors to display their products
- How to document the good side of street vending using media
- How to create attractive displays and flexible modes of S.Vending.
- How to celebrate the achievement + contributions of S.Vs
- How to add flare to the S.Vending trade

② Goal: to show street vendors' contribution to the intrinsic value of KLA's vibrant urban life Group 2

How to demonstrate the importance of street vendors

How to show that street vendors are of cultural importance to Uganda.

How to use street vendors as a tourist attraction,

How to empower sv to---

- How to formally show the cultural importance of street vendors

- How to showcase street vendors

- " " transform the look of SVs

- How to make a sv cultural day/event / platform (social media, TV etc)

- How to make a sv union

- How to make the sv formal

① Goal: to show the value added by street vendors in terms of convenience Group 2

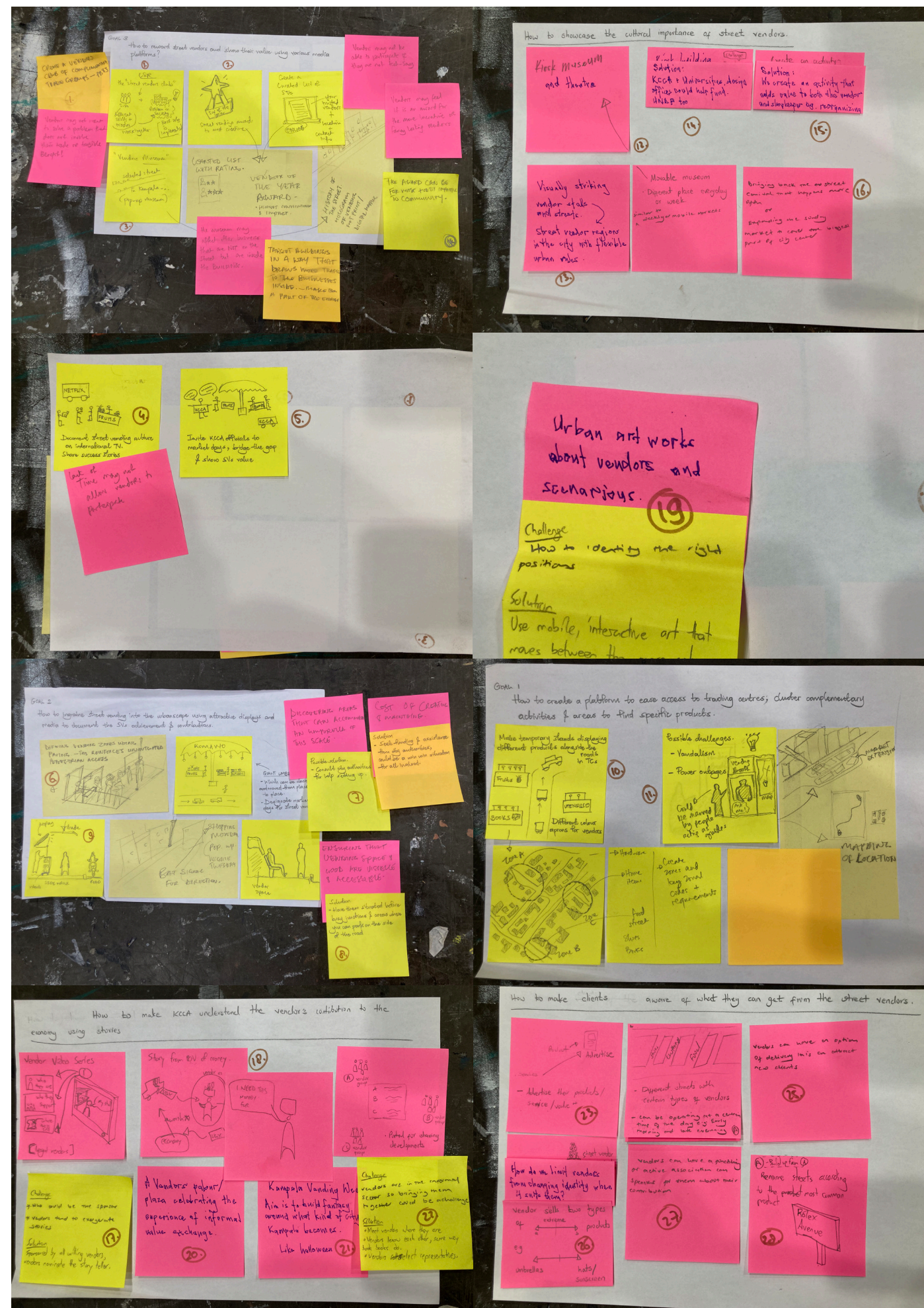
How to make users ^{aware} of the street of what they can get from street vendors

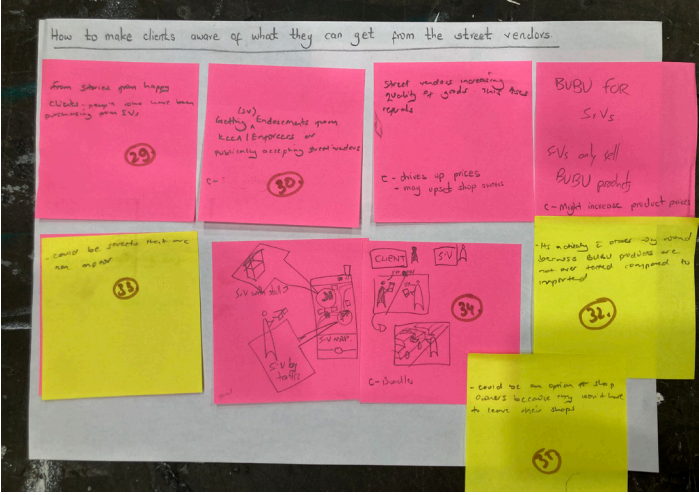
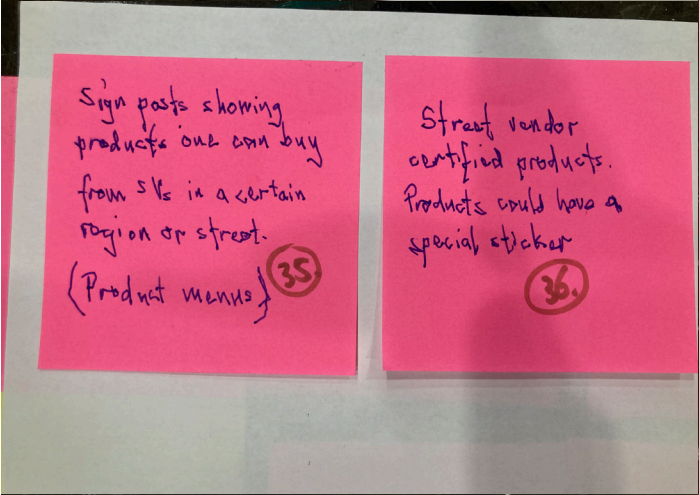
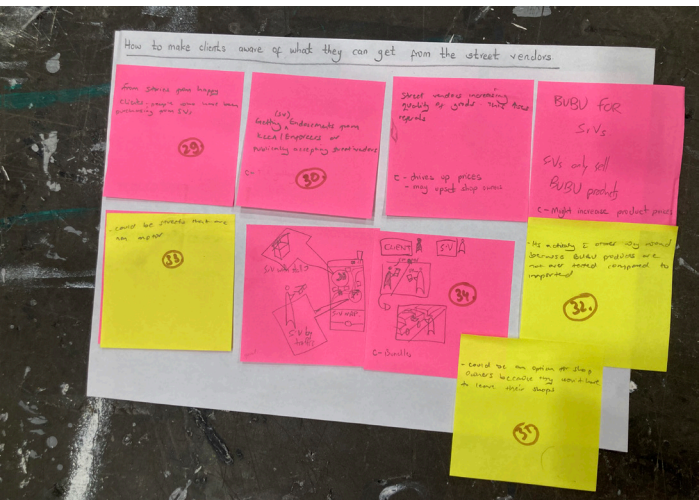
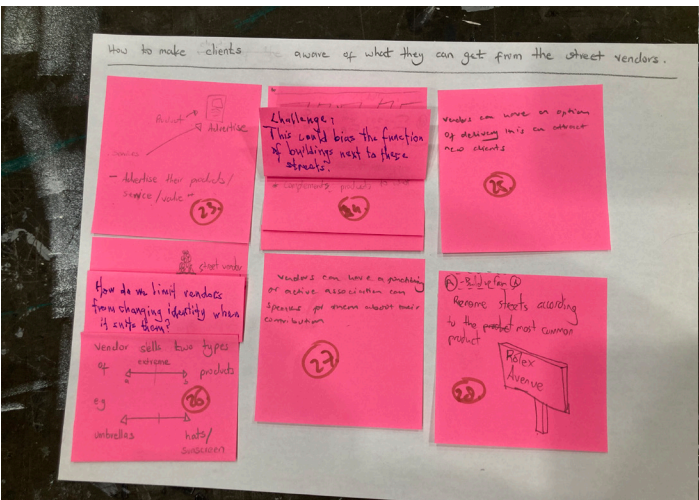
How to make users ^{pay} appreciate the value of convenience

How to communicate the importance of sv in terms of convenience

How to embrace convenience and also keep the streets organised at the same time

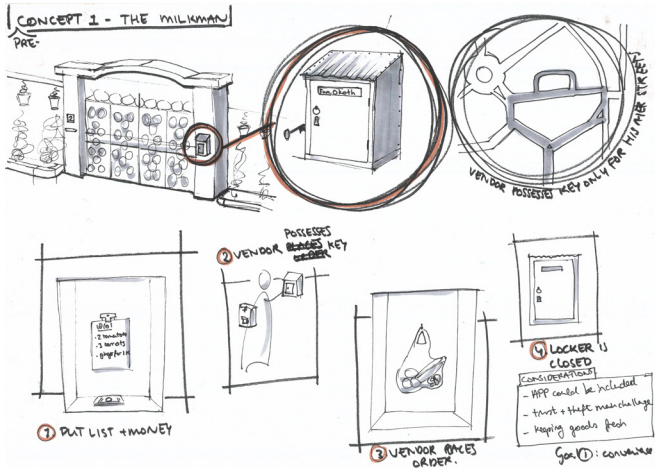
How to measure





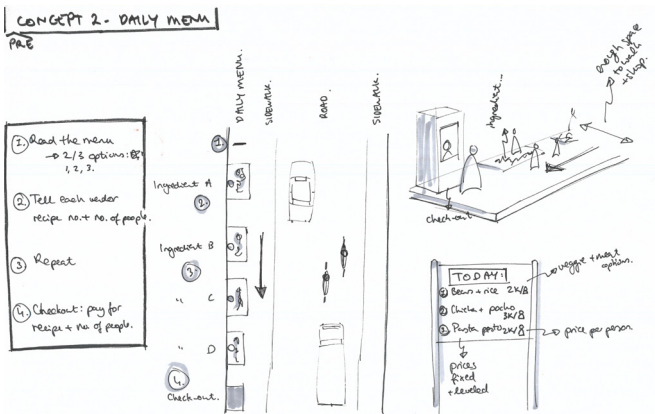
Appendix XI - Pre-concepts explained

The ideas selected as having the most potential were combined into six ‘pre-concepts’ – clusters of ideas representing not yet a full concept, but showing potential and possible direction to go into. These figures show these pre-concepts.



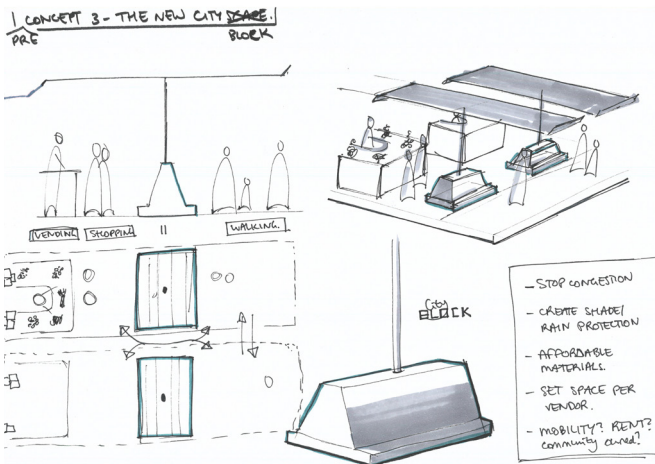
Pre-concept 1

Street vendors' convenience addition comes from them bringing the products to clients. Taking this one step further: what if vendors took the products to your home? Drawing inspiration from the Dutch 'milkman' phenomenon of the last century, it features a small locker in which an order list can be placed, to be fulfilled by the vendor. Each day fresh products can be delivered. Each vendor is appointed to their own set of streets and is given the keys only to these lockers. Apps are kept out of this as not all vendors have the capital for a smartphone, but could be part of the solution. Other things to consider include safety, trust, and shelf life of the products (especially related to the lack of cooling facilities).



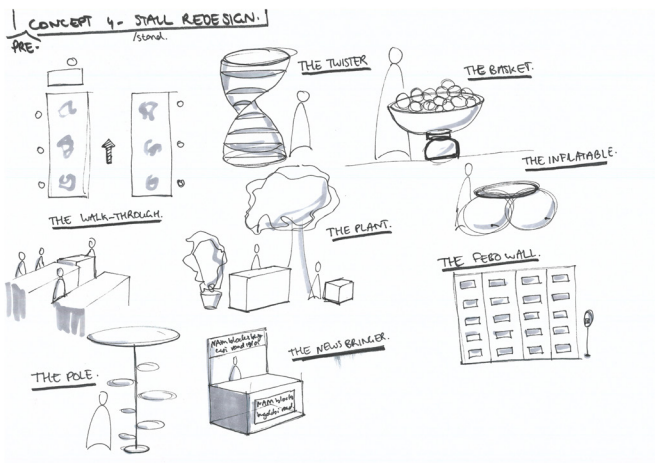
Pre-concept 2

The second pre-concept also plays into enhancing the convenience offered by street vendors. It could be characterized as a 'street vending walkthrough': clients can pick a dish from the daily menu, which shows the price per person, and walk from vendor to vendor. Each vendor gives them a different ingredient, automatically giving them the right amount after they name the recipe and number of eaters. Once all ingredients have been collected, the client pays at the final counter.



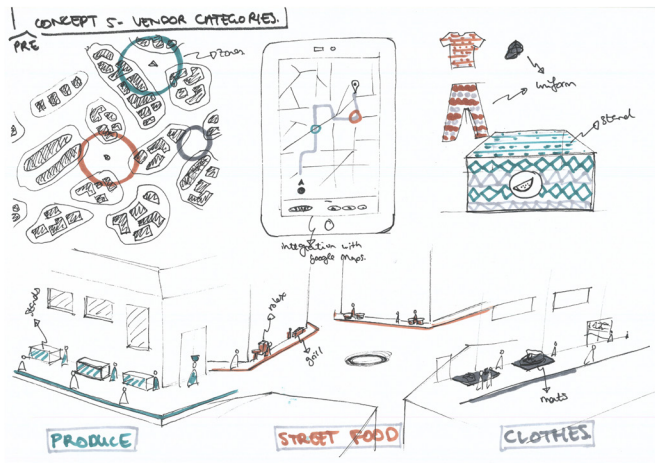
Pre-concept 3

Stemming from the vision's goal to show the potential in vending, the third pre-concept aims to integrate street vending into the city by creating a stall with an added feature: that of organizing the road. The stall reduces congestion by making free walkways and provides shade and shelter for pedestrians. Each vendor is appointed a set space on the street. Aspects to still be considered include mobility of the stalls, financial viability, and ownership of the stalls, among many others.



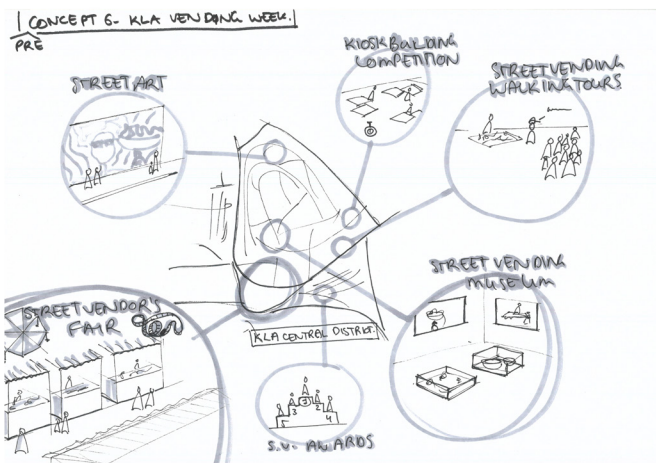
Pre-concept 4

The fourth pre-concept is rather a cluster of creative ideas for a stall design, ranging from a Dutch FEBO-like wall to inflatable and double-sided ones. They serve to celebrate the addition of vendors in terms of urban liveliness and decrease the empathy gap between government and people through showing aesthetic possibilities of street vending. If a new stall design is picked as (part of) the final solution, this cluster can serve as design inspiration.



Pre-concept 5

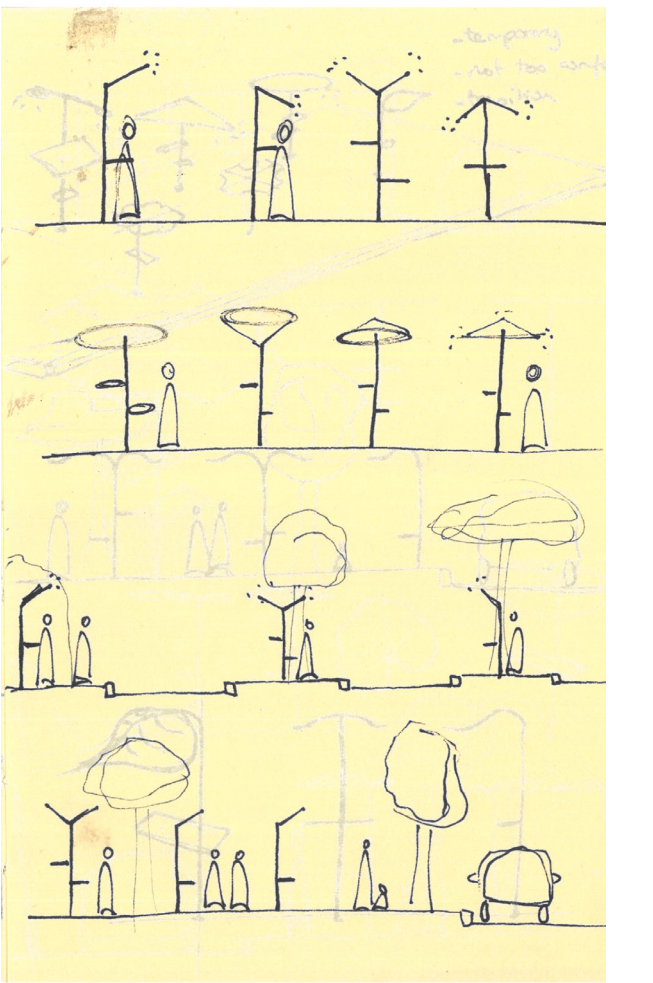
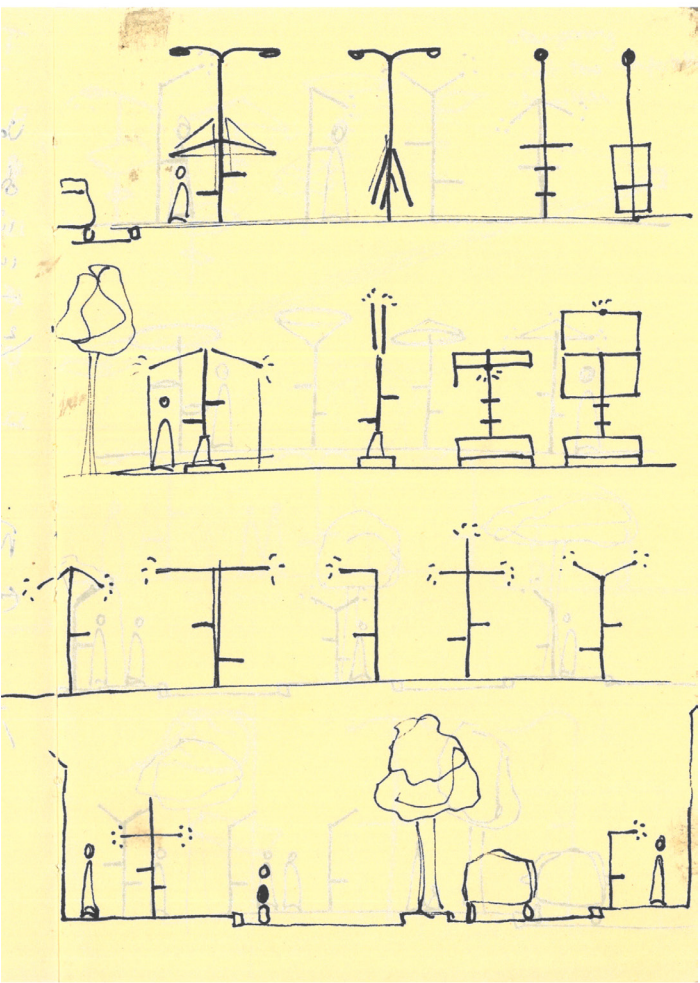
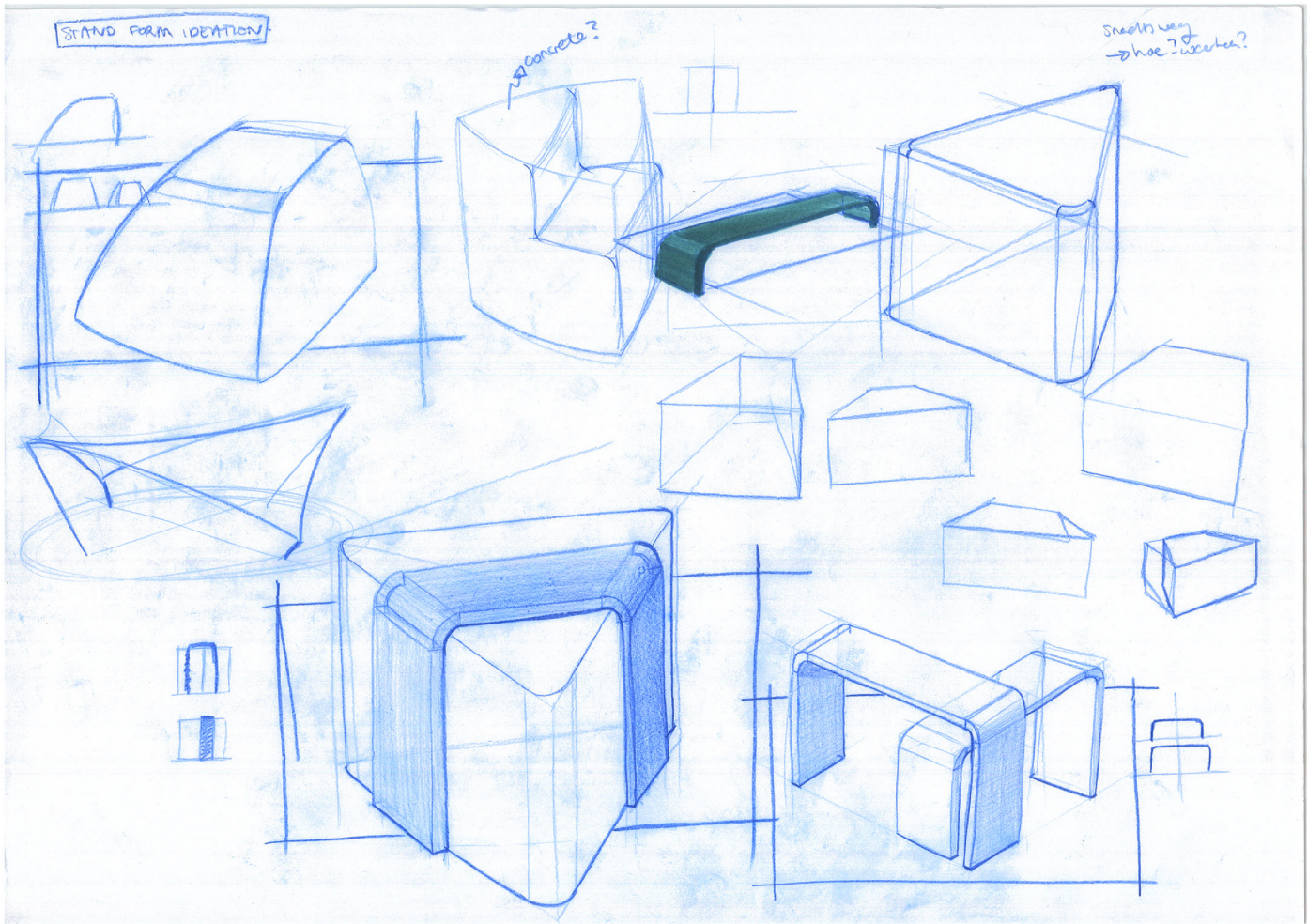
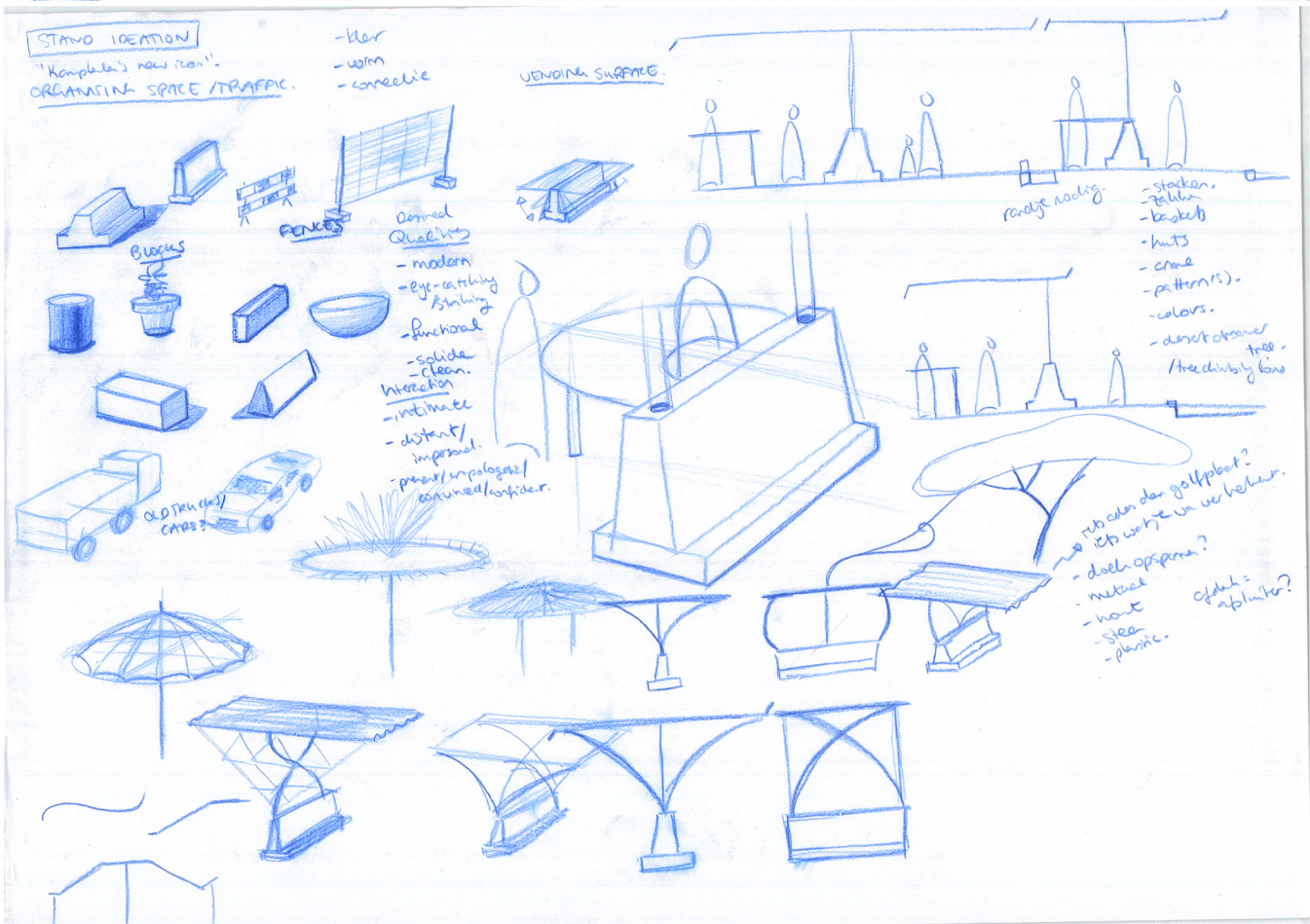
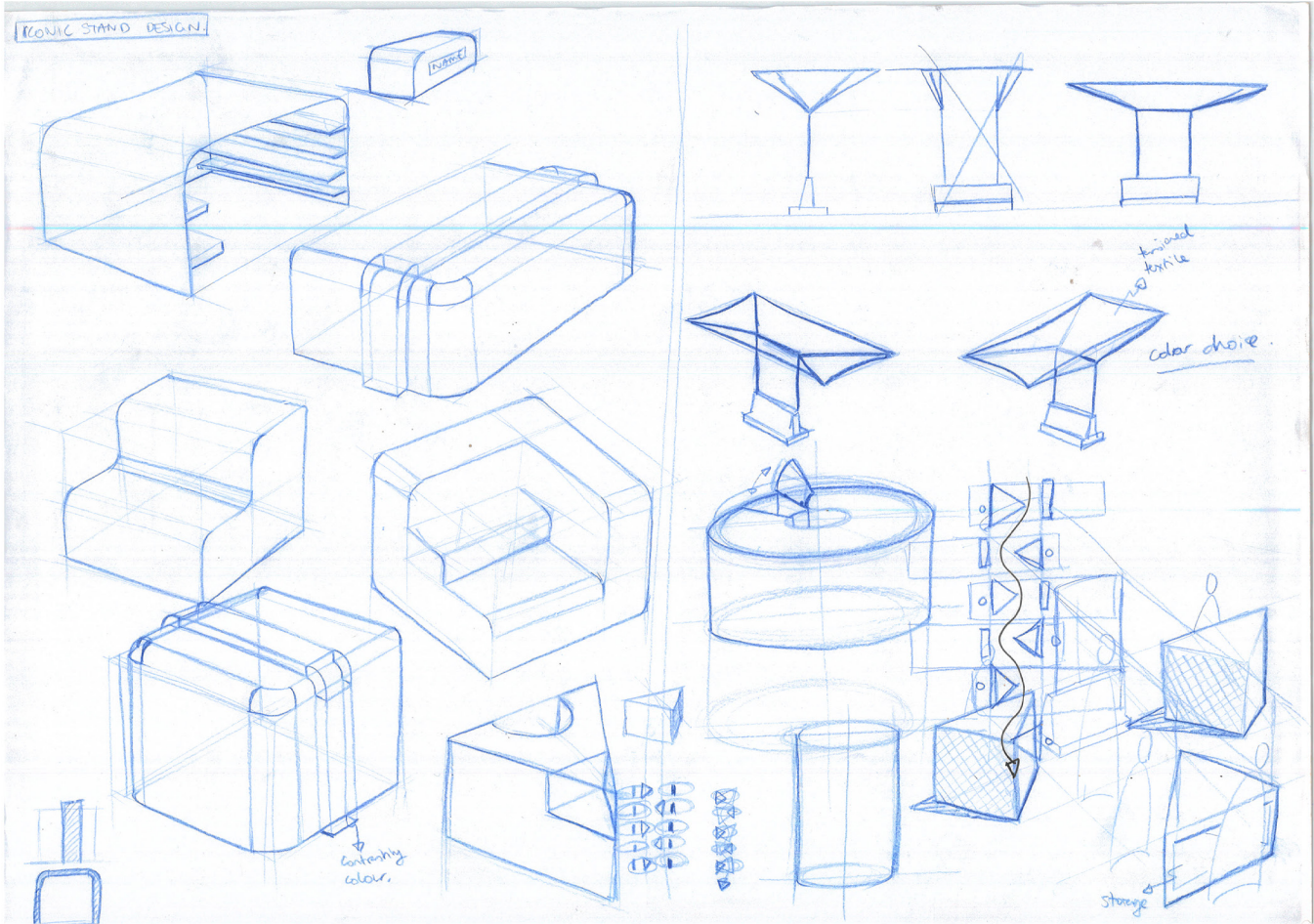
The fifth pre-concept combines convenience and urban liveliness by creating colorful categories of vendors. It organizes the vendors themselves and formalizes their business. The categories can be present at each spot or clustered to create zones where products of similar categories are sold. The categories can be paired with a route planning app helping users to create commutes which consider the shopping that needs to be done.

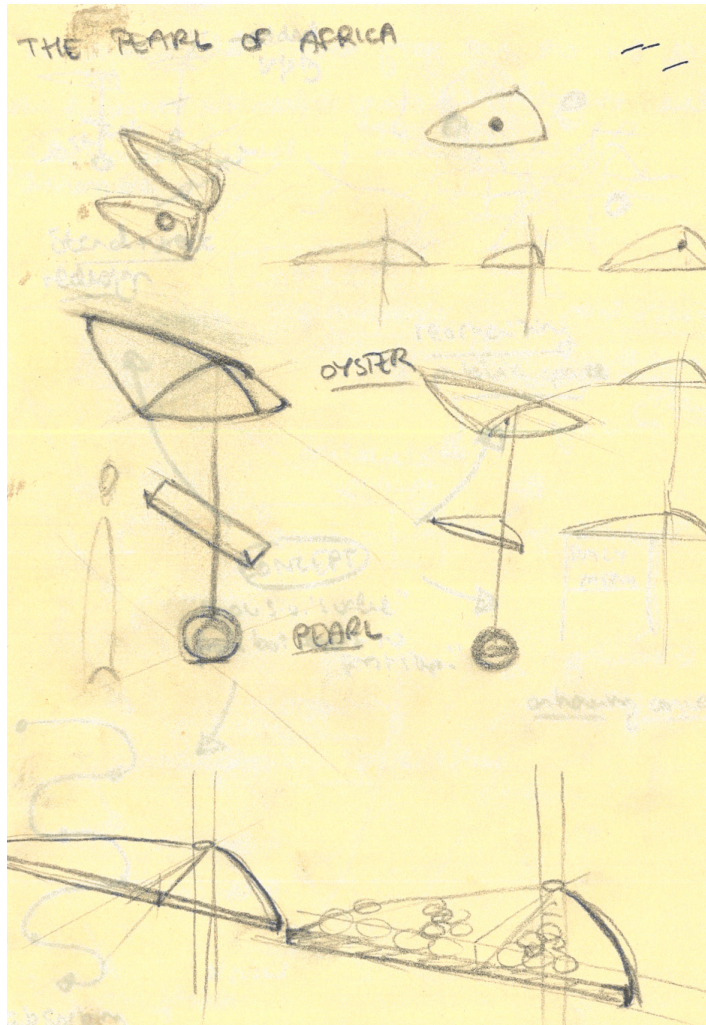
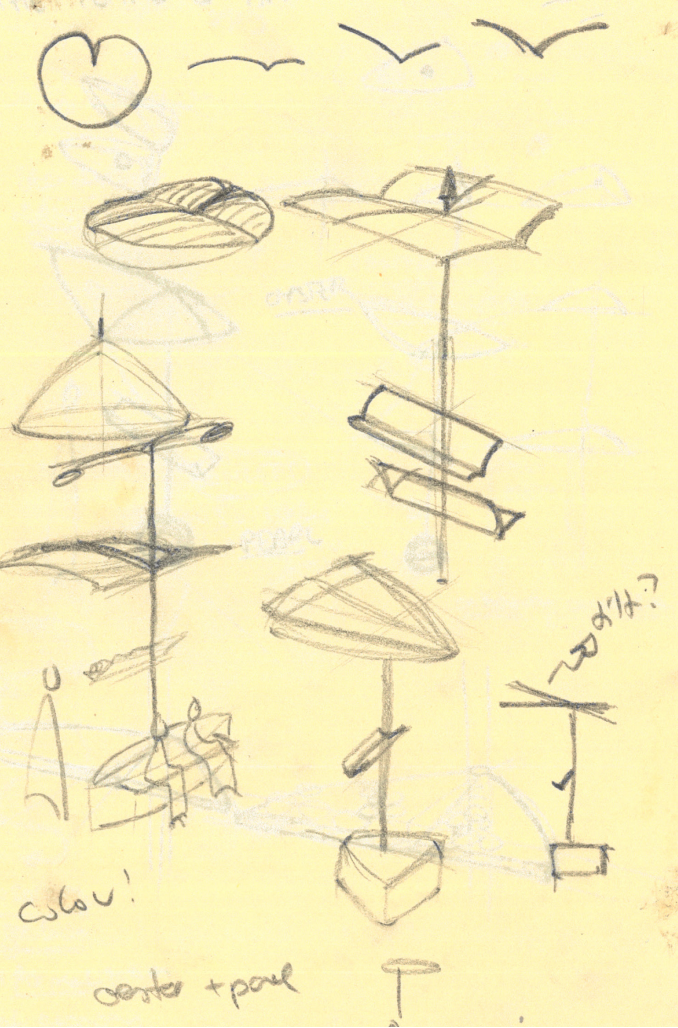
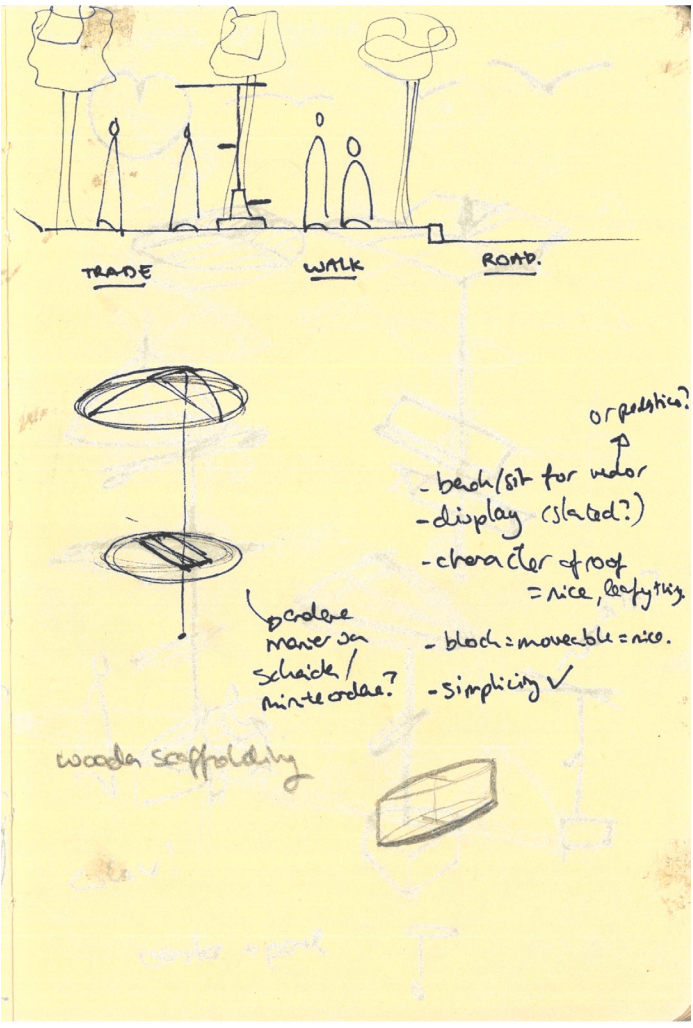
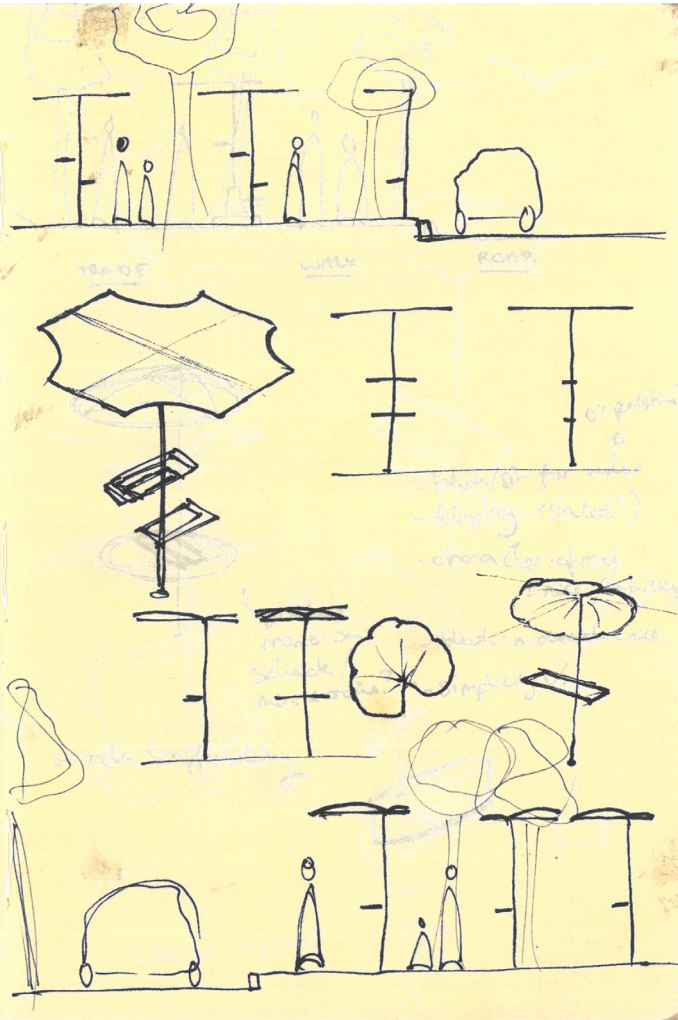
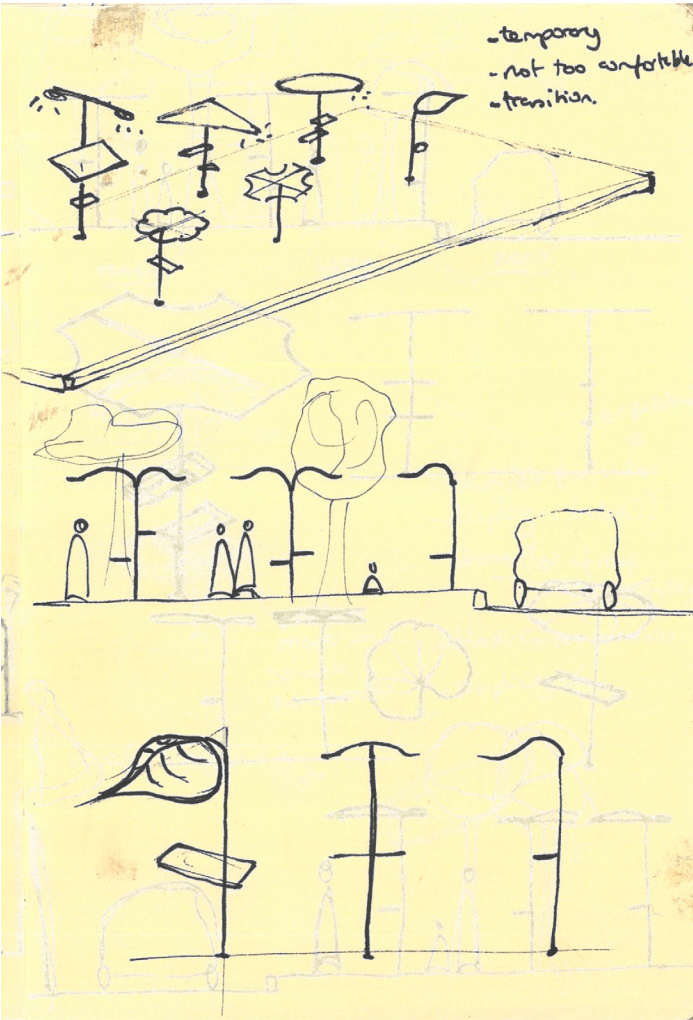


Pre-concept 6

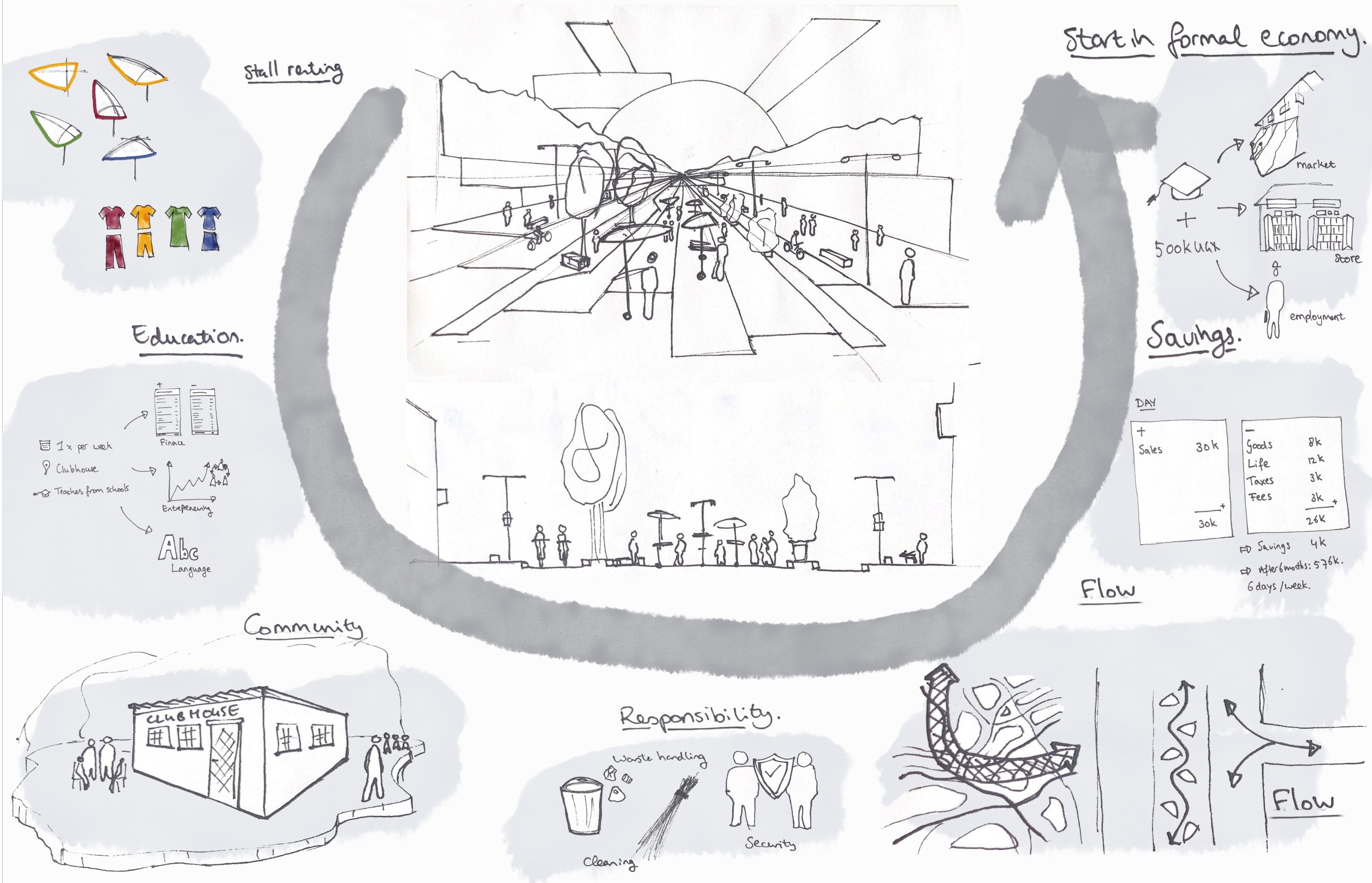
The last pre-concept is a more extreme way of celebrating vending as part of the city: Kampala vending week. Inspired by events such as design weeks, it forms a showcase of the many forms of value added by vending, combined with immersive experiences for the public to learn about the iconic street vendors of Kampala.

Appendix XII - Stand ideation





CONCEPT OVERVIEW



Appendix XIV - Vendor test results

Questions asked:

1. What are you willing to give (time, money, energy, changing your business) to the concept? What is it worth to you?
2. What would you want from the concept?
3. Is the concept desirable to you? Would you want to conduct your business in a system like this?
4. Is the concept feasible? Would you be able to drive business here? Why yes/no? Where would you need to drive business? What about storage? Practical things to the stall?
5. Is the concept viable? What do your finances look like? What would you be able to miss in terms of taxes? Would you be able to make money with this system? Would you sell enough?
6. Are you willing to compromise? How much? Do you see the value in the concept, in the education, is it enough to compromise and drive maybe less business?
7. What would you need from the education?
8. What would you need from the stall?
9. Do you think you would be able to move on to another business after six months?

Focus group on February 9th (3-5 pm)

In general they like the concept and would be willing to compromise as long as KCCA does not chase them off the streets.

The location of selling is crucial, both for making good sales and for having room for formalizing.

Vendors had many questions about money, especially related to if they pay per day, starting up (no capital, etc.).

The stall needs some adjustments, especially creating a seat (for vendor or customer), thinking about storage, changing the colors red and yellow (seen as political colors) and creating a display that is bigger.

They like the umbrella/roof and overall design.

I collected the financial needs/budgets from the vendors, processed in the excel with budgets.

The needs they would have from the education: management of the business, accounting, how to start a business, English, writing, e-mail skills, communicating.

We need to think about the store and market sellers as well, by setting times at which street vendors can be on the streets. 3 pm until 9 pm would be enough for them to make enough money. That way we leave the morning and the afternoon for the owners of shops and markets, to prevent unfair advantages.

More categories would be necessary to accommodate all vendors, especially electronics, books/ stationary.

Vendors want to be downtown in order to sell more/ enough.

Appendix XV - Other test results

Feedback from Lawrence

In car to Soroti, February 6th

- Before we pitch this to Jackie/Bloomberg, we need better visualizations; we must blow them away the first instance in order for them to see the value and start believing.
- Beware of theft of (parts of) the stand, like the roof, display, parts of the seat.
- The link to the market, the economic factor, is strong. This is a good selling point, so expand on it.
- Make a render with products, more detailed use scenario and in general a more elaborate, better looking, more detailed street overview. Foreground clear, background blurry, pedestrians buying, clients, vendors.
- Flexibility in representing the concept (in terms of artistic render, not a SW render) is okay, but then maybe we need to present different options.
- How could we integrate it into the economy, into the city. Integrating is the right word to use to convince KCCA people at least. Try to look into ways of expressing it like that.
- What is the capacity of the system, how many vendors can we absorb per month/year/etc.? Could show the potential of the concept.

Questions asked to KCCA officials:

- What is your first impression of the concept?
- Do you recognize the problem and its causes as presented?
- What questions, doubts, or challenges do you see related to the concept?
- Do you think the necessary mindset from the KCCA (expelling to integrating) is a realistic thing to aim for?
- What would need to be improved about the concept for KCCA to be willing to move to a pilot?
- Is the budget realistic for you?
- Where in the city could we make street vending zones? Is there space for this?
- Do we need to pay licenses to use space for street vending zones?
- Is registration of vendors/people a desirability factor of importance for KCCA?
- Is decongestion of the streets a desirability factor of importance for KCCA?
- Who could manage a system like this?

- Is the investment of 1.6 billion UGX a realistic amount?
- Is a break-even time of 23 months for the worst case scenario okay?

Moses, market supervisor

February 13th (9-945am)

- Problem resonates: listed push factors + effects. We must tackle the problem at the roots and stop rural-urban migration. Me: but in the meantime we need a place for people, could this concept work for that? Yes, could be a possible direction.
- Expelling has failed, building more markets has also failed, as there are new people arriving all the time.
- Thus, this proposed strategy is good.
- I see a challenge though: what about the new people who are definitely also going to come?
- Rwanda has no street vendors, yet they have the same push factors we do. Why is that? They do have very strict laws.
- We could designate certain streets to street vendors and make those streets free from cars.
- Another challenge: it is difficult for people to leave a place they work at, once they are settled in. This is also an issue in the markets, where people are supposed to have stalls for a certain amount of time but refuse to leave or pass on their stalls to family. People feel like they own the spot. We need a shift in mindset for the vendors as well.
- We could do a pilot to see if/how this could work. We could do it at Market street, we could also do one in every division (in regards to improving flow in the city).
- We need to think about where these people will go after the six months they have the stall. How do we get them to leave, what place can they go to? Education and capital built up might be enough, but they need a place to go.

Feedback from KCCA, Kenneth (enforcement/court-bringer)

February 13th, 945-1015 am

- Good project, integration should be our approach instead of expelling. We have been fining and imprisoning 50 people (or more) a week for a long time, but the issue is not improving. They just go back to the streets.
- Challenge: space for street vendors, where can we place them.
- Challenge: there are very little parking spaces in town, and since the stalls can't move (vendors are now immobile), how can people get their goods?
- Challenge: convincing the city planners and the director of gender of these ideas.
- Challenge: to sensitize also hawkers in the advantages of the strategy for them.
- How will we integrate this into city planning?
- How many vendors does the system accommodate, and what about the others?
- Where will people go after the 6 months? There are not enough markets and shops, so all layers of business/the economy must be expanded. We need a bottom-up approach for this.
- You must organize workshops for KCCA and vendors to sensitize them about the changes and advantages.
- 1.6 billion UGX is okay as an initial investment, it might even be too little – thinking of corruption and bureaucracy.
- You might/should do a pilot in 1 division, then 1.6 billion will be enough and you can test it.
- You could do the pilot around Wandegaya market, or the road between Queen Tower and Entebbe Road, or between Jinja Road roundabout and Nakawa. These places have wide roads and already a large number of vendors.
- You must partner with the government/KCCA to make this work, even if it is a private institution that handles it.
- Forced saving might probably be necessary to ensure vendors actually save money.

Feedback from Dwb

Group meeting, February 13th (4-530 pm)

- Good concept, visualization needs improvement, to understand it quickly and smoothly.
- Readability of budget must be improved.
- The narrative and statistics used in it are strong, also the way of explaining a shift from expelling to integrating (problem is clear from presentation).
- The flow maps could be expanded on, to show more on the possibilities of improving and changing flow in the city. More details would be necessary, maps with pressure on downtown, how will you change it. Also a top view of the street. Assume the flow in the city, derive it a bit, and then represent it graphically.
- Show an overview of the city, then zoom in on the spot you are designing for. Show a before and after.
- The stand could stand out more in the overview, have it as a more obvious element in the street perspective.
- Show how you came up with the numbers. This will help people appreciate the process you went through and make the concept stronger, more convincing. They will see you got specific, trustworthy information.
- Fixed prices might not work, they work mostly for places of community, like a market, where all the stalls will agree on using the same pricing. It depends on who is making the fixed pricing. For example, safeboda guys are not happy with the fixed prices, they make less with them. Price fixing only serves one side of the triangle.
- Include the stakeholders triangle in the story, to make it stronger. It helps them appreciate the way in which you appreciate the different stakeholders, shows that you thought about these things.
- You could think about showing in some way the different levels at which the concept works: from a product level to an urban planning level to the socio-economic/anthropological landscape level.
- Show 3 key things in the overview, then zoom in on the details. Create more hierarchy on the page, to make it better readable. Show the top view instead of the cross view? Might be

more informative. Tell the story either by levels of intervention or by street vendor journey? Or combined?

- Diagram of connectedness of things over levels (product, urban design, strategy).
- Emphasizing that the responsibility we expect from vendors is something they are already doing makes the concept stronger.
- Emphasize how the amount of vendors is growing, and how urban space can be attractive even with them in it.
- Look at different street dimensions, how does the concept fit these diverse typologies, how can we have different configurations? Narrow versus broad street, what does the concept look like in different situations?
- Designating places where vending happens could help preventing conflicts with store owners.
- Maybe try to look at the different categories of vendors, create a sort of persona's based on the people you spoke to, then look at which one(s) suit the concept the best. Categories in terms of income, mobility, products, financial stability, character (?), gender, age, how long have they been vending. Maybe estimate the percentages of people per category, based on your limited data? Maybe do a quick survey still for that one?
- How can we design a stall that does not encourage expansion? Like placing products everywhere around, placing informal/make-shift structures?
- What about the relational thing between vendors and clients? In terms of people buying from the same vendor for years just because it's their person, how will that be when the vendors change every 6 months? Will they move with that person, find them in their new spot? That is a cultural factor that should be taken into account, the fact that people always go to the same person.

Feedback from Dr. Andrew Were

February 14th, (7-8 am)

- Regarding the vendor categories, look at his PhD to see which ones he determined, which goods are sold. For example, broaden clothes to textiles (also shoes, bags, beddings, towels etc.)
- There are many reasons behind vendors being on the streets, look at his PhD, the post-modernist theory of street vending. For example, people will not go away because they are extorted by enforcement, bribing them etc. Some vendors are even informers from the government, or spies. What's more, the government even needs street vendors for political support, bribes, and other things. In short, the informal economy is totally interwoven with the formal structures, everything is connected, and it is a very strong cultural phenomenon even.
- Vendors form a big part of the functioning of the city. They spread goods, are really the distributors of products. They are an essential part of the infrastructure, of the ecosystem of the city.
- Therefore, whilst it is important and desirable to register and formalize these vendors, their function in this ecosystem must remain.
- Downtown is owned, or conceptualized, by the people. They are happy with the way they are using it. Yet, it is not conceptualized the same way by the government. That is where the problem is. The government has a vision of the city that is not realistic, that is not even desirable. This is not Europe, this is a different country with a different culture in which things are done differently.
- In short, there are many integrated factors which perpetuate the problem of street vending, and the regulations regarding the vending should be small. The interventions should be minimal.
- Vending is part of the Ugandan system. Growing up, the road is always the place where trading is taking place. Putting up structures changes the meaning of the place for people, they will not trade there anymore in the same way. It is a strong cultural thing, people want to be on the streets.
- You have to be careful as sometimes solutions

only create more problems.

- A solution (or experiment? Not clear to me) could be to give a piece of space to the vendors and say 'this is yours now'; they will probably organize themselves! They have street leaders, rules and agreements. Spaces are used by many people at different times (negotiation of space). They organize themselves in that sense, I believe.
- When we give vendors the chance to formally operate in the way they want, they will be able to make better structures than the makeshift ones they have. They erect umbrella's, tables/platforms, stools. They use these because they are able to move around with them.
- People don't want to move away from the street. 60-70% of people have decided to stay on the street. Why? Because they make good money there! Prices are not fixed, people think they're poor and help them. Social distribution, culture.
- We must emphasize the necessity for formalization and acceptance: this is happening, so the sooner government accepts it, the better.
- There should be small regulations, uniforms, street leaders, behaviour guidelines, but not interventions that go too far. Streets organize and regulate themselves. It is like riding a horse: you are not more powerful than the horse, but you are guiding it.
- I like the concept, we should test and try it.
- I think the education might become a problem. People are educated sometimes and have capital, but they want to be on the streets anyways. Some people are just street people and don't want to go. Some will like the education, some won't.
- Thus, I think this could be a part of the solution, it could be one component among many alternatives.

Feedback from David Musunga, KCCA Deputy Director of Gender ...

February 14th, (2-3 pm)

- Will give his feedback next week, needs to process the concept and check it with policies and regulations, then he can let us know more. Lawrence will meet him as I will be back in The Netherlands. He will give feedback and also think of other players and factors in the field than the three from the triangle.
- The leading policy is that vendors should not be on the streets but should go to other places. The challenge there is that there is not enough other places (markets, red.) The plans are there, we want to have two well-functioning markets extra per division of Kampala, but we don't have the funds. Once we do, our aim is to look for and create spaces for low-capital businesses to do their thing in.
- I don't think the mindset shift is realistic, the policies are made at a higher level, and I can't really imagine vendors on the streets. They disorganize them. We must get rid of them.
- The problem is that there are more and more people coming all the time, so if we accommodate some of them, the rest will also start to trade in those places.
- People need jobs.
- We need to find a win win situation where the vendors have their needs met but so does KCCA.
- In theory, the triangle thing is okay and possible, but in practice it is not working. There are more players in the field, more factors influencing the situation, which need to be taken into account.

Feedback from KCCA Department of Physical Planning

Group meeting, 19/2 (9am)

- The informal sector indeed fulfills needs of people in the city and therefore we should change our strategy to include it and not expel it. We agree on that. We must find places in the city where these practices can take place under certain control and regulation. But where, that is a question.
- We must not overlook the negative aspects to street vending, like waste, pollution and poor sanitation. We need to plan for these aspects and ensure they are no longer negative side-effects to these practices.
- We must be aware of the fairness of competition towards shop owners and markets, and maybe talk also to KACITA about it.
- There was a divide in the department regarding whether the spaces for street vendors should be found inside or outside the Central Business District of Kampala.
- Inside CBD: CBD is the place where everyone comes, where vendors can make money, the reason why they can live from street vending in the first place.
- Outside CBD, in the periphery: to halt unfair advantage in regard to shopkeepers, there is no greenery and flowers that people are ruining, the roads in CBD are very narrow and don't have space for vendors (right now they are on the sidewalks),
- Would be interested to see more detailed plans, for example containing the distance from stall to stall, what the maps look like.
- Concerns about whether people will actually leave after 6 months. And where will they go? Will they not assign the stall to a family member/someone who works for them?
- Boda-boda's have become a real problem, and if we don't handle them well, street vending could become a problem of similar scale and political importance. We must find and assign places for these people to work from. For example, like it is done with Kalerwe market and the land that is being procured now in Kisenyi.
- Zoned spaces will provide inclusivity in planning, which is an important thing nowadays. Furthermore, being able to collect revenue

from vendors is a big plus, but we have to see about the expenses they will also cause – like waste handling, sanitation, etc. We must weigh out the evils versus the benefits.

- We might have to find a different name for the practice of street vending to frame it differently.
- At the times that vendors are not operating the stalls, the place should also look neat. For example, I once saw food trucks in a NMT corridor in another country, which could be closed when unused and looked nice.
- The concept should also be presented to the engineering department.
- The NMT design we have now is not correct, as it is not working: bodaboda's are still there, it is congested, etc.
- Convenience is a very important point indeed. The customers for the vendors are walking people, mostly, not people in cars (except for the people at traffic lights).
- Some roads are even only 6 meters wide in the CBD, that is too little to fit street vendors and pedestrians and traffic and all the other things.
- We must look out for backfiring implementations.
- In short it was summarized as:
- Implementing in CBD comes with challenges, must be researched
- Implementing in periphery comes with challenges, must also be researched
- The time of operation (during the day) must be decided upon
- The design of roads and/or the NMT corridor must be reconsidered for vendors
- Public health and sanitation issues must be considered
- What about the seasonality of the vending/vended products?
- It would be good to set up ppp's, partnerships, to do a pilot and see what works and what doesn't.

Master Thesis Bram van Diemen

Table shows that the initial investment can be earned back in a little over three months. The majority of the starting costs consist of the funds necessary to help vendors get started. The assumption that vendors have no starting capital

With the costs the same but the benefits significantly lower (Table), the concept needs more vendors to obtain a viable business plan. If all the vendors were to make as little as Lucy, 1500 vendors would be needed, leaving the revenue at 2.3 million daily. Starting costs per vendor are

In short, the concept is viable both for vendors and for the KCCA or whichever institution is going to be overseeing the system. The mix of vendors participating will probably include vendors from both types and many in between, and with 500 vendors the break-even time will probably be somewhere around 12 months.

Appendices



