

# Appendices

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## IDE Master Graduation

### Project team, Procedural checks and personal Project brief

This document contains the agreements made between student and supervisory team about the student's IDE Master Graduation Project. This document can also include the involvement of an external organisation, however, it does not cover any legal employment relationship that the student and the client (might) agree upon. Next to that, this document facilitates the required procedural checks. In this document:

- The student defines the team, what he/she is going to do/deliver and how that will come about.
- SSC E&SA (Shared Service Center, Education & Student Affairs) reports on the student's registration and study progress.
- IDE's Board of Examiners confirms if the student is allowed to start the Graduation Project.

**! USE ADOBE ACROBAT READER TO OPEN, EDIT AND SAVE THIS DOCUMENT**

Download again and reopen in case you tried other software, such as Preview (Mac) or a webbrowser.

#### STUDENT DATA & MASTER PROGRAMME

Save this form according the format "IDE Master Graduation Project Brief\_familyname\_firstname\_studentnumber\_dd-mm-yyyy". Complete all blue parts of the form and include the approved Project Brief in your Graduation Report as Appendix 1 !

family name	<u>Bleekemolen</u>	Your master programme (only select the options that apply to you):
initials	<u>S</u> given name <u>Sophie</u>	IDE master(s): <input type="radio"/> IPD <input type="radio"/> Dfi <input checked="" type="radio"/> SPD
student number	<u>4663071</u>	2 <sup>nd</sup> non-IDE master: _____
street & no.	<u>1</u>	individual programme: _____ (give date of approval)
zipcode & city	_____	honours programme: <input type="radio"/> Honours Programme Master
country	_____	specialisation / annotation: <input type="radio"/> Medisign
phone	_____	<input type="radio"/> Tech. in Sustainable Design
email	_____	<input type="radio"/> Entrepreneurship

#### SUPERVISORY TEAM \*\*

Fill in the required data for the supervisory team members. Please check the instructions on the right !

** chair	<u>Nynke Tromp</u>	dept. / section:	<u>HCD / DA</u>
** mentor	<u>Willemijn Brouwer</u>	dept. / section:	<u>DOS / MCR</u>
2 <sup>nd</sup> mentor	<u>Senna Snel</u>		
	organisation:	<u>Public Prosecution Service (Openbaar Ministerie)</u>	
	city:	<u>The Hague</u>	country: <u>Netherlands</u>
comments (optional)	..... ..... .....		

Chair should request the IDE Board of Examiners for approval of a non-IDE mentor, including a motivation letter and c.v..

! Second mentor only applies in case the assignment is hosted by an external organisation.

! Ensure a heterogeneous team. In case you wish to include two team members from the same section, please explain why.

**APPROVAL PROJECT BRIEF**

To be filled in by the chair of the supervisory team.

chair Nynke Tromp date 17 - 01 - 2023 signature

Digitally signed by Nynke Tromp - IO  
Date: 2023.01.17 12:38:49 +01'00'

**CHECK STUDY PROGRESS**

To be filled in by the SSC E&SA (Shared Service Center, Education & Student Affairs), after approval of the project brief by the Chair. The study progress will be checked for a 2nd time just before the green light meeting.

Master electives no. of EC accumulated in total: 33 EC

Of which, taking the conditional requirements into account, can be part of the exam programme 30 EC

List of electives obtained before the third semester without approval of the BoE

**YES** all 1<sup>st</sup> year master courses passed

**NO** missing 1<sup>st</sup> year master courses are:

name Robin den Braber date 23 - 01 - 2023 signature

Digitaal ondertekend door Robin den Braber  
Datum: 2023.01.23 08:42:46 +01'00'

**FORMAL APPROVAL GRADUATION PROJECT**

To be filled in by the Board of Examiners of IDE TU Delft. Please check the supervisory team and study the parts of the brief marked \*\*. Next, please assess, (dis)approve and sign this Project Brief, by using the criteria below.

- Does the project fit within the (MSc)-programme of the student (taking into account, if described, the activities done next to the obligatory MSc specific courses)?
- Is the level of the project challenging enough for a MSc IDE graduating student?
- Is the project expected to be doable within 100 working days/20 weeks ?
- Does the composition of the supervisory team comply with the regulations and fit the assignment ?

Content:  **APPROVED**  **NOT APPROVED**

Procedure:  **APPROVED**  **NOT APPROVED**

comments

name Monique von Morgen date 07 - 02 - 2023 signature \_\_\_\_\_

Tackling exploitation of migrant workers using systemic design 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 16 - 01 - 2023 16 - 06 - 2023 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 safety sector is confronted with increasingly complex problems, for example subversive crime. Subversive crime entails the use of legal companies and services for illegal activities. Subversive crime causes the interweaving of the upper and underworld, which damages social structures and/or the confidence in them (Ministerie van Justitie en Veiligheid, 2022a). Norms fade and (the feeling of) safety and liveability decrease (Ministerie van Justitie en Veiligheid, 2022b).

Subversive crime includes many different types of crime and associated activities. For example, the use of legal financial services by criminals to launder their money, the involvement of real estate owners in the drug circuit through production and/or trade on their premises, and the temptation of young people to perform jobs for criminal organisations. The fight against organised, subversive crime has been a political priority for the past few years. Laws, projects and (international) partnerships are used to make the Netherlands less attractive to subversive crime.

This project focuses on the structural exploitation of migrant workers, an issue that is becoming increasingly poignant in the Netherlands. On a large scale foreign workers are brought to the Netherlands to work in agriculture and horticulture, logistics and distribution, construction, and other industries. These workers are highly dependent on the employment agencies that recruit them, which in many cases results in underpaid work, substandard housing, unsafe working situations and/or intimidation. Due to insufficient possibilities for adjudication and a lacking sense of responsibility on the part of employment agencies, entrepreneurs and/or local authorities, tackling such situations is hard. In addition to these humane problems, the exploitation of migrant workers also affects a range of other aspects (e.g. societal, financial, legislative). Part of the challenge is understanding the complexity and interconnectedness of the underlying system in regards to these and other aspects, in order to identify the subversive risks within the system.

The main stakeholder of this project is the Public Prosecution Service (Openbaar Ministerie). The Public Prosecution Service is responsible for investigating and prosecuting criminal offences. The problem owner of this project is Geerten Graef, he represents the Public Prosecution Service in a Fieldlab on migration in the Westland (a municipality in the province of South Holland with a lot of greenhouse horticulture). The Fieldlab is a shared effort of the Public Prosecution Service, police, Labour Inspection, FNV (labour union), ABU (association for temporary employment agencies) and Glastuinbouw Nederland. As the number of issues in the area is growing, the Fieldlab is looking for new perspectives and inspiration. During my project I will collaborate with the innovation department of the Public Prosecution Service, Testlab. Testlab aims to experimentally investigate potential applications for new innovations and methods within the Public Prosecution Service. Testlab facilitates various projects and works together with problem owners from other departments in the organisation. During my project I can also consult other designers in the governmental safety sector via the Makers Collective in which Testlab participates.

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introduction (continued): space for images

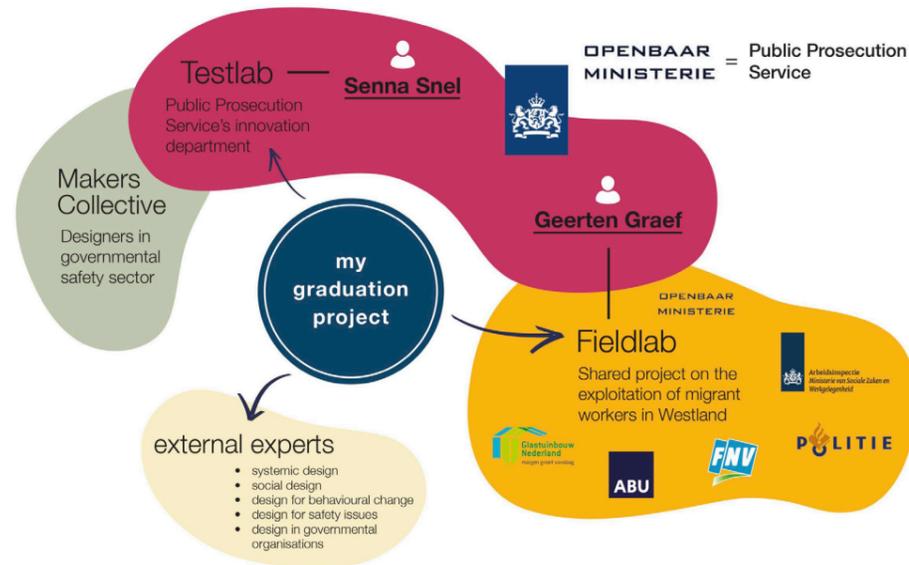


image / figure 1: Collaborations in graduation project

Ministerie van Justitie en Veiligheid. (2022a, October 27). Ondernijnde criminaliteit. Openbaar Ministerie. <https://www.om.nl/onderwerpen/ondernijnde-criminaliteit>

Ministerie van Justitie en Veiligheid. (2022b, November 18). Ondernijnde criminaliteit. Ondernijning | Rijksoverheid.nl. <https://www.rijksoverheid.nl/onderwerpen/ondernijning/ondernijnde-criminaliteit>

image / figure 2: References

**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.

The aim of this project is to analyse the issue of the exploitation of migrant workers in the Westland from different system and design angles in order to design one or more impactful interventions. The project aims to translate the knowledge obtained by the Fieldlab and other parties over the years into actionable insights and one or more design concepts.

A focus on the Westland is chosen to narrow the scope of this complex subject and make the project more manageable. The Westland area is interesting due to its high concentration of migrant workers and related issues. In addition, the stakeholders in this specific context are more easily accessible via the Fieldlab.

In the analysis phase I will perform literature and desktop research, expert interviews and field visits to gain insight into:

- the definition of the exploitation of migrant workers,
- the forms and characteristics of the exploitation of migrant workers,
- the subversive aspects of the exploitation of migrant workers,
- the stakeholders in the system surrounding migrant workers,
- the trends and developments that influence the system surrounding migrant workers,
- the long-term consequences of the problems in the system surrounding migrant workers,
- the current measures, interventions or strategies used to prevent or combat exploitation of migrant workers.

During the analysis phase I also want to learn more about Testlab's way of working.

After the analysis phase, I will iteratively explore intervention options in the directions that have emerged as potentially impactful from the analysis. The final intervention concept(s) could include a strategy, service, method, digital or physical product. I will evaluate the intervention(s) with the Fieldlab, Testlab, Makers Collective and/or other experts.

**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.

Design one or more intervention concept(s) that brings about changes in the system surrounding the exploitation of migrant workers in the Westland by using systemic design.

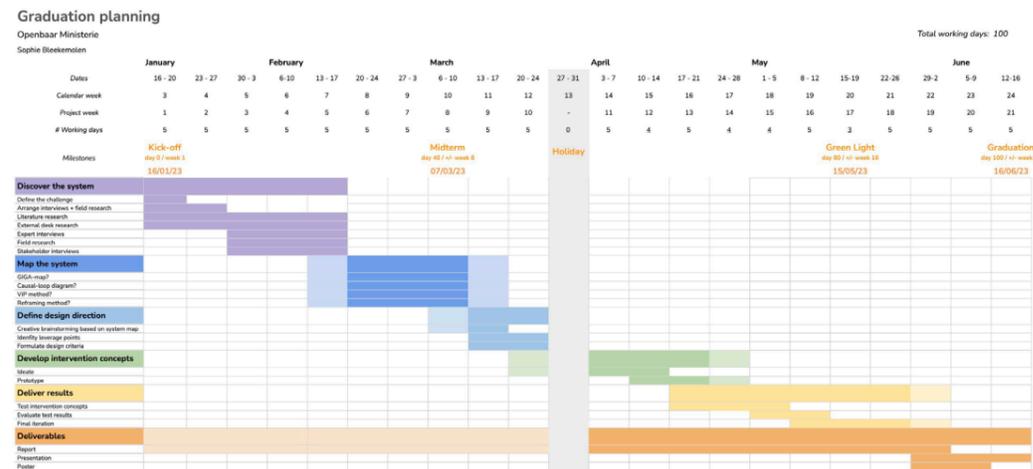
By means of an extensive analysis I will map out the current system surrounding the exploitation of migrant workers in the Westland. I will use the results of this analysis to identify one or more potential intervention directions to prevent and/or combat this problem. The intervention(s) that I will then design can include a strategy, service, method, digital or physical product. For example:

- A toolkit for stakeholders in the system to become more efficient in recognizing and responding to signs of exploitation of migrant workers.
- A toolkit for municipalities to engage in conversation with residents about the role of migrant workers in the community.
- A campaign to create awareness among Dutch citizens/consumers about the exploitation problem.
- A service that offers entrepreneurs that use migrant workers the opportunity to obtain an independently tested certificate.

**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 16 - 1 - 2023 16 - 6 - 2023 end date



The following dates are kept free, as they are either an official holiday or a TU Delft free day:  
 - April 10th: Easter Monday  
 - April 27th: Kingsday  
 - May 5th: Liberation Day  
 - May 18th + 19th: Ascension Day

I will be working on the following holidays or TU Delft free days:  
 - April 7th: Good Friday  
 - May 29th: Whit Monday

**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 first encounter with systemic design was in the elective Designing for Complexity. During the elective I became more and more aware of my fascination for 'wicked problems'. I find it interesting and challenging to analyse complex issues and am curious about the various perspectives and underlying explanations. After the elective, I decided that I wanted to learn more about systemic design and the associated terminology, tools and methods during my graduation. Through my graduation project I want to find out whether I would like to do more with systemic design in the future.

When I started looking for an interesting project, an old graduation project from the Systemic Design Lab led me to the Public Prosecution Service. A graduation collaboration with the Public Prosecution Service immediately seemed interesting to me because many security issues are very complex in nature and also have great social relevance. What also appeals to me about graduating at the Public Prosecution Service is the composition of the organisation; I think it would be interesting to learn more about what I can add as a designer within an organisation with limited design experience and what challenges this brings about. In this aspect I think I can also learn a lot from the members of Testlab and the Makers Collective.

In terms of design skills, I want to become better in setting efficient and realistic goals for myself. During previous projects I sometimes struggled with estimating the end-point of my work as I am rather perfectionistic. In my graduation project I therefore want to become more aware of the quality/time/cost trade-off when dividing my time on certain tasks.

Finally, I want to apply my experience gained over the years in structuring and executing a design project during my graduation. My goal is to create healthy working habits, such that I have enough time to meet my deadlines and also leave enough room for unexpected insights/obstacles. I would like to make my graduation an educational and enjoyable time where I get the most out of myself in a healthy way. To reach this goal I will implement regular reflection during my project.

Hereby a summary of my personal objectives during graduation:

1. Expand systemic design skills and explore whether I would like to do more with it in my future career
2. Gain experience in working at a governmental organisation
3. Become more deliberate in time-allocation throughout the design process
4. Learn to accept perfect doesn't exist
5. Reflect on working habits throughout project to make graduation an enjoyable and inspiring experience

**FINAL COMMENTS**

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

## Interview methods

### 2.1 Explore the scope of the system (Chapter 3)

#### Participants

The following stakeholders and experts were interviewed:

- Public Prosecution Service (*OM*)
  - Public prosecutor human trafficking
  - Representative in Fieldlab GoWest
- Police
  - Representative in Fieldlab GoWest
- Netherlands Labour Authority (*NLA*)
  - Representative in Fieldlab GoWest
- Dutch Federation of Private Employment Agencies (*ABU*)
  - Representative in Fieldlab GoWest
- Glastuinbouw Nederland
  - Representative in Fieldlab GoWest
- Coordination Centre against Human Trafficking (*CoMensha*)

#### Interview set-up

Most interviews were performed online except for one. The interviews followed an interview guide approach in which a list of questions was pre-defined to ensure that the same lines of inquiry were pursued in each interview while also leaving room to further explore and probe.

#### Question list

##### Role of participants' organisation in the system surrounding labour exploitation

1. (What is the link between your function and Fieldlab GoWest?)
2. (What was the motivation of your organisation to join Fieldlab GoWest?)
3. What is the link between your organisation and the phenomenon of labour exploitation?
4. What experiences/examples do you come across in your daily work that are related to labour exploitation?
5. How does the phenomenon of labour exploitation affect your organisation?
  - Is it problematic?
  - Why (not)?

#### Vision about the phenomenon of labour exploitation

1. In your experience, what are aspects that cause and/or perpetuate labour exploitation?
2. In your experience, what are aspects that help prevent and/or combat labour exploitation?
3. Who do you think are the most important stakeholders in the phenomenon of labour exploitation?
  - In general
  - In causing/perpetuating it
  - In preventing/combating it

#### Vision of changes in the system surrounding labour exploitation

1. Are there developments that you expect to have an impact on the phenomenon of labour exploitation?
  - If yes, which developments?
  - What impact do you foresee?

#### Responses to labour exploitation

1. Does your organisation do anything to prevent and/or combat labour exploitation?
  - If yes, what?
    - Why were the method(s) chosen?
    - What are the strengths and/or weaknesses of the method(s)?
  - If not, why not?
2. What is your vision on better ways to prevent and/or combat labour exploitation?
  - What would you do?
  - Which steps would you take?
  - Who would you involve?

### **Result analysis procedure**

All interviews were recorded and transcribed. From the transcription and notes, key insights were identified. These key insights were clustered on the following themes:

- Characteristics of labour exploitation
- Aspects that cause and/or perpetuate labour exploitation
- Effects of labour exploitation
- Methods used to prevent and/or combat labour exploitation
  - In general
  - Organisation of the participant
  - Successful methods
  - Issues with these methods
  - Future 'solutions'
- Stakeholders related to labour exploitation
- Developments influencing the phenomenon of labour exploitation
- Other insights

The overviews of key insights per interview were finally combined and further sorted to create the final interview takeaways.

## **2.2 Explore the final focus (Chapter 6)**

### **Participants**

The following stakeholders and experts were interviewed:

- Municipality of Rotterdam
- Coordination Centre against Human Trafficking (*CoMensha*)
- Netherlands Trade Union Confederation (*FNV*)
  - Representative in Fieldlab GoWest

### **Interview set-up**

All interviews were performed online. The interviews followed an interview guide approach. Since the questions were based on the expertise of participants and therefore differed per interview, a list of topics discussed is provided instead of a question list.

### **Topic list**

- Increasing resilience of migrants
  - Informing about rights and standards in the Netherlands
    - Information channels
    - Factors of influence
  - Increasing the incentive to report
    - Factors with a negative influence
    - Factors with a positive influence
  - Helping in the case of issues
    - Frequent questions
    - Information channels
    - Factors of influence
- The potential of preventing issues versus helping when they occur
- Building a relationship with migrants
  - Factors with a negative influence
  - Factors with a positive influence
- The migrant journey
- Initiatives from/for migrants
- Stakeholders relevant for empowering migrants

### **Result analysis procedure**

All interviews were recorded and transcribed. From the transcription and notes, insights were derived.

## Appendices Exploration sources

3

Due to the limited access to the target group, different sources were explored to develop empathy with the life of labour migrants.



De Monitor  
Arbeidsmigranten: Te weinig huisvesting voor te veel werk  
Seizoen 2019 AfL 14



23 oktober 2022 | Uitzending

Wie stopt de uitbuiting van arbeidsmigranten?

pointer



30 oktober 2022 | Uitzending

Mag de arbeidsmigrant ergens slapen?

pointer



### Champignonplukker



### Au pair



### Souvenirverkoper



**comensha**  
coördinatiecentrum tegen mensenhandel

Home Mensenhandel Academy Over ons Projecten Actualiteit Pers

Over mensenhandel Onze helpdesk #OpengeGaan! Sluit de slachtoffers

"Het belangrijkste is dat ik mijn vrouwen weer terug krijg" - JILL  
Zijn mooie verhalen "Door liefde" ben ik uitgebuit. Als gescheiden moeder van een zoonje, werd ik verliefd op een...

"Ik stond onder druk van bedreigingen en mijn gevoel van schaamte was groot" - KIM  
Niet jouw schuld "Ik ben geboren en opgegroeid in een vrij normaal gezin. In de periode dat mijn ouders gingen scheiden...

"Maandelang leefde ik in mijn vrachtwagen" - LEO  
Mijn huis "Eerst werkte ik direct voor een transportbedrijf in Nederland, maar ze zeiden me terug te gaan naar mijn land. Er...

**comensha**  
coördinatiecentrum tegen mensenhandel



Zo wonen arbeidsmigranten! | DANNY'S WERELD #3

182K views · 1 year ago

ypro danny's wereld

Danny Ghosen ontmoet arbeidsmigranten die in Nederland onder slechte omstandigheden leven



Arbeidsmigranten op straat | DANNY'S WERELD S3 #4

84K views · 1 year ago

ypro danny's wereld

In deze aflevering van Danny's wereld spreekt Danny Ghosen met arbeidsmigranten. In Nederland

## Appendices Stakeholder descriptions

4

These descriptions are based on interview insights, information from the Centre for Crime Prevention and Safety (Centrum voor Criminaliteitspreventie en Veiligheid, n.d.-a), and the websites of stakeholders.

### Employees

Employees form the core of the system surrounding labour exploitation as they are the potential victims. They perform work for their employer in return for a salary. Employees can work directly for a business owner or indirectly via an employment agency.

### Trade unions

Some employees are trade union members. Trade unions support and defend the interests of their members in different ways. For example, in collective bargaining, by providing legal assistance, and campaigning for better working conditions (FNV, n.d.). The Netherlands Trade Union Confederation (FNV) is the largest trade union in the Netherlands.

### Employers (business owners + employment agencies)

Business owners deploy employees with the end goal of selling goods and services to consumers. Employment agencies mediate the supply and demand of labour. In some cases, employers facilitate more than only work, for example also housing.

### Trade organisations

Some businesses and employment agencies are affiliated with trade associations. Relevant trade associations for the context are the Dutch Federation of Private Employment Agencies (ABU) and Glastuinbouw Nederland.

### Municipalities

Municipalities (and sometimes provinces) are concerned with granting permits for workplaces and housing, and monitoring these working- and housing situations. If they encounter improper situations they report this to the Netherlands Labour Authority. The politicians that are represented in municipalities are elected by inhabitants. Consequently, they try to represent the interests of these inhabitants. Some municipalities have specific programs around labour migrants such as the approach 'Working towards a dignified existence, EU migrant workers 2021-2025' of the municipality of Rotterdam (Gemeente Rotterdam, n.d.)

### Police

If the police get signals concerning improper situations in the workplace, they pass these on to the Netherlands Labour Authority. If the Labour Authority or municipality perform checks the police often have a supporting role. Furthermore, the police have care

duties, such as taking care of victims, informing them about their rights, and allowing them to press charges. Various police units have specialised human trafficking teams and each region is appointed a human trafficking expert. The police are also concerned with domestic disturbance calls concerning employees.

#### **Netherlands Labour Authority (NLA)**

The Netherlands Labour Authority is responsible for investigating situations in the workplace. They act based on incoming signals and risk selection. In cases of labour exploitation, a criminal investigation is started by the Investigation Service. Some cases, for example when the initial assessment shows no sign of labour exploitation based on the legal definition, are passed on to special inspectors from the Labour Exploitation and Serious Disadvantage program. They look into the possibility of starting an administrative law procedure.

#### **Public Prosecution Service (OM)**

The Public Prosecution Service is responsible for investigating and prosecuting criminal offences. Specialised public prosecutors are involved in human trafficking investigations. They consult on the deployment of investigative resources, the progress (or termination) of investigations, and

ultimately the prosecution. The Public Prosecution Service is also involved in the coordination of policy through consultations with municipalities and the police.

#### **Coordination Centre against Human Trafficking (CoMensha)**

CoMensha is the national expertise and coordination centre against human trafficking in the Netherlands committed to the interests and rights of victims (CoMensha, n.d.-b). They provide insight into the scale of human trafficking victims through registration, analysis and reporting. In addition, CoMensha has a coordinating role in providing care, assistance and shelter to victims. Lastly, CoMensha is also involved in providing training and education for professionals.

#### **Non-governmental organisations (ngo's)**

There are different types of ngo's affiliated with labour exploitation. A relevant ngo is Fairwork, which focuses on guiding victims, training professionals and creating awareness among the public, politicians and employers (FairWork, n.d.).

#### **European stakeholders**

The European Union (EU) is a key stakeholder since most victims of labour exploitation and serious disadvantage have a non-Dutch

background. European migrants can enter the Netherlands due to the free movement of persons. The EU also has regulations on working in other member states. The countries of origin of migrant workers (can) play an informative role in the system. As some cases of labour exploitation are concerned with parties in different countries, international colleagues of the stakeholders above such as Europol, foreign labour authorities and the European Labour Authority are also important stakeholders.

#### **Other stakeholders**

Stakeholders which are not touched upon above but also play a role in the system surrounding labour exploitation in the Netherlands include the '*Nationaal Rapporteur Mensenhandel*', '*Task Force Mensenhandel*', '*Landelijke Expertgroep Mensenhandel (LEM)*', '*Expertisecentrum Mensenhandel en Mensensmokkel (EMM)*', the '*Regional Information- and Expertise Centres (RIEC's)*', the Centre for Crime Prevention and Safety (CCV), the Ministry of Justice and Security (*JenV*), the Ministry of Social Affairs and Employment (SZW), the Ministry of Economic Affairs and Climate Policy (EZK), the Tax Administration, and the Royal Netherlands Marechaussee.

### Purpose of the session

- Per search area
  - Validating sensemaking efforts
  - Gathering further insights
  - Gathering input for relevant criteria
  - Generating ideas
- Observing how the stakeholders collaborate

### Participants

- Public Prosecution Service (OM)
  - Representative in Fieldlab GoWest
  - Member of TestlabOM
- Netherlands Labour Authority (NLA)
  - Representative in Fieldlab GoWest
- Glastuinbouw Nederland
  - Representative in Fieldlab GoWest

### Session set-up

The 2,5h focus group session was held in person at the Public Prosecution Service in the Hague.

A few days before the session, the participants received the sensitising materials which included a short description of the search areas and an overview of the sensemaking.

Agenda of the session:

- Introduction
- Search area 1: The role of the consumer in tackling labour exploitation
  - Presenting the challenge and corresponding 'How Might We-statement'
  - Braindump of first responses to challenge and sensemaking
  - Ideating on *topics to tackle* (first individually, then discussed plenary)\*
  - Ideating on *opportunities for solutions* (first individually, then discussed plenary)\*
- Search area 2: Empowerment of employees to expose labour exploitation
  - ^
- Closing

\*The following sensitising questions were provided to guide ideation:

- *What* is the problem to solve?  
*What* is the big idea?
- *Where* in the system is change needed?
- *Why* is impact created?
- *Who* should be involved?
- *How* do we approach this?  
*How* to start?

# Design direction detailing

## 6

The flowchart in Figure A gives an overview of the different steps and potential scenarios migrants can face in manoeuvring an unhealthy situation.

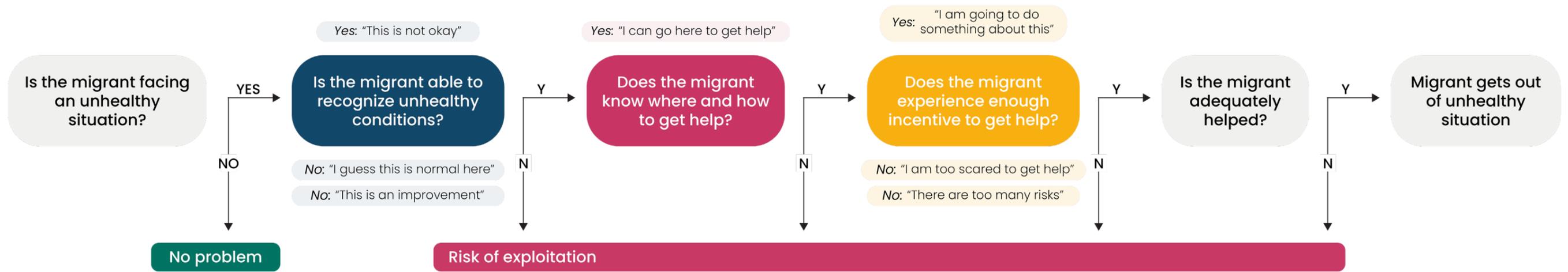


Figure A. Flowchart of scenarios for manoeuvring an unhealthy situation

### Initial ideas

Different methods were used to generate the initial ideas of the ideation phase:

- Ideation based on journey phases
- Ideation based on migrant needs
- Brainstorm based on existing interventions
- How Might We-statements
- Crazy 8's
- Metaphors
- Associations

Applying these methods in individual and collaborative brainstorming sessions resulted in the initial ideas in Figure B.

### Analysis of initial ideas

These ideas were then analysed using the C-box method in which they were ranked on feasibility and innovativeness (see Figure C).

Based on the ranking and further analysis, four categories were created: *low-hanging fruit* ideas which could be implemented on a short-term, *next step* ideas that should be considered next, *future horizon* ideas that require more time and/or resource investments, and finally *irrelevant* ideas which are either not feasible or were expected to have too little impact (see Figure D).

As the *next step* and *future horizon* ideas were considered to be most interesting for the project's scope, these were further analysed and discussed with the problem owner. In this analysis, the following criteria were used: intended impact, desirability, feasibility, 'design potential'. From this, four potential concept directions were identified.

- Television show/soap about migrant life
- Polish/Bulgarian/.. stand at the market
- Migrant buddy system + 'expertise base' among migrants that links experts to questions
- 'Check your predecessor'-tool

### Further ideation on concept directions

These four concept directions were further explored using the SCAMPER method, which stands for: Substitute, Combine, Adapt, Modify, Put to another use, Eliminate and Reverse. SCAMPER-guided brainstorming led to multiple small sub-ideas and aspects.

### Analysis of concept directions

The four concept directions were then evaluated on feasibility, viability and desirability using the Harris profile method (see Figure E). Finally, the concept direction of creating a **migrant buddy system** was chosen.

### Detailing the concept

After choosing the concept it was further explored and detailed into the idea of an app platform around daily statements. Finally, wireframes and a simple branding style for the platform including logo and colours were created.



Figure B. Initial ideas

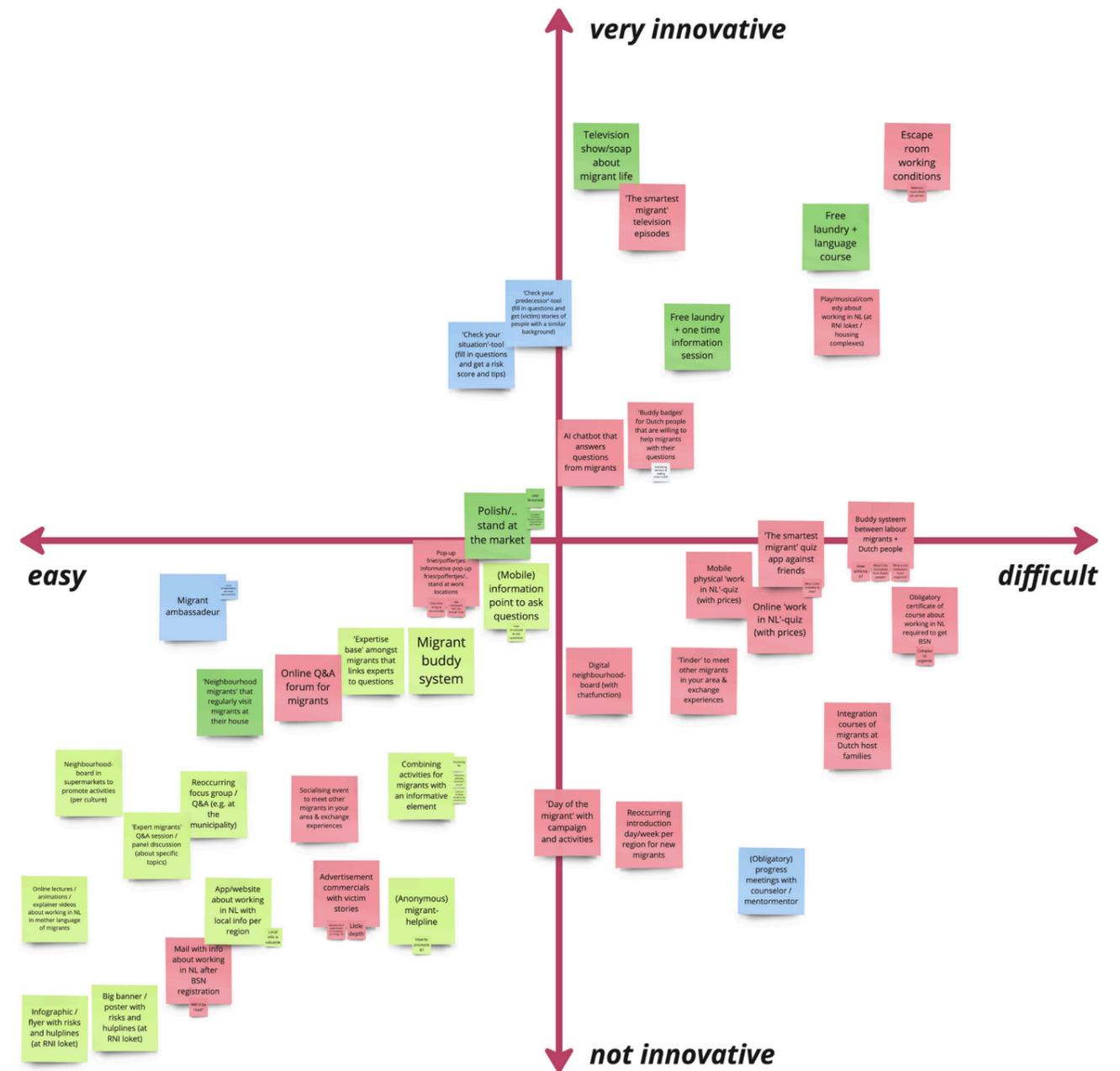


Figure C. C-box

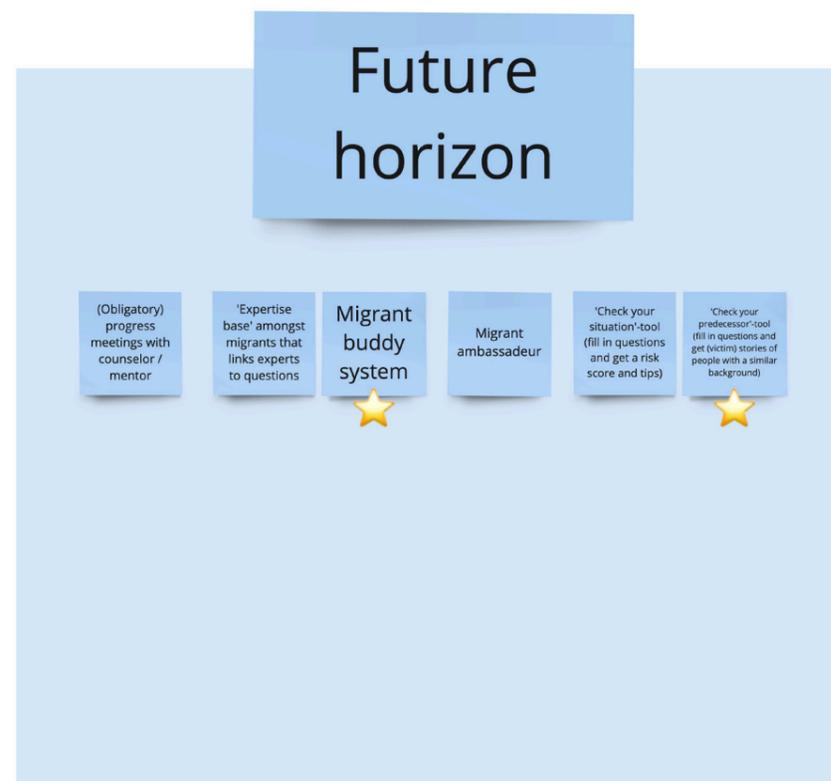
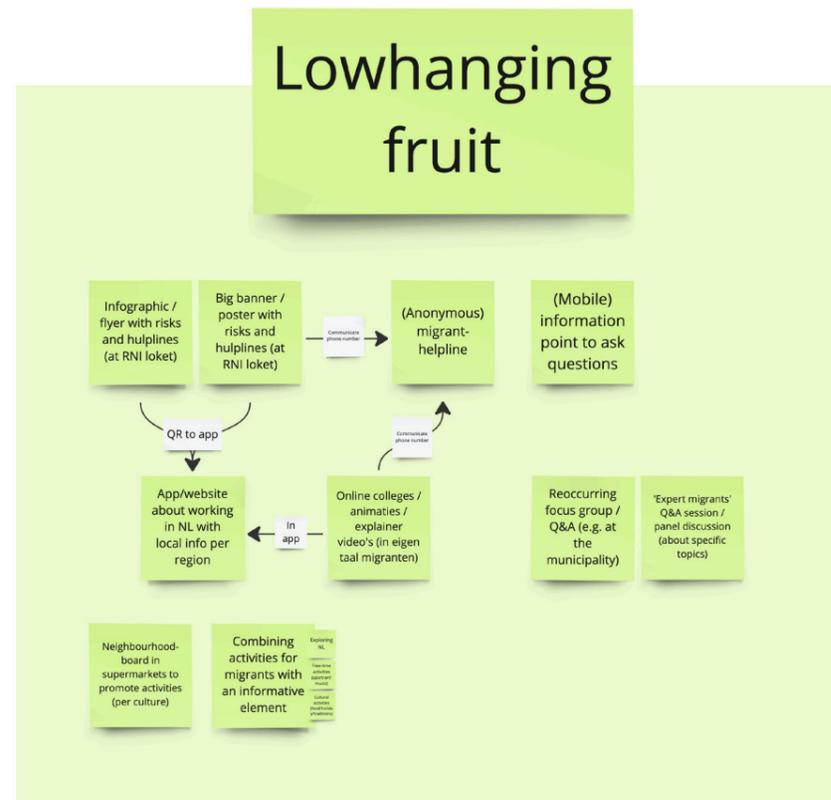


Figure D. Four idea clusters

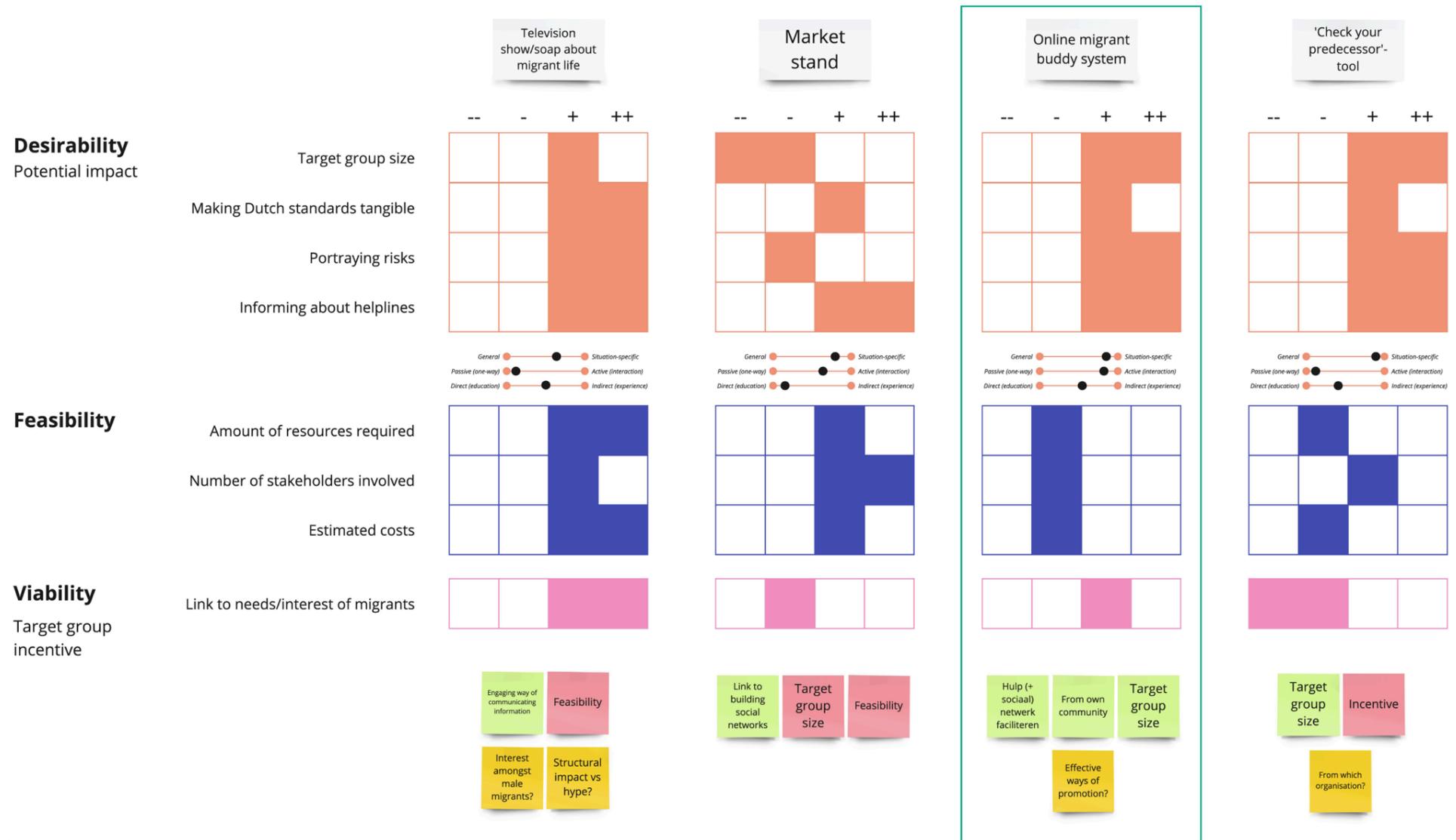


Figure E. Harris profile

### Objectives and core questions

The evaluation sessions were used to gather insights on the following aspects (in order of importance):

1. Problem understanding (validation of design goal)
  - Does my research reflect the real situation?
    - How much knowledge does the target group have about healthy (in)direct working conditions in the Netherlands and potential helplines?
    - Does the target group experience a lack of knowledge on these aspects?
2. Problem-concept fit
  - Does the concept offer a valuable solution to make an impact?
    - Does the platform increase the target group's awareness about healthy (in)direct working conditions in the Netherlands and potential helplines?
    - Does the platform give the target group a greater sense of control over their own lives?
3. Interaction of concept
  - How does the target group experience the concept?
    - How could the target group be stimulated to actively interact on the platform?
    - How could the target group be stimulated to share their experiences on the platform?
4. Implementation plan
  - How does the target group respond to the proposed implementation plan?
    - Are any of the proposed stakeholder organisations deemed unfit?
    - Are any relevant stakeholder organisations missed?
  - How do potential stakeholder organisations respond to the proposed implementation plan?
    - How is the link between the concept and the organisation perceived?
    - Is the value proposition offered deemed interesting?
    - What is the reaction to the responsibilities linked to participating on the platform?
    - Which other stakeholders could still be considered to involve?

Evaluation of the graphic design of the concept was deemed outside of the scope.

### Means of evaluation

- Evaluation with the target group (labour migrants)  
Focus: problem understanding, problem-concept fit, interaction aspects and implementation plan
- Evaluation with stakeholders relevant for the implementation  
Focus: problem understanding, problem-concept fit and implementation plan
- Evaluation with a behavioural and UX researcher  
Focus: interaction aspects

### Participants

Target group: Evaluations with two labour migrants (separately). Both have been in the Netherlands for more than five years. Both have an Eastern European background.

Stakeholders relevant for the implementation: Evaluations with Annemarie de Zeeuw (FNV), Geerten Graef (Public Prosecution Service) and Eline Willemsen (Fairwork).

Behavioural and UX researcher: Evaluation with Paul van Sommeren (strategic research & design lab Valsplat, seconded to Dutch Ministry of Health, Welfare & Sport Motion).

### Set-up

The evaluations with the target group were performed in person to stimulate a more safe environment. The other evaluations were performed online.

### Evaluation scenario

1. Introduction of graduation project and info about set-up and goal of the evaluation session
2. Target group: preliminary interview about participants' background  
Other: discussing the chosen focus and design goal
3. Walkthrough of the prototype during which the participants think out loud
4. Stakeholders: walkthrough of the implementation plan
5. Discussing participants' first impressions, remarks and feedback on the concept and questions on the topics described above
6. Wrap-up

### Result analysis procedure

Some of the evaluation sessions were recorded. From the recordings and notes taken during the session, insights were derived for the iteration and recommendations.

