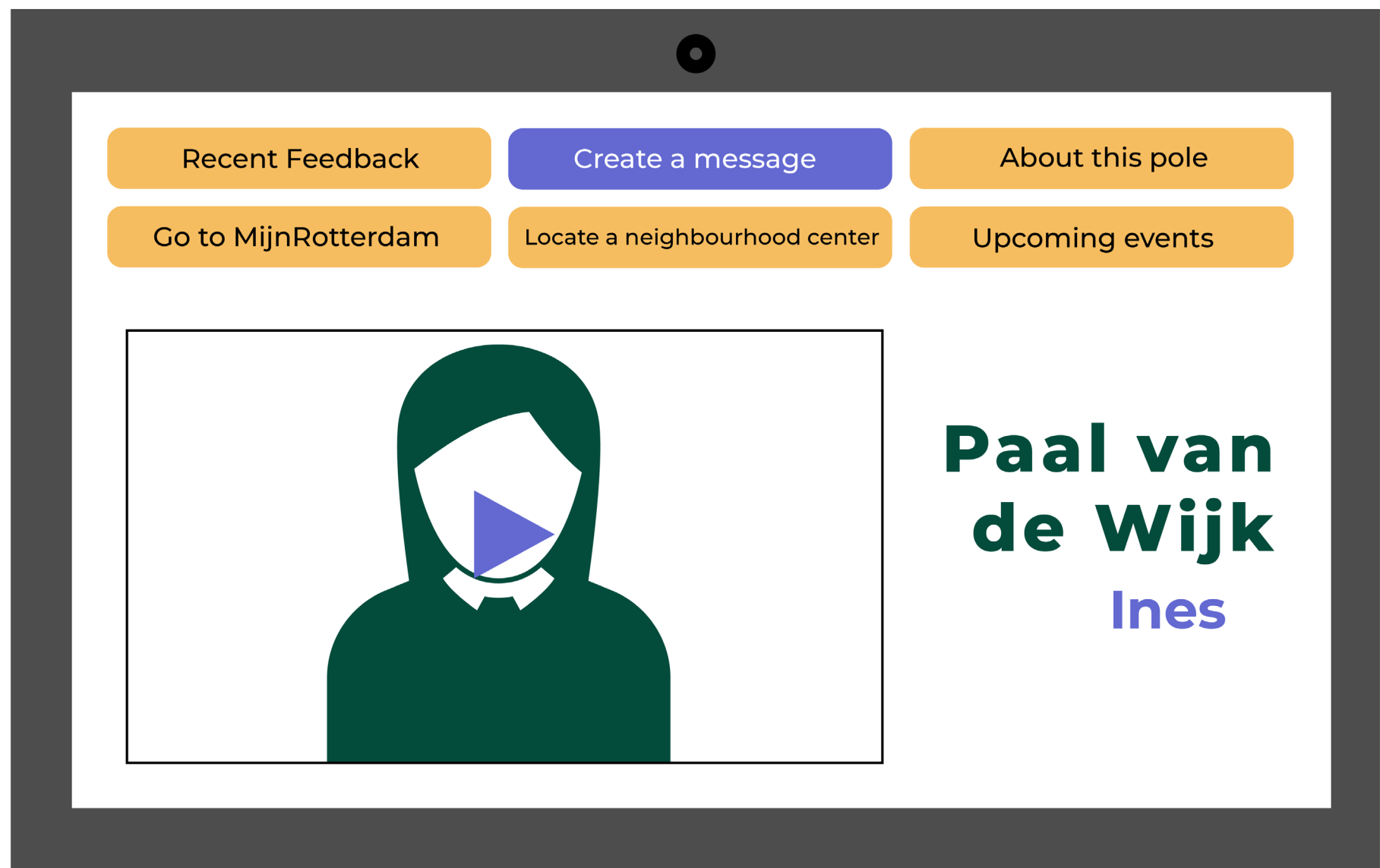


An interactive pole for Crooswijkers: Designing low-threshold participation and rebuilding trust



CONTEXT

Crooswijk is a neighbourhood in Rotterdam that has been dealing with some issues regarding trust in the municipality, and residents have not been participating as much anymore, feeling unheard and left in the dark. Recently, a new form of neighbourhood governance was introduced in Rotterdam. The neighbourhood council is a group of seven residents that have to gather all the input coming from the neighbourhood. This is a great fit for the problems in Crooswijk. A personal, recognizable group of neighbours that will try their best to help improve the neighbourhood. There are two main participation contexts, namely a participation platform called MijnRotterdam, and a hub located in the neighbourhood, where physical participation takes place.

PROBLEM STATEMENT

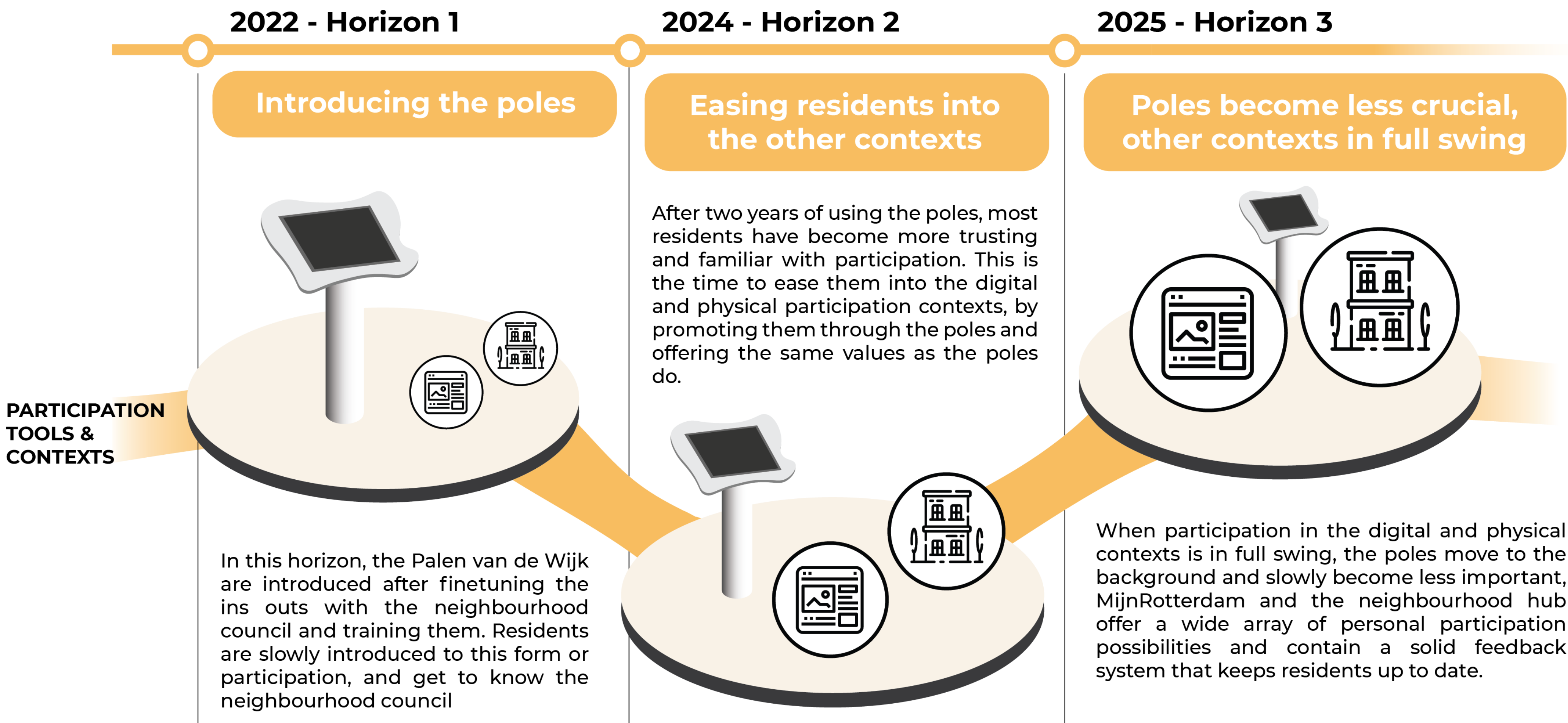
How can the design help the neighbourhood council create more trust with the residents of Crooswijk, and set them up for more participation activities and overall engagement?

DESIGN STATEMENT

Design a physical intervention for the residents and council members that stimulates continuous input and feedback exchange and facilitates a low-threshold way of participation, in order to create a trustful bond and boost engagement.

OUTCOME

The concept that was designed is an interactive pole that serves as a physical extension of one neighbourhood council member. There will be seven poles in total, one for each of the elected members. The poles make these members visible in the neighbourhood, and offers residents a low-threshold way of giving some input in the form of a recorded message, as well as getting familiar with the newly elected council. By slowly easing the distrusting residents into the world of personal, transparent participation, progress is made. After a while, these residents are then nudged towards the other participation contexts, where more in-depth and elaborate participation takes place.



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