

The future of collecting for KWF Kankerbestrijding

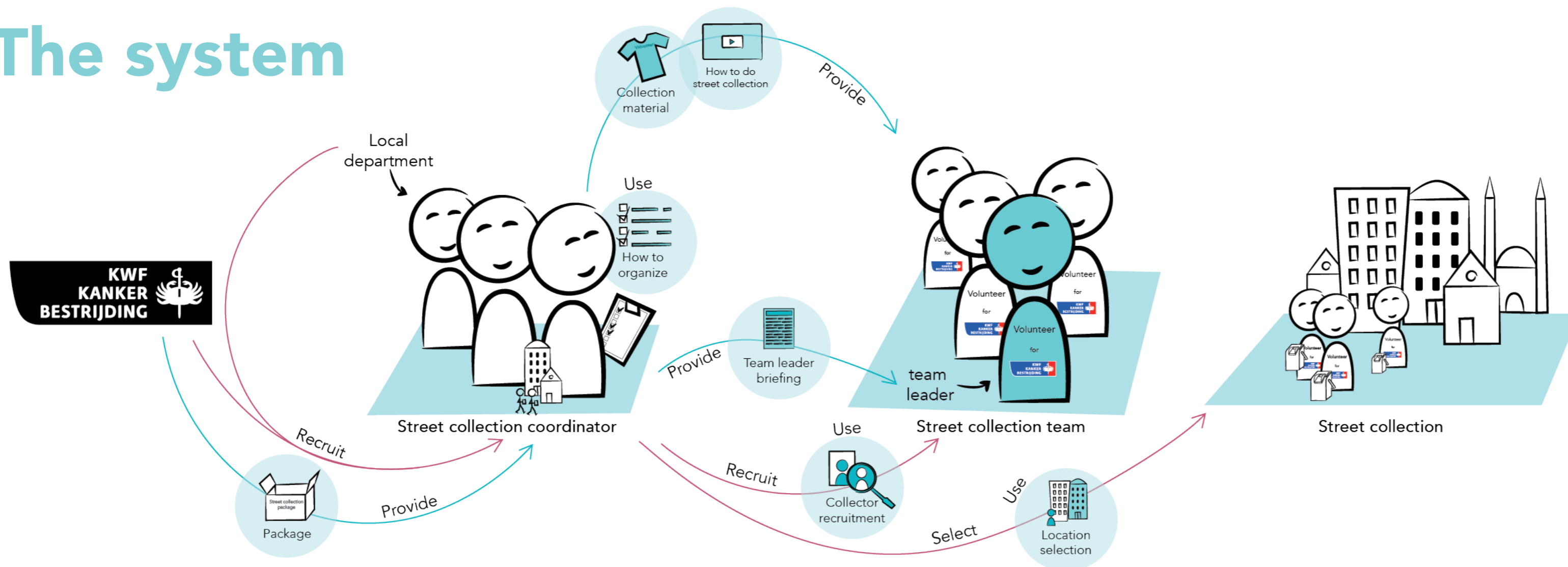
The project focuses on the design of a **street collection system** for neighbourhoods in the **large cities** of The Netherlands, with the purpose of increasing the revenue of the collection while using less volunteers to accomplish this. This is done by focusing on the design elements of location, communication, behaviour, product, organisation and training.

Design goal

The chosen design context is **'the seven large cities of The Netherlands'**. These are Amsterdam, Rotterdam, Den Haag, Utrecht, Groningen, Eindhoven and Tilburg. In the cities, doing collection is really difficult for collectors. Due to high-rise buildings, a lot of different residents with different cultures and offices and industry. The street collection is designed for the neighbourhoods with a lot of high-rise buildings, offices and where a lot of immigrants can be found. The people who work and live in these locations can be reached on the streets.

The context

The system



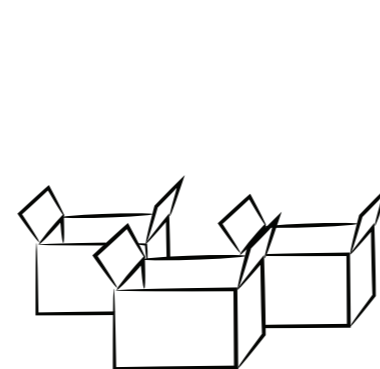
The street collection system describes the new street collection product of KWF. In this system, different stakeholders play a role in the organisation. The system describes how to organise and execute this new form of collecting. The system is supported by the **street collection package**, which contains all material and information needed to make the street collection a great success. There are different stakeholders in the organisation process that need different information and material at different moments and all this is supported by the system.

Final product

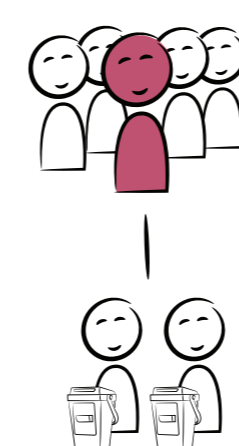


KWF will have to **change its activities, organisation and collection products** in order to stay modern and to make the collection more successful. A new volunteer department classification is created. The collection products will fit the different types of departments and target groups. New payment technology will be used in these new products and the organisation of the departments will change to fit the new products. The activities and service of KWF will be adjusted to the new department classification as well.

The future of collecting at KWF



New products in packages



New organisation



New payment methods



Dominy van Reeken
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Strategic Product Design

Committee Dr.ir. G.J. Pasman
Dr. P.C.M. Govers
Company KWF Kankerbestrijding
M. Scheirlnck - Zirschky

