HKU

IRIS
Utrecht

Citizen Engagement in public spaces
Designing with co-creation

Introduction
Designing together with the residents

In this pamphlet we show how, during three evenings, we applied Citizen Engagement to a new design for smart streetlights in the Utrecht neighbourhood Kanaleneiland-Zuid. It is a short report including tips, experiences and suggestions. We explore how to apply Citizen Engagement in IRIS, by build up a community and implement a project in which the residents have a leading role. We end with three important suggestions and some practical advice per component. This pamphlet can be used for reference or as a manual.

It has been a great learning experience for us. We hope to pass on this knowledge as our contribution to the success of the complete IRIS project!

Mathijs, Freek, Lydia en Liz

Citizen Engagement
Design Thinking as a method of involving residents in making the neighbourhood more sustainable

Citizen Engagement is a method of involving residents. One component of it is involving residents in the design process through Design Thinking. Citizen Engagement leads to new innovative applications that fill the neighbourhood's needs and desires. A proper practical implementation is important for feasible application.
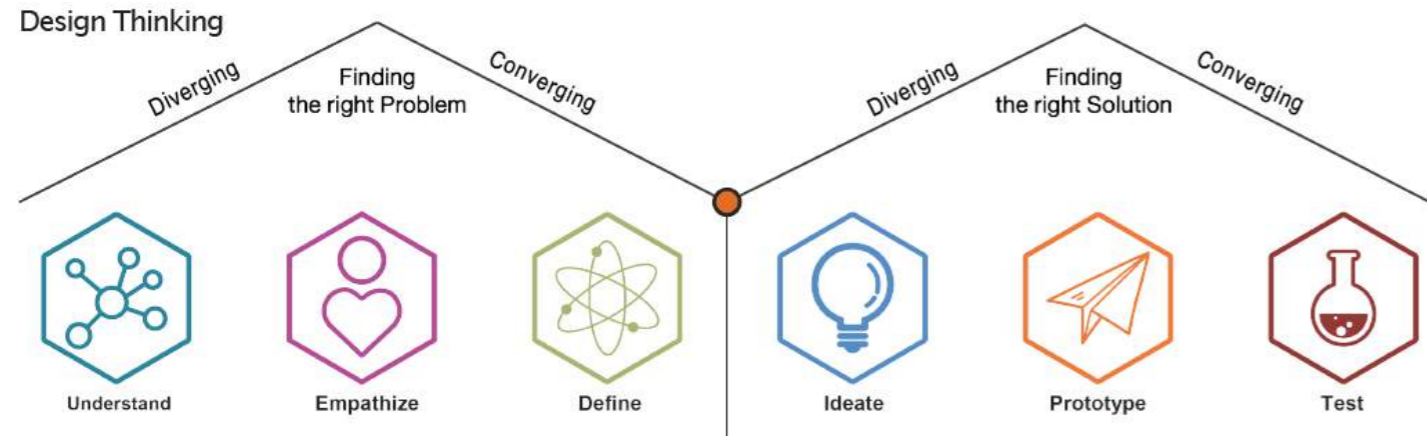
Design Thinking consists of six steps divided into two phases.

1. **Phase 1:** Discovering the problem. Searching the question behind the question. This phase includes the steps Understand, Empathise and Define, in which the end user plays a central role. We look for as much information as possible about the subject (diverging). This information is converged in the Define phase into a number of design problems and themes.

2. **Phase 2:** The creative process. In the final three steps, Ideate, Prototype and Test we look for as many solutions as possible for the problem (diverging), which are then evaluated and consolidated (converging) into one or more concepts. These concepts are transformed into a prototype and then tested for validation with the end user.

Adapting the method to practice
A clear design question

Adapting to practice begins with a good and clearly defined question. What is the problem? What target do we want to achieve and what question do we need to ask to find the right answer? The design question is determined in consultation with the customer:

'How can we create smart lampposts that contribute to a better/ healthier/safer/finer neighbourhood for residents and entrepreneurs in Kanaleneiland-Zuid?'

After determining the design question we visited the neighbourhood. In the Design Thinking process this is the Empathise phase. Absorbing the neighbourhood not only gave us relevant leads to the neighbourhood but also helped us put the process together: what is the best way to reach people in Kanaleneiland and what are the neighbourhood's dos and don'ts?

Takeaway!
A good design question is open and inviting. The target and target group are clear. Open the design question with the words: 'How can we...'

Takeaway!
Very often there is already a lot of information about the neighbourhood. Try not to discover everything by yourself but look for existing figures and talk to professionals in the neighbourhood to get information.

Determining the design strategy

After getting to understand the neighbourhood better we moved on to the execution strategy. This included the following components: long-term involvement of the right people (we elaborate on this under 'Community'), choosing the right design strategy and organising the design sessions.

We went for three 'Dragons' Den' type sessions. This means we commissioned designs based on the neighbourhood experts' input (residents, entrepreneurs and professionals in the neighbourhood). These designs were then pitched to a jury made up of the same neighbourhood experts. This is how we completed the first 'iteration' of the Design Thinking process in three evenings: Empathise and Define with the neighbourhood's experts, Ideate and Prototype with the designers and Test during the pitch evening.

Before deciding on the evenings' program and their projected course we determined 'the target', the 'desired result' and the output of the evening for each session (see attachment 1).

To allow the three sessions to go well we scripted the evenings precisely (see attachment 2) and divided roles to facilitate them. These were crucial for efficiently organising a process with no clear outcome. For session 2 (the design evening) it was important to choose a design method. We chose it based on the evening's preconditions. In this case: much information, little time and specific preconditions for the design outcome (smart street lighting). After consulting with Design Thinking experts we chose 'design sprints'. (For a clarification of this and other Design Thinking methods see attachment 3).
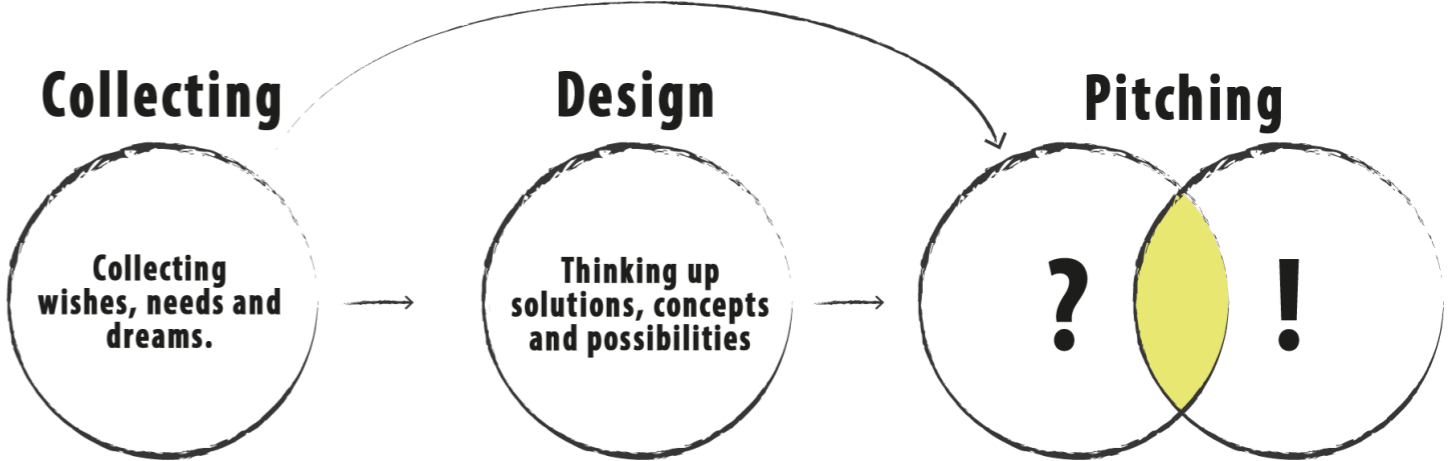
The chart below shows the information we gathered during the preparations in the neighbourhood and during the evenings.
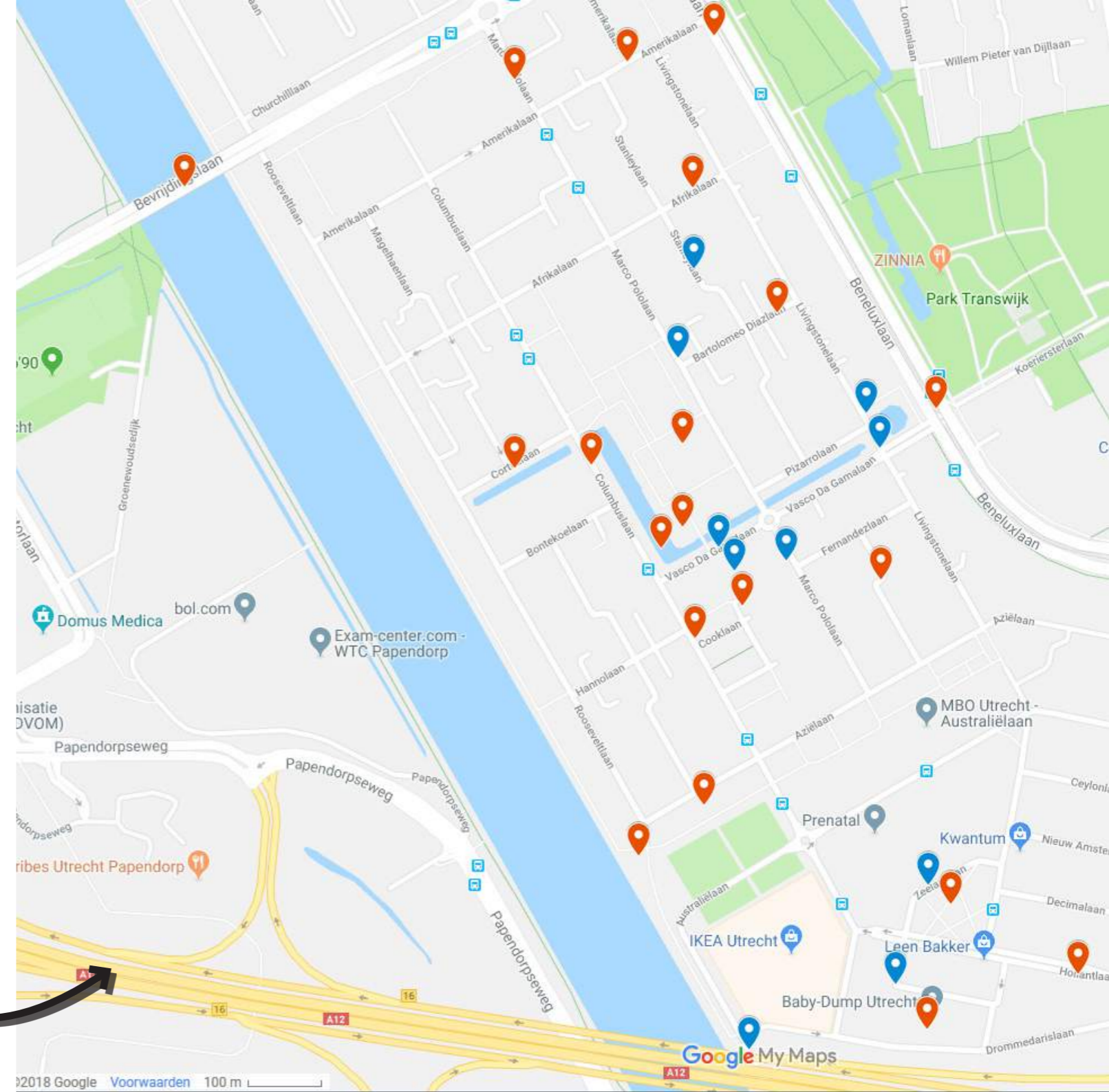
Design Thinking in 3 days
Collecting, designing and sharing

Collecting

Collecting wishes, needs and dreams.

Design

Thinking up solutions, concepts and possibilities

Pitching

? !

Session 1
Residents, entrepreneurs and other people from the neighbourhood research their neighbourhood's wishes, needs and dreams.

Session 2
Market participants work together with creatives to think up new concepts that fit the needs of the Kanaleneiland residents.

Session 3
The concepts thought up in session 2 are matched in the third session with the collected wishes, needs and desires from session 1 in a Dragons' Den format. The Kanaleneiland residents are the jury!

Design of the sessions' content

#1 The collection session. During this session we talked with residents, professionals and entrepreneurs from the neighbourhood. We processed this information in real time into so-called narrative sheets. To get the discussion going and to stimulate the participants we had prepared 30 photos of the neighbourhood. These pictures were on the table and functioned as the session's conversation starter. At the start we also asked the participants what their dream for Kanaleneiland is: more information we could use later. During the discussion all present wrote while the speakers told something about the neighbourhood. These notes with quotes, anecdotes and interesting details formed the basis for the 'narrative' that had to be developed. During and after the discussion the narrative sheets were covered with the notes in order to record the collected input and divide it per theme.

#2 The information gathered in the collection session forms the basis for the design session. In the design session, a multidisciplinary group of content experts, designers, creatives and municipal civil servants was put together. New ideas and concepts were worked on in three groups according to the Crazy Eight methodology. This is a brainstorm methodology in which 8 ideas are drawn in 30-second instalments on an A3 sheet. The ideas are solutions for problems that were collected in the collecting session. Of the Crazy Eight designs, the best or best two are used and developed further for a pitch.

Takeaway!
Design sessions provide much analogue input such as pitch sheets, prototypes and narrative sheets. Think in advance about processing and storing this input.

#3 Pitch evening. Testing the concepts put together in the design session is the last step of the first iteration of the Design Thinking process. By testing the ideas the outcomes are validated with the end user. We designed a Dragons' Den session for this. During this last session the designers presented their ideas from the design session to the neighbourhood experts from session 1. Each design group presented two concepts. To keep the energy high they were only given 3 minutes. The users were allowed to ask questions. After the presentation the audience could 'invest' in ideas. The end users could give play money bills of €500, €200 and €100 to the ideas they most valued. This gave us a clear image of the end user evaluation per concept.

The sessions went more or less as planned. During the design session, one person was a process facilitator and the rest were participants. A tight schedule was necessary to keep the energy level high in this session.

In the third session the neighbourhood experts analysed and judged the designs. The presentations went well and everyone understood the evening's structure. Our job was to keep an eye on the time and to explain the project's context.

Fun fact:
Dragons' Den is a television program originating in Japan, where it was first broadcast in 2001.
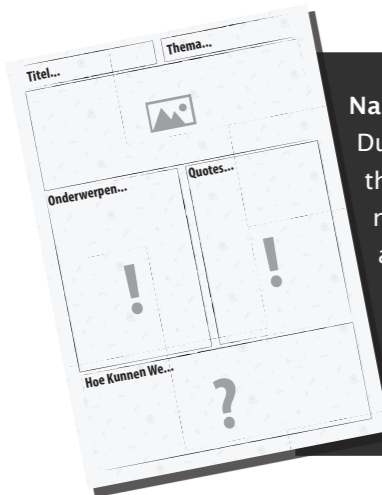
Narrative sheets
During the preparations for the evenings we realised that we had to arrange the neighbourhood experts' input during the evenings themselves. This was necessary firstly in order to efficiently collect as much useable information as possible. Another important reason is facilitating a good transfer of the information from session 1's neighbourhood experts to session 2's designers and creatives. We designed 'narrative sheets' for this. These are posters used during the session to record the neighbourhood's different narratives as images, themes, quotes and design problems.

Titel... Thema... Onderwerpen... Quotes... ! ! Hoe Kunnen We... ?

The project team's experiences:
Choosing the setup for the evening was an organic process (this means 'searching' in jargon). At first we had planned only one evening in which we allowed Kanaleneiland Zuid residents, neighbourhood professionals and entrepreneurs to design together. After discussions with the neighbourhood and Design Thinking experts we decided to organise three sessions. This empowered everyone: the residents and entrepreneurs together as 'neighbourhood experts' and the creatives and designers as concept development experts. This takes more time but yields much better results'.
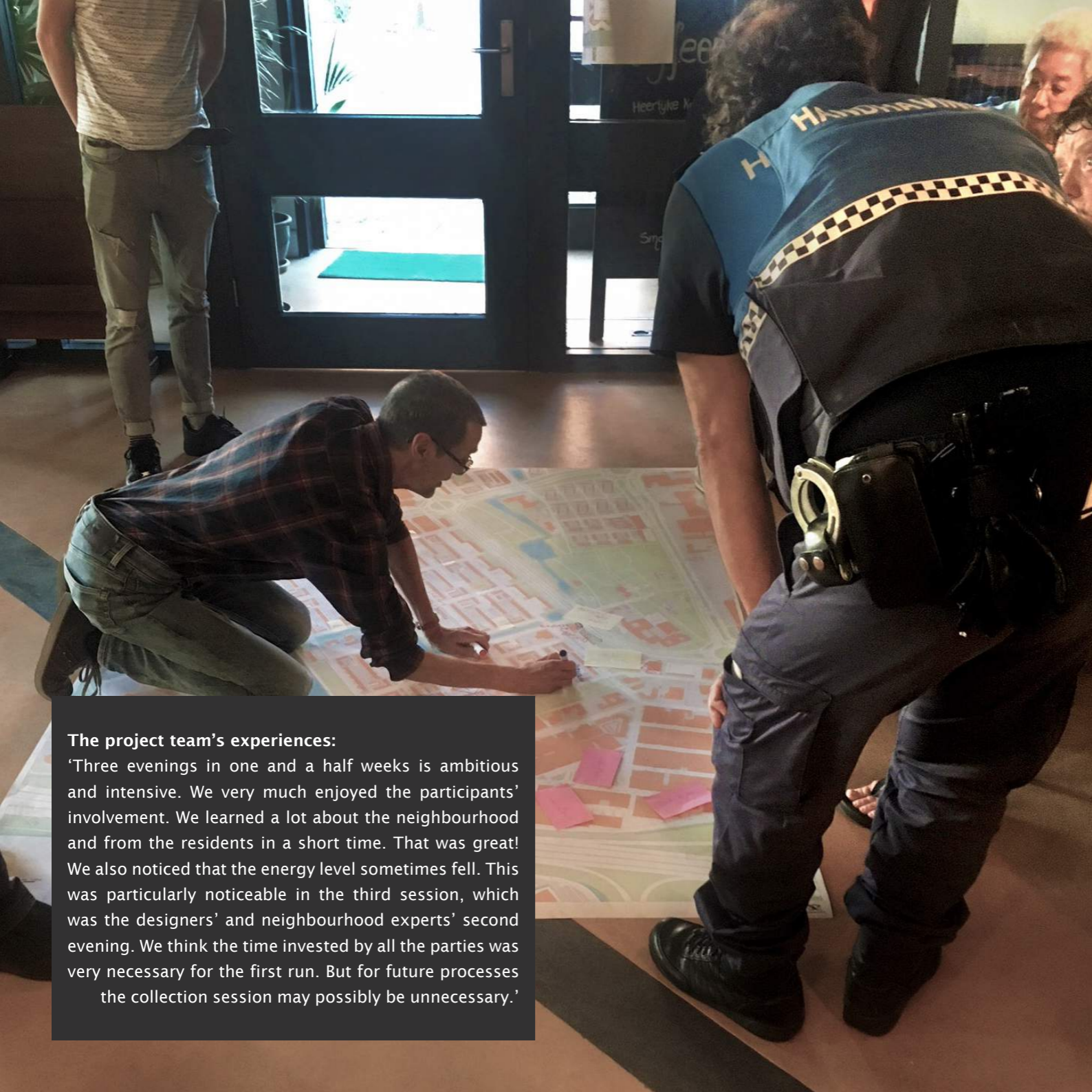
Community

Citizen Engagement is a method in which the user - in this case the neighbourhood experts - are often involved. Our gatherings were the starting point of a longer Citizen Engagement process in IRIS. The idea was to lay the foundation for a community that can be involved during various points in the process.

Neighbourhood sphere of influence and snowballing
We wanted to reach a group of people that can help build creative ideas and actively contribute to IRIS. After analysing the sphere of influence of various central figures in the neighbourhood we made a selection of the people we wanted to approach. The snowball effect of connections led us to interesting people and social organisations in the neighbourhood that we hadn't know about.

Because the starting phase of Citizen Engagement is dependent on neighbourhood experts with a specific 'conceptual collaboration' profile we decided not to invite a wide range of people. We did try to put together a group that was representational of the neighbourhood. A common problem is that particularly youths and people of Arabic origin are difficult to reach. We experienced this too: these target groups were not represented. It would benefit the quality of the result if these groups were to be reached at a later stage.

Takeaway!
When planning your process take into consideration the neighbourhood's demographic and cultural structure. For instance, we had to consider the Ramadan and the summer break.

Takeaway!
The designers and creatives participated in these sessions pro bono. If you wish to employ their services more often it should be well organised. For instance, in a 'designers' platform' with a small compensation for their services.

Expectation management

At the beginning of the process we paid much attention to managing expectations. We explained what IRIS is during the personal talks with the neighbourhood experts and in the invitation. We also gave a presentation at the beginning of the Collection session (1) about smart public spaces in order to manage expectations.

Still, a discussion arose during the pitch evening (session 3) about the process's possible outcomes. People found that the outcomes were focusing too much on lighting, whilst they had suggested themes which went far beyond the scope of the possible solutions. This discrepancy in expectations can be solved by communicating even clearer and more often. It's also important to use the neighbourhood's relevant themes for different parts of the project and to work efficiently with the ideas the residents come up with and the time they spend on the project.

Takeaway!
Before the project team is given an assignment, determine its preconditions and scope. This will prevent the scope from being narrowed down and will keep the target and communication with the neighbourhood explicit.

The project team's experiences:
'When a heated discussion came up in session 3 about the usefulness and necessity of smart lighting we were shocked. We hadn't expected it and were convinced that we had given the invitees sufficient information before and during the discussions. When one of the residents shouted, in all honesty: 'If I had known this was only going to be about lampposts I wouldn't have come!' it confused us for a moment. Looking back, we're glad it happened, because this led to a good and open discussion between everyone there. We were happy that the Citizen Engagement project manager was there to clearly explain the process. We agreed with the neighbourhood experts that we would keep communicating openly about IRIS' possibilities and limitations'.

Project organisation

The smart lighting project was the first step towards executing IRIS. Sometimes it wasn't completely clear who of the project organisation was responsible for which component. There still wasn't a communication message available to the neighbourhood and it still had to be decided who was responsible. The role division became increasingly clearer during the project. Discuss these issues at the beginning of every shared project in order to clarify means and contact persons.

Takeaway!
Invest in a communication strategy and means of communication for the implementation before contacting the neighbourhood again. IRIS' complexity demands an unequivocal plan and means of communication for different target groups. This can make or break the project.

Future

Realising Smart Lighting in Kanaleneiland

To implement smart lighting according to the Citizen Engagement method a certain line in the rest of the process is necessary. This is illustrated by the following steps:

1. Engage a project manager/expert who can link Citizen Management, technology, market participants and IRIS

2. Let a design studio design a discussion based on the collected concepts

3. Draw out a final discussion design and present it

4. Assess the technical feasibility/desirability of the discussion for the neighbourhood

5. Design a pilot for the Smart Lighting

6. Assess the pilot (with Citizen Engagement preconditions)

7. Placing of lampposts

8. (Maintenance/updates/assessment)

Takeaway!
The importance of a good location 1:
Make sure that the meetings take place in a location with good acoustics. There was a lot of noise and reverberation in the Krachtstation.

The project team's experiences:
'At the beginning of the project we actually didn't know the neighbourhood well. We therefore decided to first - before deciding whom to invite - immerse ourselves in Kanaleneiland Zuid. We worked in the neighbourhood for several full days. We visited residents and joined the local police officer on her beat. This helped us get to know the neighbourhood and better understand how to approach the residents: personally and clearly. That's why we first personally met with everyone we invited. When this wasn't possible we tried phone contact. This cost a lot of time but is an incredibly important aspect of Citizen Engagement for creating involvement'.

Realisation of Citizen Engagement

The three evenings with neighbourhood residents and designers are a first step towards implementing the Citizen Engagement process. The following steps can work towards optimising Citizen Engagement in IRIS in the future:

1. Determine the design space/create design space in IRIS.

2. Determine about what residents can give input and about what they can't. Which elements are suitable/valuable to designing together with residents and which aren't?

3. Make a Citizen Engagement implementation strategy for all IRIS solutions for which we want resident input.

4. Communicate clearly about the process, sphere of influence and outcomes to residents before going into the neighbourhood again.

5. Implement Citizen Engagement 'made to fit' for the various IRIS projects and project phases.

6. Evaluate: is it finished?/ Has it succeeded?/ Is it useful to do this more often?

Takeaway!
The importance of a good location 2:
For the design sessions choose a creative location with lots of air: essential for the creative process. We chose Food4good, in the neighbourhood.

Striking!
Almost everyone we spoke to reacted extremely positively to our personal approach.

Advice

1 **Organise the project clearly.** For effective implementation it's important to organise the project clearly. Make sure that an organogram is available to make it clear who is responsible for what in shared IRIS projects. Discuss this at the beginning of each shared project to make everything about means and contact persons clear. This will benefit the communication, the expectation management and the result.

2 **Take IRIS' preconditions and limitations into consideration.** In the project, goals are set with regard to sustainability, (technological) innovation and meeting the residents' needs. These goals don't always go hand in hand (sustainability isn't always a priority for residents). Discuss this and take it into consideration during implementation, such as designing communications to the neighbourhood.

The project team's experiences:
'We involved several companies in the project to help come up with ideas about innovative concepts for the neighbourhood. Civity, Citytec, KPN and Luminext participated. A number of these companies are part of the IRIS consortium. It's important to talk with the various parties in advance. Companies that participated in the design session didn't necessarily get the assignment that resulted from the Citizen Engagement process. So it's important to be clear and open about expectations of the process and the eventual outcomes. The market participants were very open to our way of doing things and enjoyed helping to design new concepts that met the neighbourhood's needs'.

Practical advice

Design Thinking
Choose a creative place in the neighbourhood for holding the design sessions. This stimulates the creative process.

Make sure to consider the post-project documentation: photograph everything during the evenings and digitally process what's important later. Design Thinking processes generally produce a lot of analogue material.

·   Encourage designers to see things broadly

·   Give the designers preparation material

·   Give the designers enough time to allow their creativity to get into gear

·   Create a platform for creatives: a group of people you can address as helpful creative thinkers, preferably people who know the neighbourhood well or live there. Compensate them for their efforts and their commitment.

Takeaway!
The importance of a good location 3: Choose an accessible location for the neighbourhood's residents. It's more pleasant for people to sit in a place they already know. In Kanaleneiland Zuid's case: the community centre is more appropriate than the Krachtstation.

Community
Where the sessions take place is crucial for attendance and the evening's mood. Let the neighbourhood's residents' preferences prevail in choosing the project's 'central point' and keep it as easy as possible. For many residents the Krachtstation is not an accessible location and that can influence attendance. The community centre would have been better in this case. The Krachtstation's acoustics weren't that great either.

Clear communication is key; one part of design processes is divergence. This is also what we asked the residents. This leads to more themes being discussed than smart lighting alone. This can be confusing. So keep explaining what you're doing, why and at what point of the process you are.

Make sure that the neighbourhood's key figures are properly involved and remain so. Compensating their efforts is one method.

Project organisation
Before going to the neighbourhood with your plan, put together an implementation strategy for the communication together with experts from the neighbourhood (such as neighbourhood advisors). Appoint someone in the project organisation to be responsible for monitoring the implementation strategy. This way, our intention remains clear and explicit to the neighbourhood.
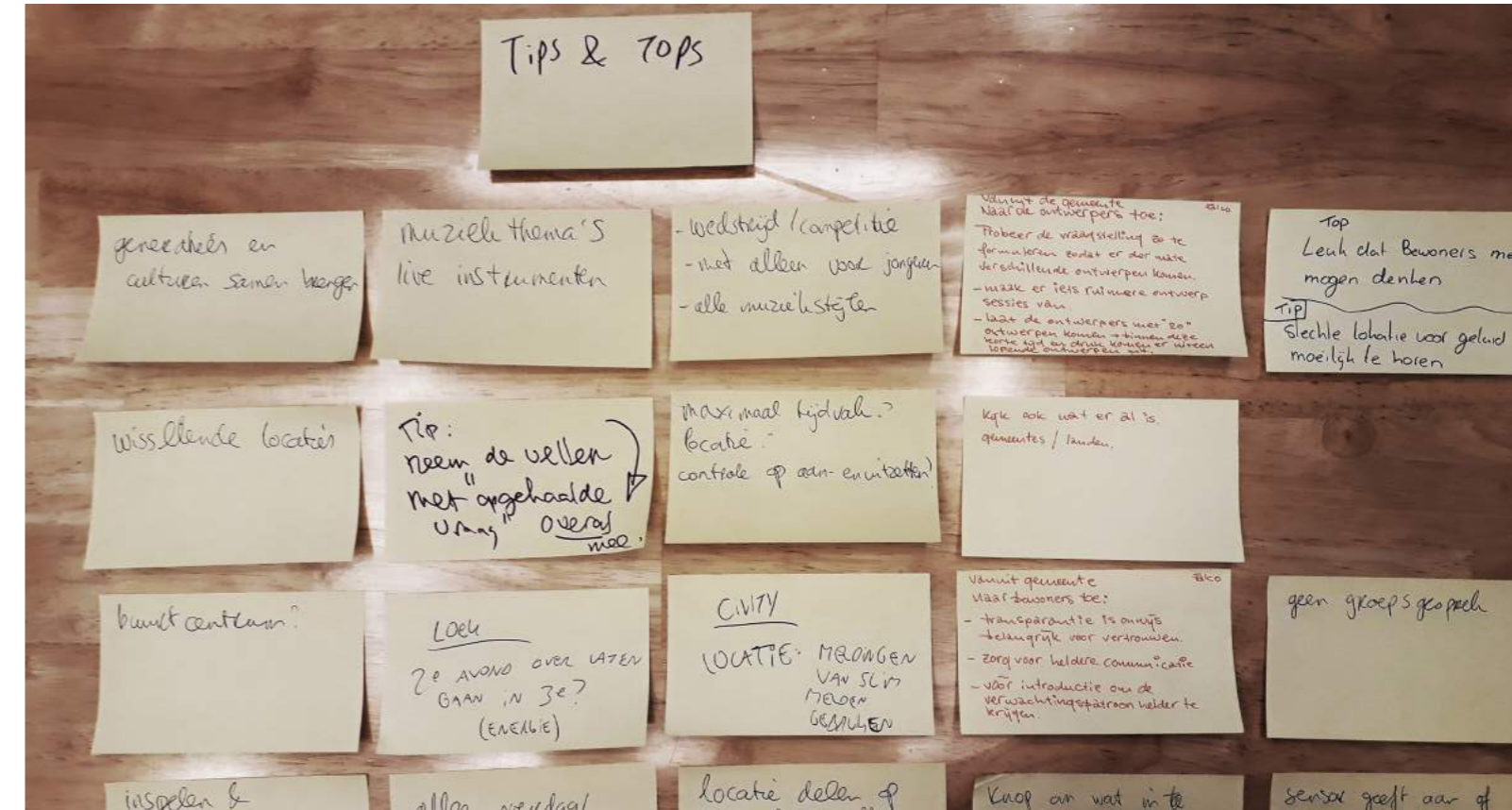
Attachment 1. Outcome, the sessions' target

Session 1

Target:
We had to...
- collect the most important problems/themes/ needs of people in the neighbourhood
- focus on lampposts and explained what is possible with the residents
- collect first ideas
- make everyone enthusiastic and make sure they returned on the 26th
- explain the process and position the group as part of the design team
- manage expectations

Outcome:
We had...
- made a shortlist of themes
- asked them the 'How can we' question on neighbourhood improvement
- collected their narratives – (how to include them was determined later)
- some enthusiastic Kanaleneiland residents now
- plotted problems and stories on a map
- to let the resident jury determine the assessment criteria for the evaluation on the third evening

Processing:
We had to...
- create a shortlist of the residents' narratives about their neighbourhood
- filter the 'How can we' questions based on usability

- help the people/participants to become contributing members by empowering them to contribute to our process
- bring the neighbourhood map featuring the local problems that were noted by the residents
- create a list of residents'/participants' first ideas

Organise:
We had to...
- find some moderators
- create and collect some brainstorm materials
- find a proper location for the next round

Session 2

Target:
We had to...
- provide tools for thinking up ideas/concepts for the neighbourhood: which ideas could be implemented?
- link expertise and creativity for finding the right designers/experts for this session
- continue putting the user in a central role!
- support the building of some early prototypes
- prepare the pitches for the last session
- provide a reality check wherever needed

Outcome:
We had...
- a number of prototypes and pitches based on residents' input
- energy, enthusiasm, pleasant collaboration on the second evening

Setup:
We created...
- groups of 4-6, minimum of 3 groups, of different designers and smart lighting experts

Session 3

Target:
We planned to...
- test concepts with users/participants
- show the outcome of the design to the IRIS project team
- inspire residents and experts to 'stay on board' the project
- evaluate and prioritise ideas generated in the second evening

Outcome:
We planned to...
- harvest contact information for communication with and/or continuated participation of all participants compliant with modern privacy protocols
- choose the 'winning' concept(s) by putting the residents in the Dragons' Den role
- archive the completed outcomes of the design process
- manage expectations of all participants for future steps and results

Attachment 2. Schedule per session

Session 1	Residents session		
Time	What	Who	What do we need
18.45-19.00	Doors open		
19.00-19.10	Welcome and opening	Team member X	
19.10-19.15	Short intro: what is public street lighting and what could smart lighting be	Team member X	
19.15-19.20	Process explained: you are experts in your neighbour-hood, how does the Design Thinking process work	Team member X	
19.20-20.30	Division into groups of 4-6	1 moderator per group	Photos of the neighbourhood, name tags
	Introductions + 'What is your dream for <insert your location>'s future?'		Markers, Post-its
	Photos on the photographer's table and discussing what the photos make them think, feel, smell, taste		
	Explain photos - discussion		
	While someone is talking, the rest of the group write on their own Post-its		
	Cluster Post-its and form themes		Blank narrative sheets on which the problem narratives can be collected
	Write everything on narrative sheets (per theme)		
	Big map of neighbourhood on the floor, plot located issues on the map (continuously)		Map of your neighbourhood (one map, as large as possible)
20.30-20.45	Break	Break	
20.45	Explanation Round 2: Change groups, specify themes via how-can-we? questions	Team member X	
	Crazy ideas about the issues that we found and col-lected on the narrative sheets		
	General: Where do we go from here? Expectation man-agement and process overview	Team member X	
22.00	End	End	

Session 1	Residents session		
Time	What	Who	What do we need
18.45-19.00	Doors open		
19.00	Welcome and explanation of the process	Team member X	
	Intro theme (e.g. smart street lighting) and expectation manage-ment (with factsheet about the preconditions of the technology)	Team member Y	
19.20 -	Split up into groups of 4-6 at 3 tables		
19.20 - 19.40	In subgroups: discuss narrative sheets made by the residents (taking turns) and mind mapping in the mean-time (mind mapping = for yourself)	At each table, taking turns (3 sets of narratives passed around)	Narrative sheets from Session 1, one sheet per person
19.40 - 19.45	Crazy 8 (per person) with time slots (time slots = everyone, Crazy 8 is done individually)	Team member X	One sheet per person
	Divide Crazy 8 within group and choose one solution per person to continue working on	At each table	
20.00 -	Break		
20.10 -	Make one storyboard of a conceived solution per person	At each table	One A4/A3 per person
	Share and discuss your storyboard in your group		
	Select and discuss ideas together: how can we build on or complement the idea		
	Creation time: build your group prototype!		A2 (about 12), coloured paper, markers
20.30-20.45	What must the model include? In any case: catchy title, what does it do, what problem does it solve?		Art materials: tape, glue, skewer sticks, carton, wood, discarded objects, coloured paper, etc.
21.25	Prepare your expert pitch for the third evening (for the resident jury)		
21.45	General ending	Team member x	

Session 3	Dragon's Den session: residents and other invited stakeholders		
Time	What	Who	What do we need
18.45-19.00	Doors open		Neighbourhood map and all the narrative sheets are hanging on the walls
19.00	Designers prepare their pitches in subgroups from 2nd session	Team member X	Prototype sheets from Session 2
19.00	Bring residents up to date	Team members	
19.10	Welcome. Explain process: you are at the beginning of the design process, explain position (residents advisory role), Where do we go from here?	Team member X	
	Explanation of working method: We present 6 pitches. Each pitch is 3 min. long. Residents have 4 min. per pitch for questions to the design team.	Team member X	
19.15	Pitch 1	Team member Y: time slots	
	Question		
	Pitch 2		
	Question		
	Pitch 3		
	Question		
	Rest of the pitches and questions		
19.50	Distribute money and stickers to the residents. Emoji stickers to attach emotions to the pitched proposals; play money to express value of each idea	Team member Y	Emoji stickers, play money (each resident gets play money, 1x 100, 1x 200 and 1x 500)
19.50	Break		6 piggy banks (in case there are 6 prototypes)
20.05	Explanation: your judgement is investment advice	Team member Y	
	Explanation: time is up for the design groups		
	Residents can now invest their money and place their stickers (on the prototypes) to indicate their feelings about each solution		
20.15	The 6 piggy banks are opened. One team member writes the amount on a flipchart	Team members X, Y and Z	
	Discuss stickers: what do you think?		
20.45	Hand in the investment advice to the IRIS team	Project manager	
	IRIS representative says a few words about IRIS.		
	Everyone gets two Post-its: best and worst of the whole process - for suggestions for improvement	Team member X	Broad Post-its, markers
	Drinks		

Attachment 3. Design Thinking tools and expertise

Tools:

- Focus groups with trigger
Separating into groups in the first session. 3 tables, 1 moderator. The photos function as triggers.

- Intuitive clustering
Clustering of information based on intuition as a means of searching for themes and stories.

- Narrative Sheets
Information summarised on a narrative sheet. This includes: theme, quotes, photo and first design problem. We used these to make an inventory of real issues in the neighbourhood (even beyond the IRIS project themes!)

- Mind mapping/brain dump
First ideas and information on one sheet of paper during the design session.

- Design problems
Several design problems are conceived based on the themes, stories and quotes, starting with 'how can we'.

- Crazy Eights
A fast brainstorm technique originating from Google Ventures Design Sprint. Eight ideas in four minutes. Use A3 sheets of paper folded into 8 squares.

- Storyboarding
The best idea from the Crazy Eight summarised in a short storyboard made up of three drawings, again on A3 paper.

- Paper prototyping
The two best ideas are modelled and drawn by the teams to enable making a good pitch in the third session.

- Dot voting
The two best ideas from the storyboards are chosen by having each team member put three dots next to the concepts he or she finds most interesting.

- Money voting
The audience on the third evening can acknowledge the pitched ideas by putting money on the ideas they thought were the most interesting. They were given bills of €100, €200 and €500.

Expertise present during the sessions

Session 1
Facilitators
Active residents
Active professionals
Entrepreneurs from the neighbourhood
Social workers
Civil enforcement officers
Litter coach
Neighbourhood advisors

Session 2
Facilitators
Market participants from the lighting industry
Creatives
Municipal officials
Entrepreneurs

Attachment 4. A list of all the concepts

Concept	Explanation	Implementation for use	Residents	Theme
Free wi-fi	Making specific locations more attractive for loitering teenagers by introducing wi-fi	Pleasant living	+	Free wi-fi
Sound sensor for signalling unsafe situations	Better security in the neighbourhood due to brightly lighted areas	Security	+	Social interaction, giving teenagers a place to hang out
Sound and Light: Bring your own music, music lights to the beat signalling unsafe situations	Lights that adjust themselves to the music	Pleasant living and amusement	-	Security
App interface with a lamppost for various applications, attractive to youths	Controlling the post with a phone	Pleasant living and amusement	-	Social interaction, giving teenagers a place to hang out
Speakers for playing music	Playing music with the lamppost	Pleasant living and amusement	-	Social interaction, giving teenagers a place to hang out
Tinder light app: match-making	Finding and meeting each other by the lights' colours	Pleasant living and amusement	-	Social interaction, giving teenagers a place to hang out
Mood lighting: dim your lights	Create a pleasant or unpleasant ambience for teenagers to hang out in	Pleasant living and reducing public nuisance	+	Security, public nuisance
LEDs for showing the way	Bringing the social functions to the attention of the residents	Promotes social interaction and physical activity	-	Social interaction, road safety
App for planning routes	Plotting your route and following it by the LEDs in the posts	Pleasant living and amusement	-	App for planning routes
Telephone/ communication function	Creates social interaction in the neighbourhood	Reduces social isolation	-	Social interaction
Lighting configuration for projecting a zebra crossing	Practical solution for preventing unsafe traffic situations	Unsafe traffic situations	++	Security, traffic

The Added Value Lamppost

General description
The added value lamppost is a combined solution. The post promotes safety in the neighbourhood, creates a better atmosphere and attracts loitering teenagers. The post is interactive and the colour and intensity of its light can be adjusted by anyone. It has free internet as long as there isn't any litter around.

Target
Drawing loitering youths to specific areas and convincing them not to make too much noise. Litter problems: wi-fi only works if the area is clean. Using the light's colour to promote or discourage hanging around the lamppost.

Specifics
• Free wi-fi (maybe even Spotify)
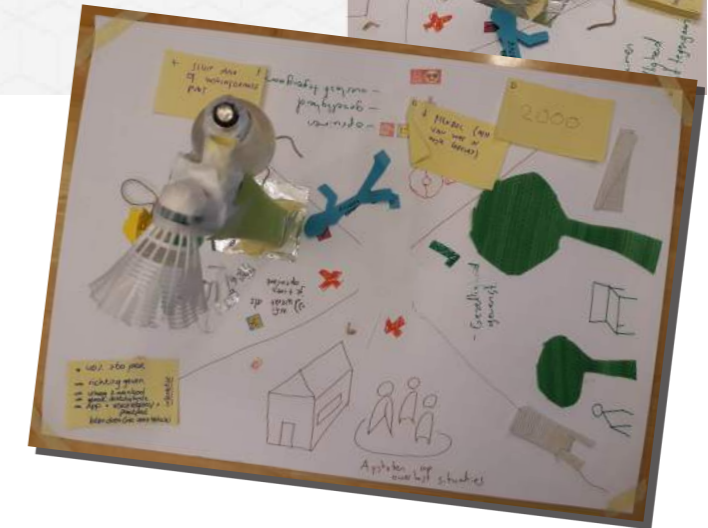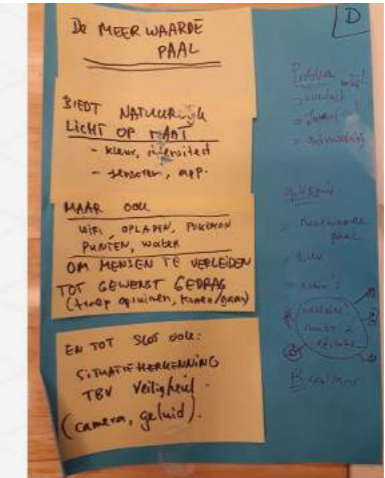• Sound sensor for registering unsafe situations

Pros
• Positive atmosphere
• Positive influence

Cons
• 'Loitering teenagers damage everything'
• 'It will never work'

€2.000,-

Chill out for free

General description
Providing a good hangout location for youths. The lampposts have various functions, such as wi-fi, music, adjustable lighting-colour, tinder light (matchmaking via lighting).

Target
Providing youths with a pleasant hangout location and making it agreeable
to get together in specific locations.

Specifics
• Free wi-fi/Spotify
• Light reacting to the music's beat
• Mood lighting – lights are dimmable and can change colour
• Tinder light – matchmaking with an app
• App interface for youths

Pros
• Providing youths with a hangout place
• Giving youths a place they're allowed to gather in
• Reducing public nuisance in the rest of the neighbourhood

Cons
• The lampposts may be troublesome

€2400,-

Connecting post

General description
The lampposts show the way to various places in the neighbourhood with LEDs. You can feed your destination into an app and the lampposts will show you the way.

Target
Connecting people and drawing residents' attention to different functions
in the neighbourhood.

Specifics
• LEDs
• App for planning routes
• Telephone/communication function

Pros
• Connects between people
• Makes places in the neighbourhood easier to find

Cons
• Practical feasibility
• User-friendliness

€200,-

Zebra crossing that lights up while being crossed

General description
Zebra crossing that lights up when someone wants to use it. The zebra crossing makes crossing the road calm, safe and pleasant. Approaching cars are seen by the lampposts further up the road and therefore earlier. By being well designed it has added value to the neighbourhood. The design could be done in collaboration with neighbourhood schools. The design can be seasonal.

Target
The use of lighting heightens the residents' feeling of security. In addition, it provides a safe road crossing for disabled persons.

Specifics
 • Lighting configuration for projecting a zebra crossing

Pros
 • Heightens feeling of security
 • Makes crossing pleasant and safe by using light effects and coloured LEDs
 • Beautiful design is an addition to the neighbourhood
 • Practical feasibility

Cons
 • Can break down and therefore become unreliable
 • Opposite effect when no one is crossing

€3300,-

Conversation post

General description
People talk mostly with other people from their own social network. The conversation post makes it possible to start a conversation with someone standing next to a different lamppost. This increases social interaction in the neighbourhood.

Target
Promoting unplanned social interaction between residents in the neighbourhood and reducing social isolation.

Specifics
 • Function for communication between posts
 • Telephone function

Pros
 • Promotes social interaction between neighbourhood residents

Cons
 • To what extent can it reduce social isolation?

€0,-

Play my tunes

General description
The 'Play my tunes' is a lamppost that can play your music with a wi-fi connection to your phone.

Target
Providing youths with their own place to meet and hang out. Possibility of controlling where youths hang out and making specific locations more attractive to them to prevent them from creating public nuisances. These locations can be determined in consultation with the police and neighbourhood authorities.

Specifics
• Wi-fi
• Speakers for playing music

Pros
• Designated hangouts
• Giving youths a location

Cons
• Possible nuisance due to the music
• Only possible in specific locations in the neighbourhood.
• Do youths need a post for playing music?

€100,-