

A design strategy for transition in the Dutch construction sector

Design challenge

Develop a strategy and design process that provides the Bouwagenda the means to steer the transition towards a sustainable construction sector.

The National Bouwagenda Challenges

10 roadmaps that challenge the Dutch construction sector to create innovative solutions towards a sustainable sector

1. Creating a challenge

In the transition towards a sustainable sector experimental projects are key in driving transition. They will be the front-runners, pushing innovation to the sector. By creating a challenge the Bouwagenda moves from a functional request to a goal driven request focussing and aligning stakeholders. The challenge is set based on the roadmaps that are already defined in the Bouwagenda document and agreed upon by the sector.

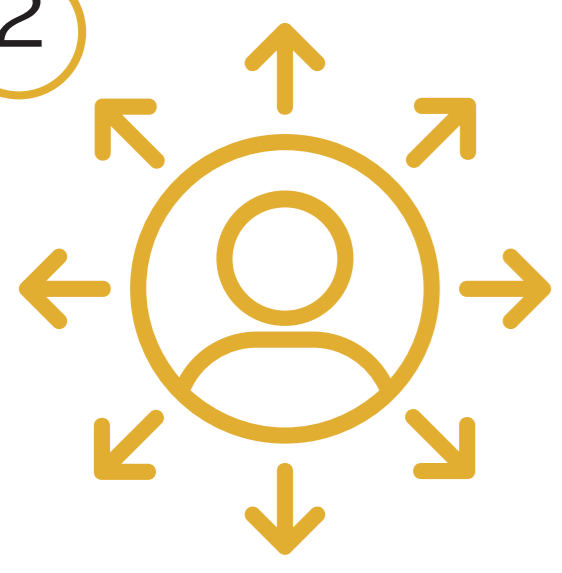
5. Share, inspire and find new challenges

During the detail design and construction of the project information needs to be shared. Success and setbacks are learnings that need to be shown to other projects. The Bouwagenda needs to keep an eye on the projects and needs to launch other challenges if the result of the challenge deviates to much from the roadmaps. New challenges can be specified on learnings that are found during the project.

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2. Assign a process coordinator

Creating a successful experimental project is different from a regular construction project. Therefore a process coordinator is needed, who is experienced in developing innovative solutions and facilitates the process of creating an innovative solution.

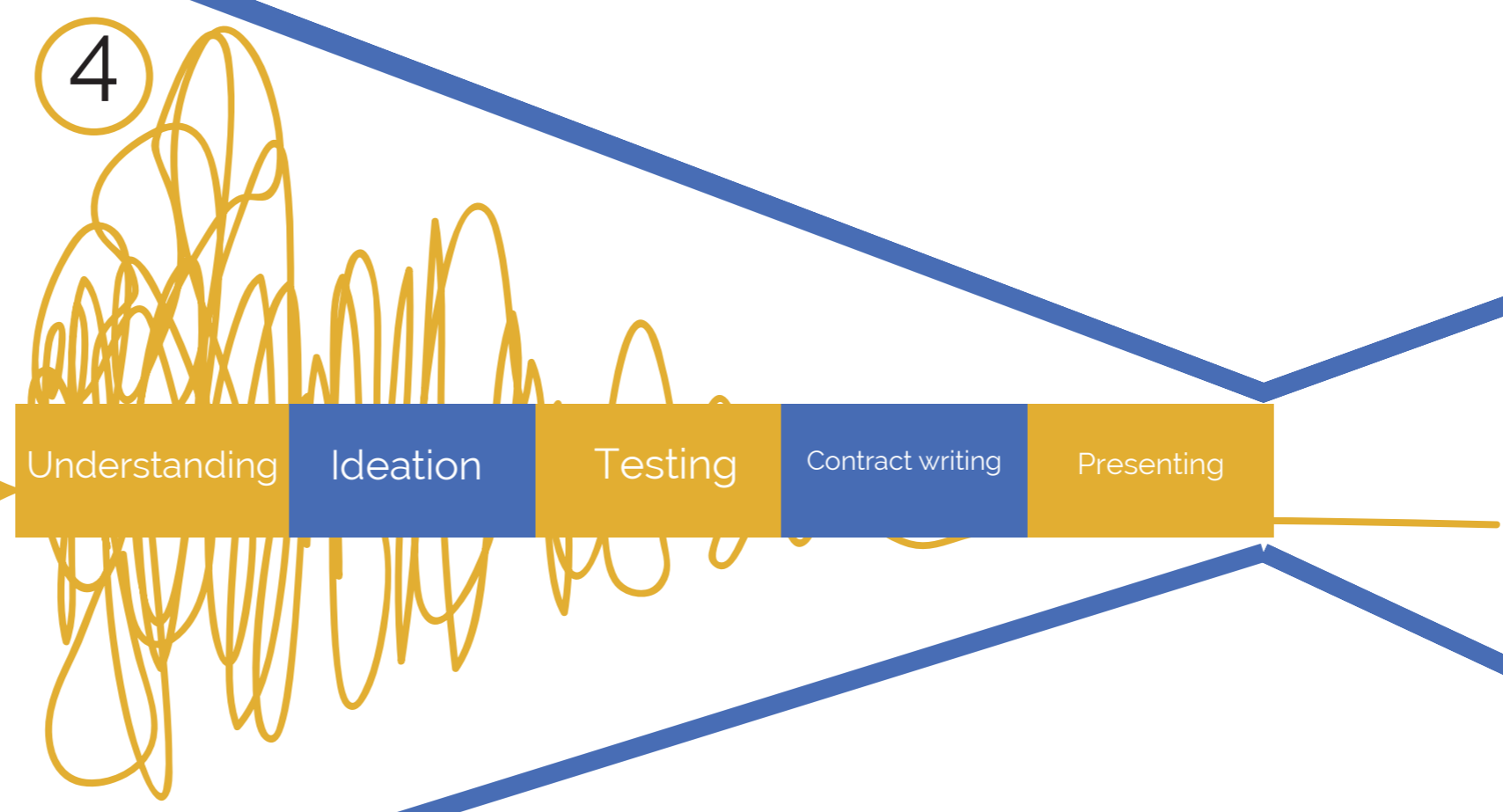
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3. Find a client & select a partner

A client needs to be found, the process coordinator selects a client or creates a group of clients based on their willingness to experiment. An experimental project is chosen. In order to choose the ideal partner to develop the experimental project a selection funnel is used based on a competitive dialogue tendering structure. In this way the EU regulations for tendering are adhered to. The funnel selects on collaborative and design skills of the partner.

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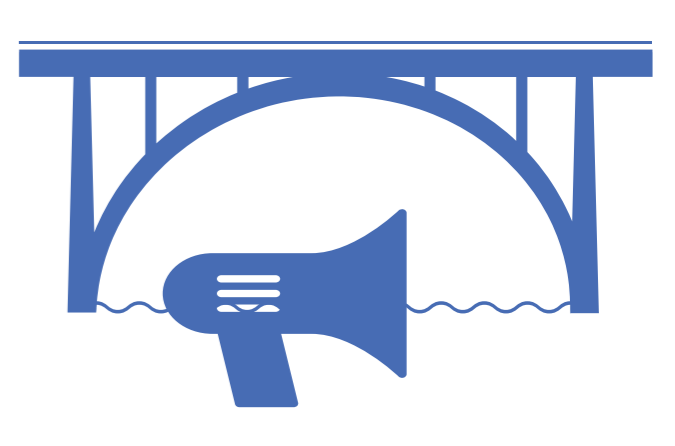


4. Design a solution

Once a project team is chosen a solution to the challenge needs to be developed. This process is different from a traditional construction process because a solution outside of the conventions needs to be created. This process is a solution focussed design approach that integrates technology, business and human perspectives. The process consists out of five phases.

1. Understanding: this is about creating a shared understanding of the problem and the context of the future.
2. Ideation: using the expertise of the project team and the inspiration of the understanding phase ideas are generated via brainstorm sessions.
3. Testing: the most promising concepts needs to be validated and tested to come to a final design.
4. Contract Writing: to actually build the design a contract needs to be written. This contract specifies the work to be done and price to be paid for.
5. Presenting: Sharing the new design with the sector is important to inspire others to do the same. An online portal allows sharing of information to the sector.

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Unconvention Thinking, a design strategy for transition in the Dutch construction sector
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MSc Strategic Product Design

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