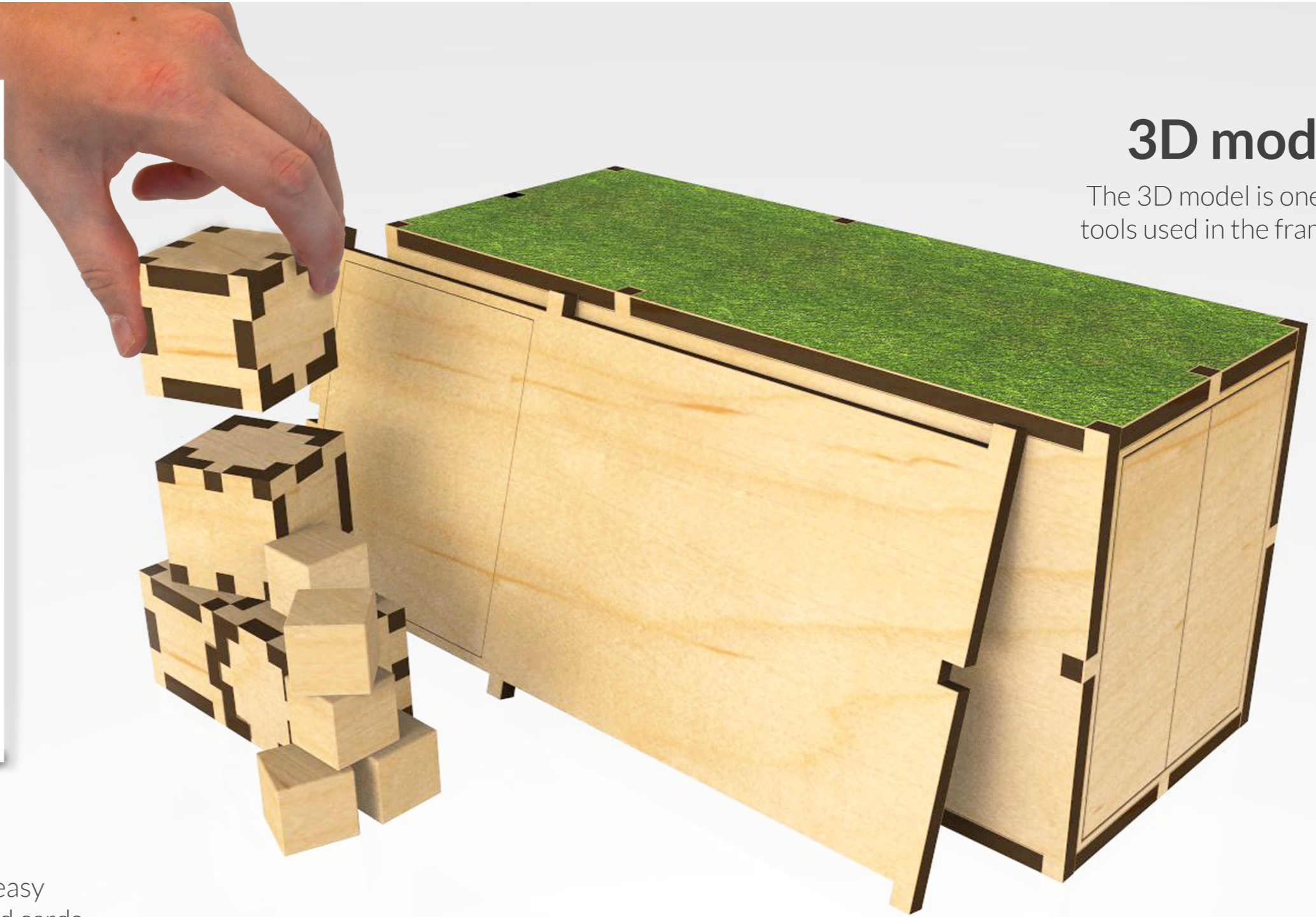




Booklet

The booklet explains the steps to possible clients in an attractive way. The booklet is easy to bring to client meetings. In the back of the booklet there is space to store canvasses and cards.



3D model

The 3D model is one of the tools used in the framework.

A co-creative development tool kit for social cohesion

Municipalities have to rely more on the self-reliance of their citizens these days and are therefore often looking for ways to improve the social cohesion in neighbourhoods. This is where Eco-Units wants to make a difference. Eco-Units is a social enterprise that explores the opportunities of reusing shipping containers in the public outdoor space. The concept that is explored in this project is to develop a container (meeting place) that improves the social cohesion in neighbourhoods. From (field) research it was concluded that there is not one ready-made solution possible for all cities and neighbourhoods, because improving the social cohesion asks for a different strategy in every neighbourhood. So, therefore a development tool kit for Eco-Units was developed, with which Eco-Units can develop an Eco-Unit themselves in co-creation with local stakeholders and citizens.



Webpage

The webpage shows the new visual identity and should help the company to tell their story and create transparency.

Framework

The framework below visualises the steps that are needed to develop an Eco-Unit in co-creation with local stakeholders and citizens. For each step a tool was developed and some of the tools were tested. A tool kit was created as shown in the top images, consisting of an explanation per tool (in a booklet), a 3D model and a visual identity for this new Product Service System.

The framework consists of three phases: creating trust between partners, creating trust between partners and citizens and creating trust between citizens within the neighbourhood.



A process of creating trust



Steps to take



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Strategic Product Design

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