

Design for Reciprocity

Guidance for Social Designers and Pioneers of Social Change

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Master Thesis

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At the time, it was quite scary not knowing what kind of design direction my project would face, and to be honest it still is. Especially the last two months of the thesis where challenging during the summer season, when the project gained a new focus, to Design for Generalized Reciprocity. But both of your support and trust in the process helped me a lot to gain confidence from start to finish (as a designer and hopefully as a starting anthropologist now?).

Furthermore, I would like to express my gratitude to Elisabeth and Doede from Lokaal Geld who have welcomed me with open arms into their community and introduced me to the wonderful start-up and social initiative of 2Ping.

During my time visiting Grubbehoeve and the rest of Amsterdam South-East, I have again realized how important culture and community is in order to connect with people and to build relations. The perception of Amsterdam could be seen as cold, fast-paced and busy, however I feel like the rest of Amsterdam could learn a thing or two about the warmth of South-East.

This project would not have been possible without the help from the people and fellow students from the ELZO lab, thank you to Gina, Helen and Yasser for the fun meetings, feedback rounds and get togethers.

Finally I would like to thank my family, friends and Alaya for always supporting me whenever I felt lost in the process, and help me to get back on track and regain focus.

From first meeting and introduction with 2Ping and local residents I have said I wanted to create impact, not only a strategy or theoretical advice, but ideas which can be put into practice.

I hope that this project could live up to the expectations and promises made and envision the impact made in both the practical end with 2Ping, as in the theoretical end for Design for Reciprocity.

Abstract

2Ping is a local currency created by the social cooperative Lokaal Geld U.A. The objective of 2Ping is to stimulate social and economic benefits through the means of a digital local currency in Amsterdam South-East. Since October 2022 the social cooperative had made significant steps into realizing this local currency and is currently working with 17 local businesses.

The local currency was merely thought as a tool to encourage social good. However, instead of highlighting the social impact that people can provide, the emphasis was made on the economic benefits of the currency. This emphasis on economic benefits turned into a lack of motivation to do social good, as the economic benefits were too low in terms of self-interests due to its comparison with the Euro. And so, the positive attitude of doing social work for the greater good was neglected, and the spotlights were shined bright on the function and relatively low benefits of the local currency. A shift of purpose was needed to change the perception of 2Ping. Together with 2Ping this project tackles the following challenge: How can we reframe the purpose of a local currency system to a platform for doing social good?

By taking an anthropological stance and gaining insights through the lens of reciprocity a new purpose for 2Ping has been proposed together with a redesign for the 2Ping platform.

The concept of reciprocity is a key concept which forms the foundation for community building and providing local transactions. It focuses on the dynamics of exchanges and underlying values, which can result in community building, social innovation, and sustained engagement between people.

The concept of reciprocity was particularly relevant in the context of this design challenge, but also relevant in the field of design.

As designers we are often lost in the complexity of societal issues due to diverse contextual environments, needs of stakeholders and the goal-oriented approach of tackling social issues.

But with this goal-oriented approach we often lose the importance of the dynamics in relation and exchanges between actors and the underlying values for collaboration and shared interests.

Alongside the redesign of 2Ping this project proposes a Design for Generalized Reciprocity booklet that fills the gap of practical tools to guide fellow designers and pioneers of social change to design for reciprocity.

The booklet aims to introduce a process-oriented approach of searching for insights through observing exchanges between actors and accommodates template exercises to be familiarized with different types of reciprocities.

Table of Contents

Chapter 01 Introduction & approach	8	Chapter 05 Deliver phase	89
1.1 Project Context	10	5.1 Design iterations - The booklet	90
1.2 Project Approach	18	5.2 Feedback on the 2Ping redesign	92
Chapter 02 Discover phase	21	Chapter 06 What's Next	95
2.1 Literature Review	22	6.1 Discussion	96
2.2 Exploring 2Ping	26	6.2 Limitations	98
2.3 Field Research	28	6.3 Future research recommendations:	99
2.4 Summary of insights	52	6.4 Reflection	100
		6.5 Conclusion	102
Chapter 03 Define phase	51	References	104
3.1 Problem framing	56		
3.2 Summary of the define phase	59	Appendices	108
Chapter 04 Develop phase	61		
4.1 Design for Generalized Reciprocity booklet	62		
4.2 Co-creation session	72		
4.3 Design cues - practical clarity	78		
4.4 Redesign of 2Ping	80		
4.5 Website - how does 2Ping work	86		



Chapter 01

Introduction & approach

This chapter provides on one hand the broader context of this thesis project, introducing the Donut Economy in Amsterdam South-East, the thesis-partnership with Lokaal Geld and the essence of reciprocity within this project. On the other hand, this chapter provides a structural overview of the project scope and the outlines of the project approach.

1.1 Project Context

1.2 Project Approach

1.1 Project Context

The Donut Economy in Amsterdam South-East

The residents of Amsterdam South-East hosts a residency of great multicultural diversity. With around 92,000 residents, almost 80% of Amsterdam South-East has a migration background of which most of them are from Surinam, different parts of Africa and different parts of Asia (Onderzoek en Statistiek Amsterdam, 2024). The district houses a great scale of small retail shops and large companies such as Academic Medical Centre (AMC), The Johan Cruijff Arena (JCA) and the Ziggo Dome. However, despite the success in being able to attract larger companies, the district currently has the lowest average disposable income compared to other city districts of Amsterdam. Furthermore, there is a declining trend of local retail stores relatively to the rest of Amsterdam (Onderzoek en Statistiek Amsterdam, 2024). To create social and economic wealth and improving Amsterdam South-East as a whole, the City of Amsterdam has embraced an alternative economic model into their strategy, a circular economy based on the Donut Economy model (Gemeente Amsterdam, 2020; Raworth, 2017), see figure 1.

Raworth believes that the current economic system is based the exploitation of people but also based on the exploitation of the planet. To tackle the growing income inequality and negative impact on climate change, a shift is needed from the conventional economic system and its search for economic growth. The Donut Economy provides an alternative economic model that highlights prosperity instead of growth and connects the well-being of people and the well-being of the planet to the standard of living (Raworth, 2017).

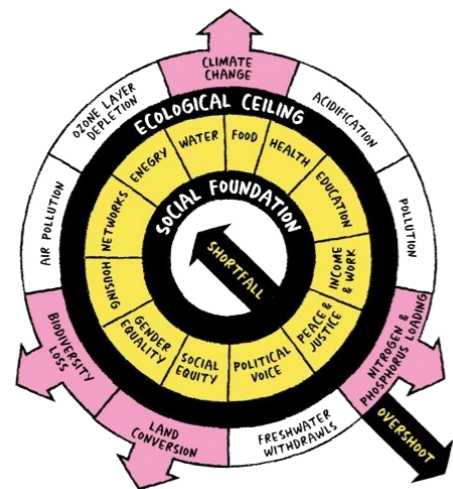


Figure 1. Donut economy model (Amsterdam Donut Coalitie, 2020)

This alternative economic model has been embraced by the City of Amsterdam and gave the residents and entrepreneurs of Amsterdam the chance to tackle several themes of the donut economy through Donut Deals. Donut Deals are local initiatives, set up by residents or entrepreneurs in the area, to give a district or neighbourhood a boost on both a social and sustainable level.

2Ping and local currencies

One of initiatives that signed a Donut Deal is 2Ping. 2Ping is a local currency created by the social cooperative Lokaal Geld U.A. Through the Donut Deal, 2Ping is able to collaborate with various institutions, the municipality and other cooperatives and foundations such as De Groene Hub. The objective of 2Ping is to stimulate social and economic benefits through the means of a digital local currency in Amsterdam South-East. Since October 2022 the social cooperative had made significant steps into realizing this local currency and is currently working with 17 local businesses, as seen in figure 2.

2Ping focuses on creating social and economic impact by offering volunteer work that gets rewarded with 2Ping. This is done through the 2Ping platform, an application on the mobile phone. In the context of Amsterdam South-East 2Ping could create a buffer for vulnerable residents to have 2Ping as additional disposable income to use at local businesses in South-East. However, because of how these exchanges are framed within the 2Ping app and how the focus has been put on the rewards system of 2Ping tokens, the users put an emphasis on the economic benefits that 2Ping might create instead of the social impact that users can provide through 2Ping. This often leads to the question given by potential users 'Why work for 2Ping if I can spend my time to work for Euro's?'

The basic idea of having a local currency is to foster local exchanges of goods and services within a community and strengthen local economic development through a sustainable cash flow in a specific area (Clayton, 2010; Ključnikov et al., 2020; Seyfang 2001). Furthermore, by implementing a local currency it could help create rich social interactions and shape community connections through inclusive participation of diverse stakeholder (Ferreira et al., 2015; Perry, 2017; Siqueira et al., 2020; Meyer & Hudson, 2017). However, the biggest challenge for 2Ping is getting potential users to understand that the 2Ping tokens are merely a tool to do social good and not the focus itself.



Figure 2: Resident using 2Ping currency to pay.

Building further on existing research

This research builds further on existing research done by Toellner (2023). Toellner offered a new perspective on energy exchange, introducing tangibility to an unexplored space. As part of the Local Inclusive Future Energy (LIFE) Project, Toellner's master's thesis involved around a new anthropological approach of framing current energy exchanges to a social, community-based and relational practice. The current energy market is constrained by rational and market-driven conditions. To ensure the inclusion of local residents in the low-income district of Amsterdam South-East, Toellner explored with research-through-design activities and ethnography to understand the context of South-East and the potential of local expertise and social networks.

Toellner suggested a new type of exchange called 'Relational giving'. By using local tokens such as 2Ping, opportunities can be created for building inclusive and socially cohesive communities (Toellner, 2023). This 'Relational giving' was further translated in the context of the energy transition by framing it as the concept of 'energy actions'. Energy actions are local energy related actions such as small tasks of handy work or energy education. In Toellner's research local tokens were introduced merely as a tool to support the concept of relational giving, incentivizing energy actions, highlighting contributions and facilitating exchange between groups or people who were socially distant. Although the new perspective of Toellner with 2Ping as a practical example could provide opportunities towards social equality and inclusion within the energy transition. In practicality, 2Ping still experienced a hard time to invoke relational giving towards people and to create an aligned vision of creating social impact with residents.

Incentivizing people to do volunteering tasks such as energy actions for 2Ping, was harder to achieve than first thought. Instead of relational giving, the emphasis of 2Ping from potential users' and local business owners' perspectives turned into conventional transactions of local tokens.

The concept of reciprocity

The concept of reciprocity and the concepts of local currencies and doing social good are closely related to each other. There are many different definitions and interpretations on the concept of reciprocity. From an anthropological perspective, reciprocity is perceived to be essential for genuine social improvement and is perceived as a building block for creating a close-knitted community, as it forges relationships through the exchange of things and services (Gudeman, 2001; Kolm 2006). Reciprocity in social exchange and imbued in a local currency can create social and economic benefit through fostering local social networks, creating a sentiment of trust, and manifesting solidarity among actors and stakeholders (Molm et al., 2017; Spyridakis et al., 2017; Davlembayeva et al., 2021).

Not only is reciprocity essential to be imbued in a local currency but local currencies can also restore reciprocity as a driving force for collective action, by providing a medium of exchange which does not have to be for-profit transactions (Meyer & Hudson, 2017). This loop of imbued reciprocity in local currencies to further restore reciprocity has been visualized in figure 3. Reciprocity is a topic which has been extensively explored in the field of anthropology (Sahlins, 1972; Gudeman, 2001; Kolm, 2006; Molm et al., 2007) and is also recognized as an important concept in the field of design (Dreessen et al., 2020; Kenning, 2020). However, although reciprocity has been explored in literature reviews and theoretical implications has been made to design for reciprocity there has been limited research on actual practical implications. This will be further elaborated in the literature review of chapter 2.1.

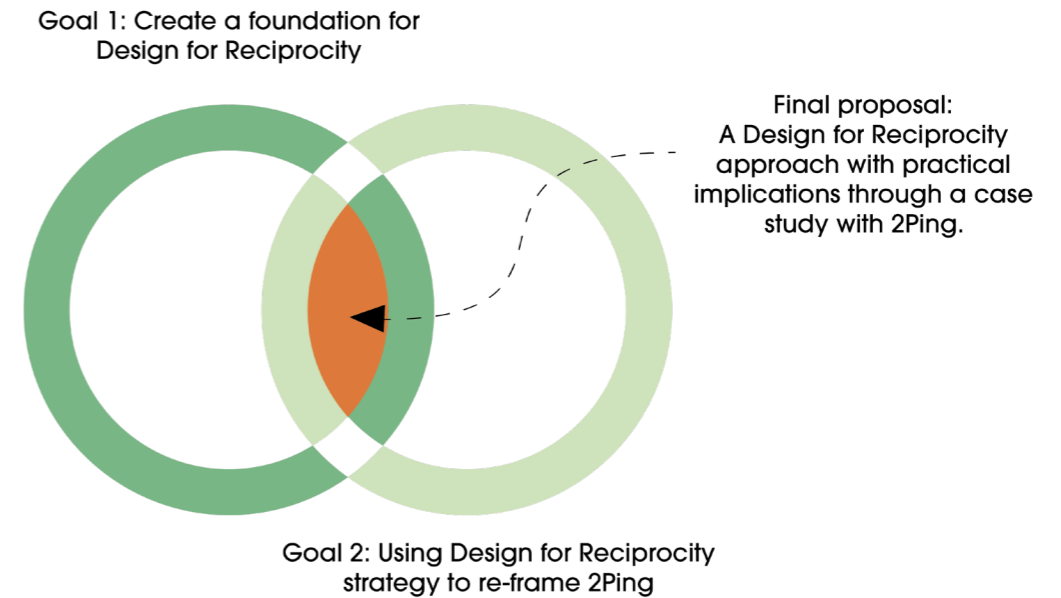


Figure 4: Visual of the aim of the thesis project.

The concept of reciprocity in local currencies

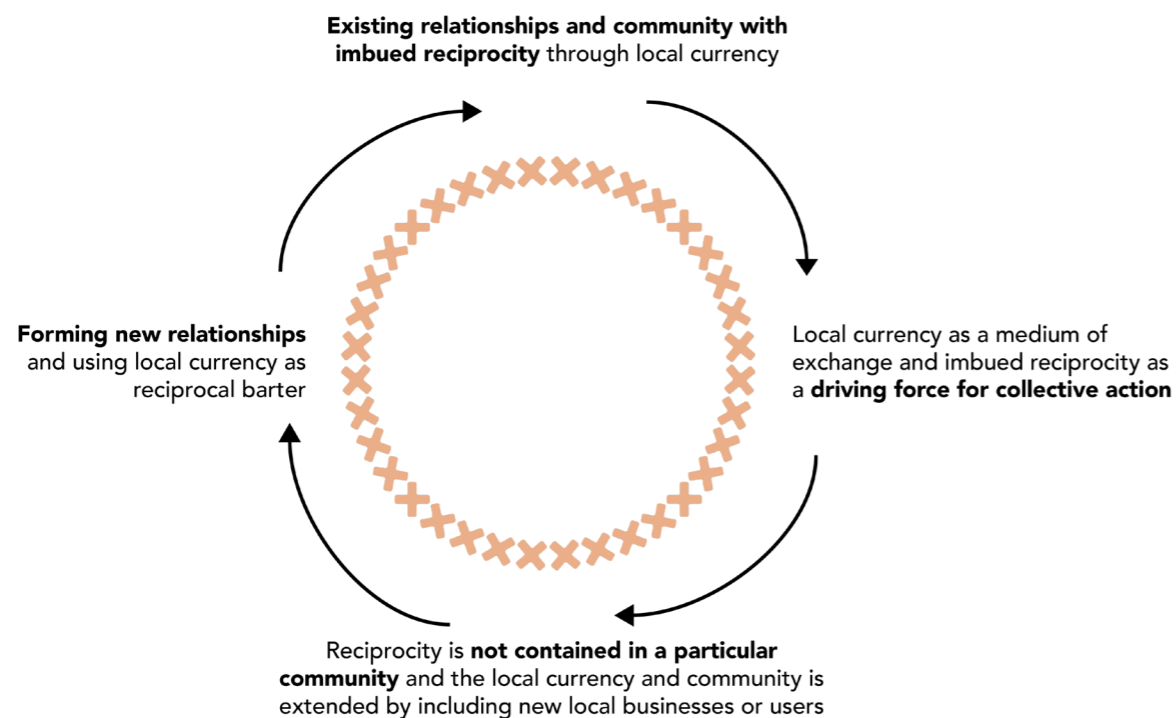


Figure 3: Visual of the concept of reciprocity in local currencies based on literature (Gudeman, 2001; Kolm, 2006; Meyer & Hudson, 2017))

Aim of the project

The aim of this project is twofold. In the context of strategic design, we have limited resources from practical research to design for reciprocity. Although reciprocity is often imbedded in various aspects of design such as marketing and user experience (Hoppner et al., 2015; Roethke et al., 2020), practical implication to specifically design for reciprocity is limited. The first aim of this project is to create a guidance for other designers and pioneers of social change to implement the concept of reciprocity in their design. The goal is to put the findings from this master's thesis and existing literature review of reciprocity in the field of design into practicality.

The second aim of this project is to re-frame the purpose of 2Ping from a perceived market exchange to a more personal exchange of doing social good with additional benefits. In the context of Amsterdam South-East and the client 2Ping, the concept of reciprocity can be highlighted more to create opportunities and to invoke a driving force for collective action. By implementing Design for Reciprocity in 2Ping, this project hopes to reframe 2Ping as a platform for doing social good and reciprocation on a personal level. Furthermore, this project aims to help 2Ping to create social impact on a broader scale by tackling multiple themes of the Donut Economy that the City of Amsterdam embraces. To summarize the two goals I have visualized the aim of the project in figure 4.

Stakeholders

The stakeholders in this project context play a crucial role, because of the broad focus of 2Ping, the corresponding stakeholders each provide different values from knowledge, to funds to social actions in order to create social impact. The stakeholders and the dynamic of the values have been simplified and visualized in a value map of actors in figure 5. A more detailed version of the value map (in Dutch) can be found in Appendix E.

Lokaal Geld

Lokaal geld is a social cooperative that initiated the digital currency platform 2Ping. The objective of 2Ping is to stimulate social and economic benefits through the means of a digital local currency.

Residents (Locals)

The residents are an important group of stakeholders that provides impact within the neighborhood and are also the voice of Amsterdam South-East. For this project it is important to understand their values, value exchanges and interests. As these values and needs need to be translated in complicated themes (e.g. energy transition, social cohesion and local economy).

Foundations

The foundations (stichtingen) are essential in complex topics, as they are often the provider of volunteers, to help in tasks and pilots. These foundations need a clear communication with other stakeholders, in terms of having a platform to engage with the other stakeholders and exchange tasks.

Municipality

The municipality of Amsterdam is actively transitioning towards a city free of natural gas, emissions and reliant on renewable energy sources. By 2050 the municipality of Amsterdam aims to have a 95% decrease of CO2 emissions compared to 1990. With a bigger ambition, the district of Amsterdam South-East hopes to be carbon neutral by 2040. With the opportunity to combine the energy transition with social improvement and poverty reduction, Amsterdam South-East plans to focus on several pilots and experiments to achieve a social energy transition.

It could be interesting for the municipality on how the strengths of each stakeholder can provide value for this social energy transition, and how the role of reciprocity can be an essential concept in the various themes which the municipality is focused on.

Research Institutions

The research institutions are often partnered with the municipality and connected to the municipality initiative: Energie Lab ZuidOost (ELZO). Together with various institutions such as; University of Amsterdam, Amsterdam University of Applied Sciences, Delft University of Technology and Wageningen University & Research, they provide insights through pilots, research projects and partnerships with other stakeholders. For example, ELZO works together with Stichting CoForce to realize solarpanels on the rooftops of vulnerable residents in Amsterdam South-East.

Energie Lab ZuidOost (ELZO)

For the social energy transition, the Energy Lab Zuidoost (ELZO) brings a variety of stakeholders, existing of the government, local businesses, local residents, large cooperations manifested in South-East, and researchers from various institutes of The Netherlands.

The Energy Lab Zuidoost facilitates the knowledge exchange between the different pilots and projects, organisations and the different disciplines.

Volunteers

Volunteers play an essential role in the context of local economy which is envisioned by 2Ping. The current 2Ping flow model consists of volunteers earning 2Ping based on the availability of tasks on the 2Ping application on the mobile phone. After finishing the tasks, the volunteers can spend 2Ping in the local partner shops and stores in Amsterdam South-East and buy products and services for an additional discount compared to the conventional Euro. To finally close the circle of 2Ping flow, these local businesses and partners can also use their earned 2Ping to buy other products and services.

Local Businesses

Local businesses are the local shops, local consultants, and other small local business owners where 2Ping can be spent on for products and services. For other starting businesses it could be beneficial to use 2Ping as an

additional networking platform instead of merely a local digital currency to earn and to spend.

Map of Actors

For this project context an overview is shown to highlight the structure of stakeholders involved within this project and also the stakeholders which are involved with Lokaal Geld (2Ping).

As mentioned in the Masterplan Zuidoost (Masterplan Zuidoost 2021-2040, 2021), an alliance is made with various main stakeholders which have also sub-groups.

For example the residents consist of a sub-group of volunteers which are relevant for Foundations and 2Ping, the a sub-group of residents are also part of community groups that create resident initiatives and could be local business owners as well who have a local shop in Amsterdam South-East.

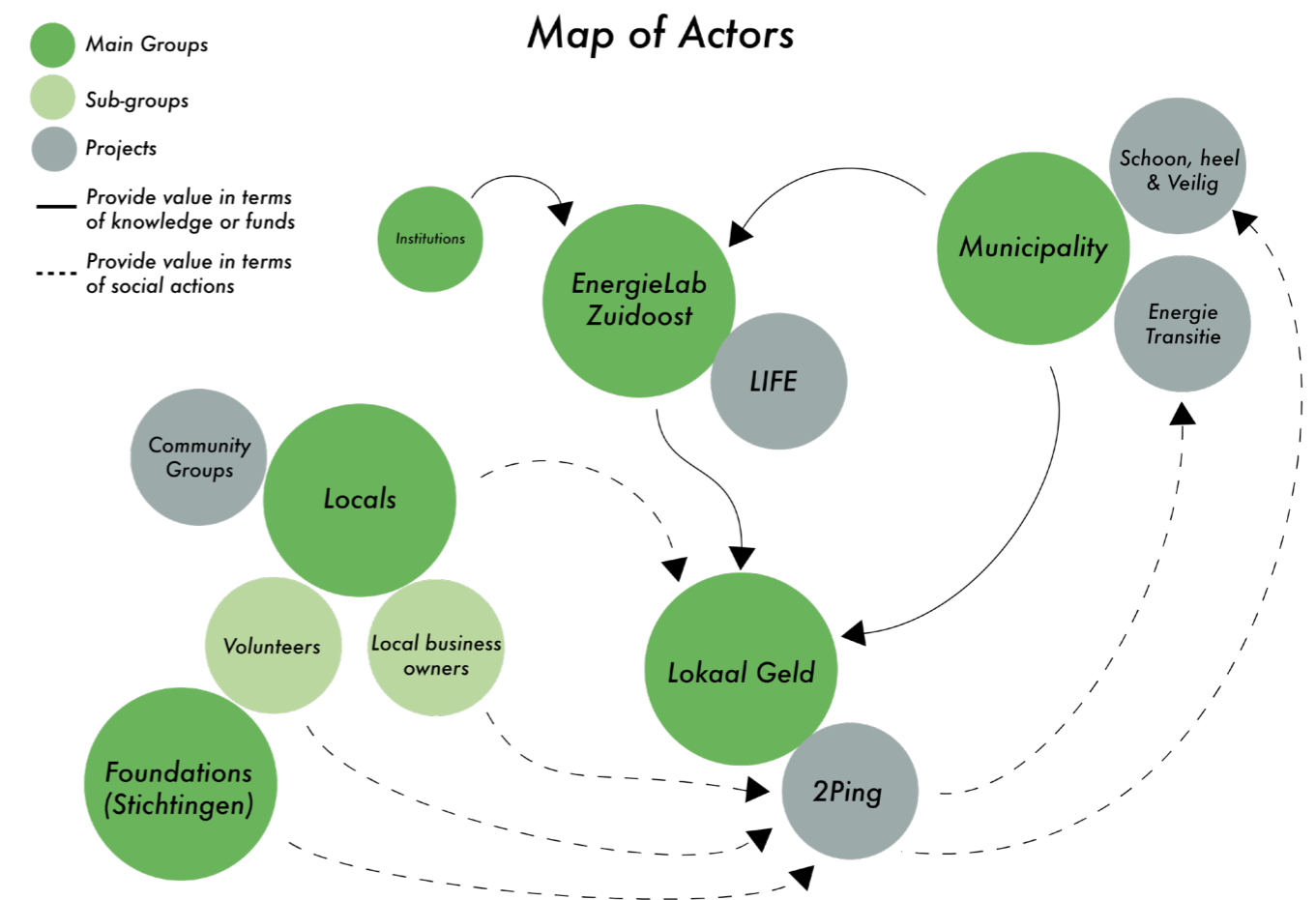
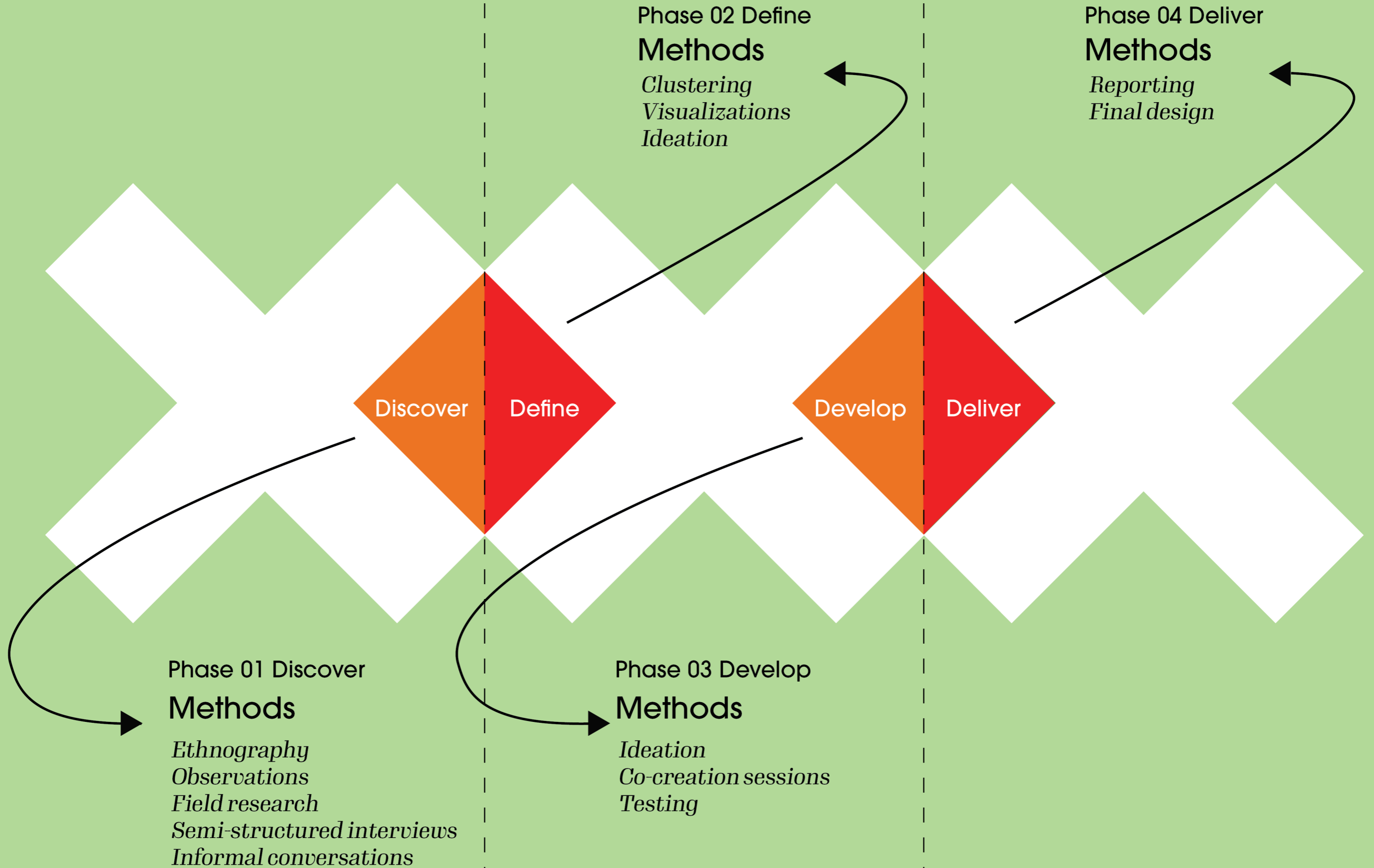


Figure 5: Map of actors in the project context

Project Overview



1.2 Project Approach

The Project approach (pages 16 & 17) is divided in 4 different phases and is based of the Double Diamond method: Phase 1: Discover. Phase 2: Define, Phase 3: Develop and Phase 4: Deliver. The four phases provide an overview of how the entire project is outlined.

Discover Phase

In the Discover Phase, field research is conducted to learn more about the context of Amsterdam South-East, 2Ping, and the needs and values of residents and users of Amsterdam South-East. Aside from field research, ethnography is applied in combination with informal conversations to have authentic and sincere discussions of topics. Since this project was done throughout the summer holidays, it gave access to various events for field research and conversations with local residents. Especially from a non-resident of Amsterdam South-East and as a perceived outsider, my research approach has to be transparent and honest to socialize with local residents. According to Tassinari (2024) to achieve societal change as a designer, it is a good first step to be humble, sincere and know what my commitment is. At the same time, it is important to throw myself in there, and attend as many events, pilots, neighborhood activities as I can, to understand the context but also to create relatedness to the potential users who I design for (Tassinari, 2024), which in this case are the residents of Amsterdam South-East.

Define Phase

In phase 2 the problem framing is defined based on the findings of phase 1. The findings from the field research, ethnography, informal conversations and observations have been clustered and visualized to start creating a design challenge. Although the research question had been formed at the start of the master's thesis, it still required re-iteration throughout the process. The research questions evolved continuously, as new insights brought from field research was gained. In combination with literature research, framing and clustering, the research focus got re-iterated multiple times. This will be further discussed in Chapter 3.

Develop Phase

After a defined problem definition or design challenge the ideation starts, with prototyping app interfaces and a co-creation session. The co-creation session provides an environment for brainstorming with a combination of an outsider's or designers point of view (etic perspective) and a local resident's point of view (emic perspective). This facilitation of empathic conversations – also termed by some designers as design ethnography (Van Dijk, 2010) – during the ideation process created a base to kick-start potential practical use-cases and a reframed purpose. Furthermore, the co-creation session created the opportunity to validate initial ideas and bottlenecks. The co-creation session was an important factor to bridge towards the next steps which is prototyping the redesign of 2Ping. Although the co-creation session was on a smaller scale, it would have been more advantageous to be able to invite more participants and multiple co-creation sessions to provide insights on various moments through the design process. Due to time limitations and misalignment of agendas of potential participants during the summer holidays this was not possible to do so. However, for this project and design development the smaller co-creation session provided significant insights for evaluating, ideating and validating.

Deliver Phase

In the last phase of the Double Diamond the final changes of the deliverables are being discussed. These deliverables consist of:

1. The final thesis report
2. A Design for Reciprocity booklet
3. UX Design suggestions for 2Ping
4. A strategy and vision report for 2Ping to further invoke social giving and reciprocity.

Methods

Ethnography and field work

To get a baseline understanding of the existing values, social relations and exchanges within Amsterdam South-East, an ethnographic stance is developed with the aim to highlight opportunities relevant to residents' needs and experiences. Ethnography can help designers to make sense of unfamiliar contexts, places and even ways of speaking, and help designers to build an empathic understanding of the potential users' perspectives, practices, routines and their values (Van Dijk, 2010; Cranz, 2016). Ethnography is essential to designers as it reminds them not to interpret the context to their own field of thought or interpret what he deems important. It forces the designer to listen to the view of the users and gain a holistic perspective from both an insider's emic perspective, and an outsider's etic perspective (Fetterman, 1998; Cranz, 2016).

The ethnography through field research and informal conversations was often done during community events hosted in Amsterdam South-East. Field notes were taken by writing in a notebook, typing on the phone or reflecting through voice memos. By taking field notes or quoting and reflecting through voice memo's during my way home from field work I captured stories and small details which are often missed compared to solely listening and mentally recollecting. Field work is exploratory in nature, and this writing helps to represent what happened in the field (Gullion, 2016).

Informal conversations

In this project context, informal conversations can be a means for reducing imbalance of authority between the interviewer and the interviewee (Swain & King, 2022). Through this method it is less likely to have ulterior motives behind questioning which in return could provide a naturalistic way of conversations that could unlock perceived values and interactions with residents and potential future users (Swain & King, 2022). This method of informal conversations and creating authentic and rich data compared to more artificial and formal interview settings could also be more relevant considering my outsider's position of being new to various communities who are already close and tightly knitted to each other.

Multi-stakeholder approach

The goal of this project is to thoroughly understand the needs and values of the residents of Amsterdam South-East, and why they would like to use 2Ping. To cater these needs and values with a strategy and concept, a multi-stakeholder approach is applied. The multi-stakeholder approach involves understanding the context, using participatory methods and tools and developing change strategies. A shared and defined 'problem situation' or opportunity is needed in which the stakeholders have a common focus that brings them together. The underlying needs and values which differ from each actor can provide opportunities for solutions across different sectors and scales (Brouwer & Woodhill, 2016).

Co-creation

One method of facilitating collaboration of multiple stakeholders is co-creation. Co-creation is a collaborative process of creating new value together with external experts and stakeholders (Pater & Veenhoff, 2021). Co-creation is a form of participatory design and can create an influential impact on participation of various stakeholders in terms of creating social value and social innovation (Voorberg et al., 2014; Greenhalgh et al., 2016). As mentioned previously the co-creation session provided an environment for empathic conversations during the ideation process and an environment to brainstorm with a combination of an outsider's or designers point of view (etic perspective) and a local resident's point of view (emic perspective). This environment forces designers to listen actively to the language of clients and users and offers reference materials to adjust and validate the terms, tools and ideas towards their needs and wants, this type of facilitation, listening, understanding and collecting is also termed by some designers as design ethnography (Cranz, 2016; Van Dijk, 2010).

Chapter 02

Discover Phase

This chapter provides the first part of the double diamond method, the discover phase. This chapter provides relevant insights and findings that comes forth from the context research. The context research is done through literature research, ethnography, field visits, informal conversations and interviews.

2.1 Literature Review

2.2 Exploring 2Ping

2.3 Field Research

2.4 Summary of insights



Discover

2.1 Literature review

Reciprocity

Reciprocity is an unmeasured give-and-take of shared materials and services over time, which is not necessarily contained within a particular community (Gudeman, 2001, 2008). The concept of reciprocity plays an important role for community building and creating social impact as it enhances collective actions and enforces behavioral regularities through shared beliefs (Fehr & Gächter, 2000; Kolm, 2006; Gudeman, 2001). To get a better understanding of reciprocity, various perspectives of reciprocity is taken from economic anthropology throughout this thesis project (Sahlins, 1972; Gudeman, 2001, 2008; Kolm, 2006; Molm et al., 2007). First, I would like to emphasize on the typology of Sahlins (1972) that creates the foundation of this thesis. According to Sahlins, reciprocity can exist in various ways, and is structured in three types of reciprocities, visualized in figure 6.

1. Generalized reciprocity refers to exchanges in which the giver does not expect a return from the receiver. There is no specific time period of return or a need to returning a favor from both parties. E.g. buying a coffee for a friend without expecting the person to return a favor or to do a transaction.

2. Balanced reciprocity refers to exchanges in which the giver and receiver are obligated to give and receive items of perceived equal value. Balanced reciprocity is less personal compared to generalized reciprocity, expectations and terms are being set to reciprocate. E.g. agreeing with a friend that you will pay for both coffees upfront, and that she will pay her coffee back to you later at the day.

3. Negative reciprocity refers to exchanges where one party, either the giver or the receiver attempts to act entirely on self-interest with the goal of materials advantage or profit. Compared to generalized reciprocity and balanced reciprocity, negative reciprocity is the most impersonal type of exchange. E.g. agreeing with a friend that you pay for both coffees this time, and that she will pay for the next coffee. However she does not (intend to) reciprocate back.

What I would like to highlight from these types of reciprocities is that in certain exchanges of give-and-takes, reciprocities can transition from one to another. For example, a balanced form of reciprocity could become more social over time, as trust

and relationships are formed, as a consequence this form of reciprocity could become more generalized (Sahlins, 1972). Although this transition of reciprocity could happen organically and might be different depending on the context of place, people and quality of relationship, there is still limited research on what exactly the conditions are to invoke this shift from balanced to generalized reciprocity, and how to stimulate this transition of reciprocity in practice.

Additionally, a differentiation in reciprocity can be made through direct reciprocity and indirect reciprocity (Molm et al., 2007). The latter type of reciprocity could also be termed as extended reciprocity (Kolm, 2006). Direct reciprocity is when the recipient returns a benefit, good, or service directly to the giver (A gives to B and B gives to A). Indirect reciprocity or extended reciprocity is a form of exchange in which the recipient does not return a benefit directly to a giver but to another

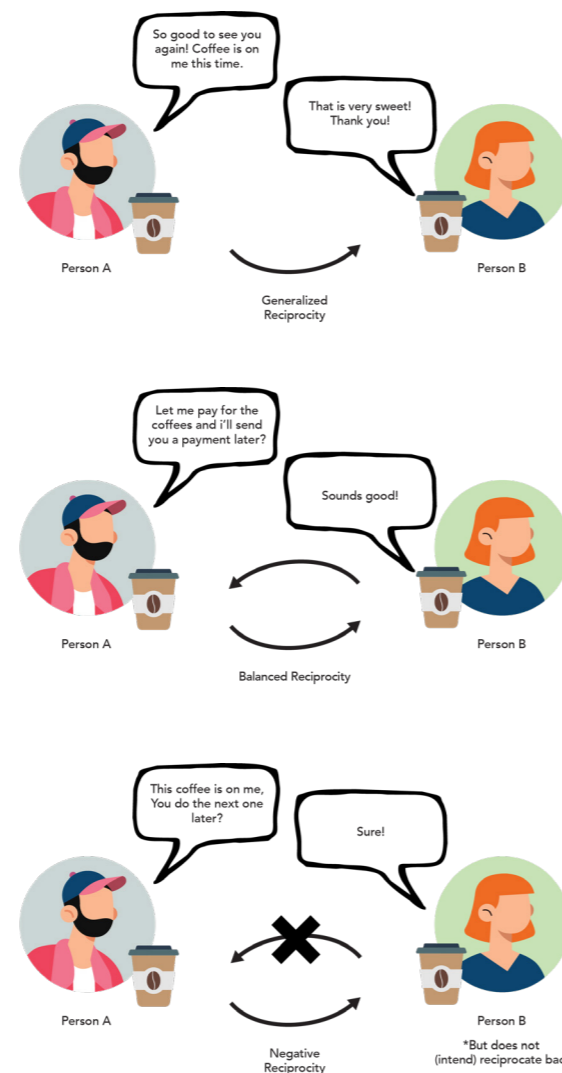


Figure 6: Types of reciprocity based on Sahlins (1972)

actor within a social circle (A gives to B, B gives to C and C gives to A) (Kolm, 2006; Molm et al., 2007), see figure 7. The concept of reciprocity, and its different types and flow can create a base understanding of how social and economic dynamics work in the context of local currencies and provides a foundation that recurs throughout the project.

Gift-giving

An important aspect of reciprocity is gift-giving. Gift-giving is a transfer of a good or a service with the intention to benefit someone else and is in some way costly for the giver (Kolm, 2006). Acts of reciprocity, such as gift-giving contribute to the process of transforming relations of instrumental value to relations of symbolic value. Instrumental value is the value of actual benefits received from the exchange such as value received through an object, service or social outcome. Symbolic value is the value that is conveyed by the act of reciprocity itself such as showing a strong affective bond between people or building mutual trust in a relationship (Molm et al., 2007). To put relations of instrumental and symbolic values in context. In the reciprocal act of buying a coffee gift-card for a friend, the benefits of the coffee gift-card (the gift-card itself) would be instrumental value and showing appreciation or affection by exchanging the gift (the act of gifting) would be the symbolic value. It is important to highlight that symbolic value can be dynamic and differ depending on its context, the actors and the communication during the exchange (Appadurai, 1986; Brondino-Pompeo, 2021).

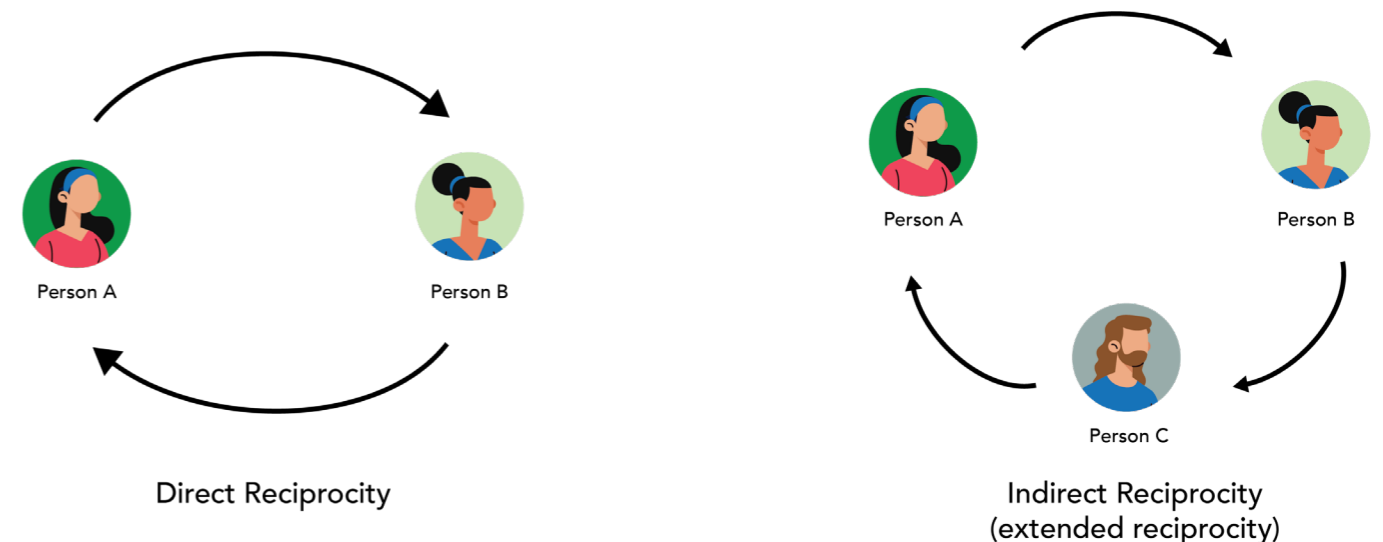


Figure 7: Direct and indirect reciprocity based on Molm et al. (2007) and Kolm (2006)

For this project it would be interesting to know what the instrumental and symbolic values are within the context of Amsterdam South-East. Due to the dynamic nature of symbolic value in reciprocal exchanges, it might be hard to invoke people to reciprocate. To invoke reciprocity an understanding of the user groups' context and an understanding of people's interests and their abilities to create mutuality is needed (Gudeman, 2001).

Design for reciprocity

Although the value of reciprocity in social settings and society in general is widely acknowledged in the field of anthropology and economics, there is still limited research on reciprocity regarding design. In the field of design, designers have extensively researched on how to design for social impact and behavioral change (Tromp et al., 2011; Tromp, 2013; Cash et al., 2020), and in other fields of design have embedded reciprocity in marketing, user experience and in design approaches (Hoppner et al., 2015; Roethke et al., 2020; Kenning, 2020). Additionally, current research shows various case studies of participatory design which defined situational and personal variables that could increase the likelihood to reciprocate, such as embedding a community setting, a need for high engagement of the designer within the community of the user group, and high transparency and empathy to the user group (Dreessen et al., 2020; Davlembayeva et al., 2021). However, these case studies have only showed insights of invoking and using reciprocity through participatory design, and have not yet shown a practical method, guide or tools for designers to design for reciprocity.

Literature review

Local currencies

Reciprocity underpins the social and economic dynamics that make local currency systems work. However, to explore these dynamics a fundamental understanding is needed on what local currencies are and how they differentiate from a conventional currency. The current economic system is based on market exchange that is set by the market conditions of supply and demand. In contrast, reciprocal exchange is an unmeasured exchange with no terms of exchange agreed upon to convey symbolic value (Molm et al., 2007). To highlight the differences between a market exchange and a reciprocal exchange an example is shown in figure 8.

Although both market exchanges and reciprocal exchanges can contain a form of reciprocity, Molm et al. differentiate reciprocal exchanges as exchanges that resemble more towards a social economy which consists elements from a generalized reciprocity.

A social economy involves those organisations whose main goal is to achieve social impact instead of generating profit (European Commission, 2021). Local currencies are products of a social economy. They provide a medium of exchange which is different from for-profit transactions, and instead provide transactions with social benefits that restore reciprocity as a driving force for collective action (Meyer & Hudon, 2017). In the context of 2Ping, a visual representation is shown in figure 9, of how a local currency system can work and invoke collective action to do social good.

The basic idea of a local currency is to foster local exchanges of goods and services within a community and to promote circulation of money in a specific area (Clayton, 2010; Ključnikov et al., 2020). Implementing a local currency could bring several social and economic benefits. For example, local currencies could help create rich social interactions and shape community connections (Ferreira et al., 2015; Perry, 2017) through providing a sense of solidarity, a cooperative value in money, and catalyzing other social activities such as inclusive participation of diverse stakeholders (Sigueira et al., 2020; Meyer & Hudon, 2017). The implementation of local currencies are optimal to meet the economic and social needs of a community, if regulated through informal mechanisms such as peer opinions, peer feedback and clear norms and values within a community. However this would seem not to work well with

larger commercial enterprises (Seyfang, 2001). Furthermore, local currencies could strengthen local economic development such as sustaining an internal cash flow within a specific area (Seyfang, 2001; Clayton, 2010), especially in an environment with insufficient liquidity (Zeller, 2020). However, even though local currencies have the potential to strengthen local economic development, economic benefits could still be limited due to local currencies' small scale of operations and a lack of awareness on their scope (Michel & Hudon, 2015).

Another possible limitation of local currencies is its reliance on individual members and their participation in trading among themselves. If the capacity of the community and its trust and confidence in the system is low, it might be hard for a local currency to be maintained within a local area (Seyfang, 2001).



Figure 8: Differences between market exchange and reciprocal exchange

Summary of insights based on current literature

- 1 Reciprocity is an unmeasured give-and-take of shared materials and services over time, which is not necessarily contained within a particular community.
- 2 Based on the context of people, places, culture and communication, the conditions of invoking reciprocity and transitioning from one type of reciprocity to another might differ.
- 3 Although there has been research done in invoking reciprocity in design approaches such as participatory design. There are yet tools to help designers to design for reciprocity,
- 4 If the capacity of the community and its trust and confidence in the system is low, it might be hard for a local currency to be maintained within a local area.
- 5 Reciprocity can be structured in three types: Generalized reciprocity, balanced reciprocity and negative reciprocity. Generalized reciprocity is the most personal and is more often found within close friends and family.
- 6 To invoke reciprocity an understanding of the user groups' context and an understanding of people's interests and their abilities to create mutuality is needed
- 7 Designers could invoke people to reciprocate by embedding the community, high engagement of the designer with the user groups' community and showing empathy through participatory design
- 8 Local currencies could provide social and economic benefits, however this potential could be limited due to a small scale of operations, a lack of awareness among users and too much reliance on its individual members and their participation.
- 9 Underlying values can differ and be dynamic depending on its environment, the actors and the communication during the exchange.
- 10 Underlying values of acts of reciprocity can be distinguished in instrumental and symbolic values. Instrumental values are actual benefits given or received from an exchange and Symbolic values are expressive values conveyed through the act of reciprocity itself.

2.2 Exploring 2Ping

In order to understand the context of 2Ping and how it works as a local currency system, I wanted to explore the website and mobile application of 2Ping. With the perspective of a designer who have yet been introduced to 2Ping, I wanted to know how the mobile app works in terms of volunteering, receiving and spending 2Ping, and how 2Ping works for local business owners.

How does 2Ping work as a local currency system?

A local resident could earn currency from one member and spend it at another member. This all happens within a closed system, where all accounts will balance each other out. To visualize how a local currency system could work, I have simplified this closed system based on the context of 2Ping in figure 9. The current 2Ping local currency system comprises of the mobile application which is downloadable on the Apple App Store or Google Play-store and the 2Ping website where foundations and

local businesses can sign up to join and assign and accept tasks and 2Ping as an organisational entity. Volunteers or residents do not have to sign up through the website and can directly create an account on the app. When browsing through the website, (step 1 in figure 10), I noticed me that there is no explanation on how 2Ping would create social and economic benefit for users or how or how 2Ping would work for volunteers.

This could potentially be unfavorable for users who are initially interested but would not be invoked to download the 2Ping app for the next steps in volunteering. As research showed that social and economic benefits that a local currency could provide, can still be limited due to a lack of awareness its scope (Michel & Hudon, 2015).

Furthermore because of a lack of communication in practical clarity it could decrease the likelihood to take action and decrease the likelihood to follow-up on downloading the app and doing volunteering tasks through 2Ping.

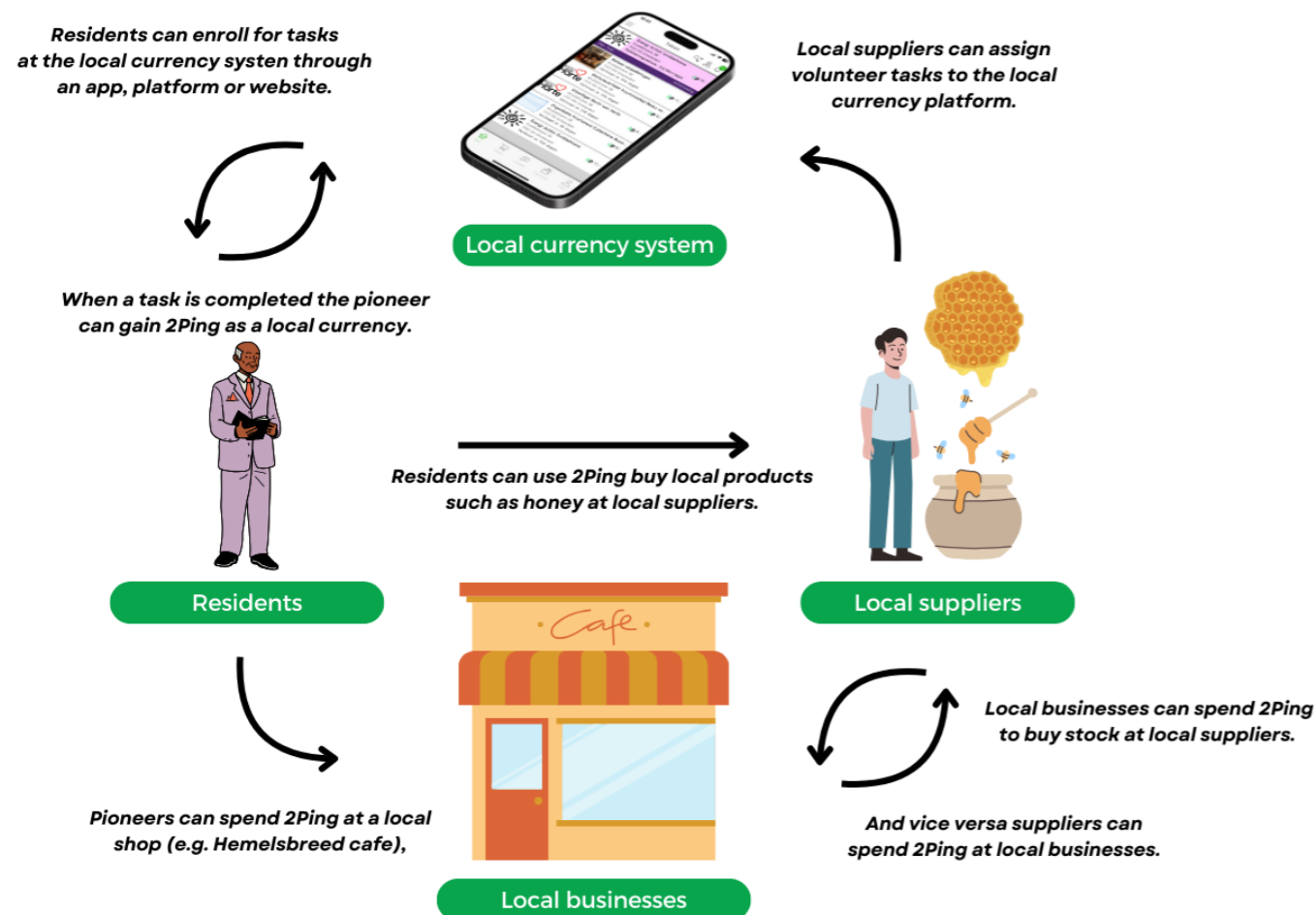


Figure 9: How a local currency system could function, based on the context of 2Ping

How does 2Ping work?

From a potential user's perspective

The website is an important touchpoint for potential users who want to find additional information on how 2Ping works before downloading the mobile app. When visiting the website and the app of 2Ping, it was unclear on how 2Ping works as a local currency, and what or how a local currency can provide in terms of social and economic benefits.

Furthermore, I was unsure where I could spend my earned 2Ping at potential partners. This would only be evident after the mobile app was downloaded.

The lack of practical clarity and transparency could provide barriers for potential users who would be interested in 2Ping, but were unable to find mutual interests or trust.

How does 2Ping work? (from a volunteer's perspective)

In order to get an understanding of how 2Ping works as a user and as a volunteer I downloaded the app and made an account to volunteer for several tasks. Furthermore, I questioned the 2Ping team on how 2Ping could circulate after I have done tasks and earned 2Ping.

To answer the question on how 2Ping works, I visualized step-by-step in figure 10, what actions is needed and how 2Ping would be able to circulate further as a local currency after spending it at a local business.

This visualization was made initially during the context research and proposed to 2Ping. The team of 2Ping agree that a step-by-step guide us needed for potential users to adapt to the local currency system of 2Ping.



Figure 10: How 2Ping works from a volunteers perspective.

2.3 Field research

To gain a better understanding of the context of Amsterdam South-East and to gain insights into the symbolic and instrumental values of residents and local business owners. I have conducted field research through having informal conversations, joining various local events and visiting local community centres. These field visits are done in various areas of Amsterdam South-East such as, Venserpolder, Ganzenhoef, Gein and Kraaiennest. It was crucial as a designer and as a non-resident of Amsterdam South-East to be humble and to sensitize myself towards multiple communities in South-East. The transparency and high engagement with potential users and residents was essential to gain various insights about reciprocity in Amsterdam South-East, the dynamics of self-interests and shared interests, and the contextual importance of instrumental values and symbolic values within certain acts of reciprocities.

Through an ethnographic stance implying observing, note-taking and conversing with local residents, I had the privilege to gain trust and create mutual interests in various topics such as culture, food and language through my Chinese and Surinamese background.

Local events

During this thesis project a lot of community events were hosted by various local communities due to the summer holidays. In addition, the district of Amsterdam South-East hosted 'De Week van Zuidoost'. This annual happening is a week full of activities happening in Amsterdam South-East from conferences, to workshops and food events.

The theme of this year was 'Connection through ambition' which provided a lot of events focused on social impact. One of these events was the Conference Community Based Working, where I was able to join a fruitful discussion between a mix of younger and older residents, people from the public sector, entrepreneurs and stakeholders from large corporations who are settled in Amsterdam South-East.

Doing acts of reciprocity

Alongside ethnography through observation and participating in as many events as possible in a limited time frame, I did acts of reciprocities myself to observe the reactions that would take place upon receiving an exchange.

The reciprocities varied from generalized reciprocity to balanced reciprocity and was often direct. In these acts of reciprocities I wanted to express symbolic value and see how that is perceived by residents or potential volunteers and by local business owners.

Overview of field research and conversations

Events	People involved	Date
Field visit 1: Cafe Hemelsbreed	R.M, owner of Cafe Hemelsbreed	23 May 2024
Field visit 2: Toko Kai Hing	The owners of Toko Kai Hing	23 May 2024
Field visit 3: Conference Community Based Working	Various members from the public and private sectors and residents	29 May 2024
Field visit 4: Venserpolder co-creation	Various Residents from Venserpolder	27 May 2024
Field visit 5: ELZO Biketour	Doede Simonides and ELZO students	30 May 2024
Field visit 6: Local entrepreneurs market	D. and C., owners from Kunuku Spices and the owner of MizDafna	01 June 2024
Field visit 7: Community Centre 't Spinnewiel	Resident B., Resident L. and Resident S. from community centres	27 June 2024
Online conversation: Pro-active resident	Pro-active resident R.	27 May 2024



Figure 11: Hemelsbreed cafe entrance



Figure 12: The open conversation table, a table in the cafe explicitly for residents to converse with each other.

Field visit 1: Cafe Hemelsbreed

- What:** Learn about the interests and motivations behind the collaboration of Cafe Hemelsbreed with 2Ping.
- Who:** Owner of Cafe Hemelsbreed
- Where:** Cafe Hemelsbreed, Kraaiennest, Amsterdam Zuid-Oost
- When:** 23 May 2024

Insights about...

Practical implications for 2Ping

Practicality

In practical sense, the owner could see small improvements within the user friendliness and the user experience of 2Ping. As a local business that receives 2Ping from users they would need 3 separate accounts. The 1st account represents Café Hemelsbreed, which can receive 2Ping. The 2nd account represents a task manager, who can accept volunteers for volunteer tasks that are being made by the cafe owner. And the 3rd account represents the user, in which the cafe owner could spend 2Ping as a volunteer as well.

Another practical issue, is that Rimmelt often has to be physically there, or at all times digitally available if someone wants to pay with 2Ping. As none of the employees are able to verify a 2Ping payment except for Rimmelt who receives a message on his phone.

Interests

For Rimmelt the interests in 2Ping lies within the community building aspect, however, in order to spark other businesses in the area and making it attractive for businesses to adopt 2Ping and get the circular economy going Rimmelt believes that an additional benefit is needed, as also other businesses see 2Ping as a possible contender against the Euro in terms of benefits. Being able to use 2Ping for his purchasing goods such as honey, would be a good way for Rimmelt to spend his 2Ping.

Main findings

The main reason for Rimmelt to cooperate with 2Ping, is due to its community building aspect and the fact that he could help 2Ping to provide social impact. He already has a main focus of community building in his cafe, by organizing weekly events for the neighborhood, such as the 'Open conversation table' (figure 12), weekly sunday church-related events, coffee cleanup events, a bi-weekly mother's café, and a monthly LHBTcafe for LHBTQ+ community to feel welcomed in a religious-related café. Furthermore in terms of practicality, 2Ping has to create leverage on both the volunteer's perspective and the perspective from local businesses by creating more additional benefits for both sides.

Rimmelt mentioned that he buys his honey locally in Amsterdam South-East and that it would be a great opportunity to incorporate 2Ping to close this economy loop. For example:

1. Resident volunteers can spend their earned 2Ping at Rimmelt.
2. Rimmelt can buy the earned 2Ping at a Local honey distributor.
3. The local honey distributor can again spend its 2Ping at Rimmelt for coffee or other shops such as Toko Kai Hing.

"I need to use three different accounts to work with 2Ping, of course very understandable since every account has a different function, but I would love it to be more cohesive or just one account that does it all." – Owner of Cafe Hemelsbreed



Figure 13: Entrance of Toko Kai Hing

Field visit 2: Toko Kai Hing (Omoe)

What: Learn about the interests, value exchanges and relationship of the Toko Kai Hing with the neighborhood

Who: Ramon Li

Where: Toko Kai Hing, Ganzenhoef, Amsterdam Zuid-Oost

When: 23 May 2024

Insights about...

Practical implications for 2Ping

Acts of reciprocity

Feeling of home

Amsterdam South-East is a melting pot of different cultures, it creates a culture of its own, that gets an own influence from Dutch habits but also staying loyal to your own identity, however if you look back to the residents here from 1 or 2 generations who grew up outside the Netherlands, you still have residents with lingering conservative thoughts. E.g. a Surinamese person from 1970 moved towards the Netherlands is still stuck in the conservative mindset, compared to a Surinamese person who stayed in Surinam who moved on with the zeitgeist. This brings the uniqueness of South-east who often still has the incapsulated conservativeness from the past and is combined with the Dutch norms and values.

The most important aspect of Toko Kai Hing according to Ramon is the feeling of being home, and being relatable to their pasts. As quoted by Ramon "A Surinamese person walks in and sees high ceilings and colors from Chinese lanterns and thinks 'In Surinam we have this as well'. If you do this in Chinatown (Nieuwmarkt), you will be a tourist trap. Do this in the Bijlmer then you are an authentic Toko what people recognize in their youth."

Ramon thinks that the key of their success is that they stuck to being themselves, even after 50 years they are still using the old cash registers, an unorganized store and being non-automized, as it created the charm of their company and connection with the neighborhood. Ramon deliberately chose not to do these changes even though he perfectly is aware of what changes can be done to keep up with the technology, and modern times, I think this explicit action of not acting is aligned with the culture that currently exists around the neighborhood, and Ramon is completely aware of that.

Cultural heritage and pride is what inspired Ramon to take the business over from his father. The dynamic between him and his father is priceless for them, but also for the neighborhood. It is a dynamic relationship which is authentic and pure, and make people reflect on their own relationships. Toko Kai Hing is deep in the diet of people not only literally in food but also in the social cohesion.

This social cohesion and customers hanging out around the store, reminded me of Surinam where at almost every small shop there were small group of people just sitting on garden chairs and relaxing, having a chat with each other.

The neighborhood is transitioning

Ramon sees a shift of business owners in the neighborhood. From local mom and pop shops to investors renting out to larger owned corporations. This often comes in the cost of relational connection between residents and local business owners.

The current challenge of 2Ping with local businesses.

The reason why Ramon partnered with 2Ping is because of his belief in the Donut Economy which incorporates a goodwill factor, supporting the local economy, a piece of friendship. And the fact that 2Ping is a blockchain app, that encloses a local economy within Amsterdam South-East. Ramon gave an example of buying a salad in the Albert Heijn: "If you buy a salad at Albert Heijn, there is a corporate tax system of which the money flows out of the neighborhood maybe not even 2 or 3%" Ramon explained that the 2Ping needs the help from the public sector to further incorporate other themes and topics which are relevant for the neighborhood. As a business owner he further explained that the current burden with 2Ping lies at the business owner in terms of providing discounts, compared to VISA or Mastercard which provides discounts through them instead of through business owners. Alongside overcoming this barrier 2Ping needs to create a rewarding effect or acknowledging effect to spark an incentive for new businesses to join and adopt 2Ping.

"If 2Ping is unable to create a rewarding effect or an acknowledging effect, then I don't think I see an incentive for new businesses to join and adopt 2Ping"

- Ramon Li

Field research

Before the conversation with Ramon I was able to observe a dialogue between Ramon and a customer that came regularly to the store. This conversation was particularly interesting as it defined a practical example of an generalized reciprocity within the context of Amsterdam South-East.

The conversation between a customer and Ramon

Regular: "I got a few new drinks for you"

*Ramon looks at them, grabbed the drinks and reads "11% Absinth, hmmm"

Ramon: "Sure, I put them in the fridge next to the heineken and start with a few cans and see how it goes further"

Regular: "Keep these cans, to try it out"

"You know im doing this for you because you have helped me often before right?"
"Ik doe dit voor jou omdat je mij ook vaak heb geholpen"

*The other person did a praying sign to Ramon as a sense of thank you, and gave each other a box (handshake box as a greeting)"

*Ramon puts the cans of new drinks in the fridge next to the Heineken drinks.
*Afterwards the regular took a picture of the drinks in the fridge, as a certified picture.

Reflection on this situation

This situation was a realistic example of how reciprocity works in Amsterdam South-East. And provided an important insight for this project: You helped me before, so I help you, and its easily done, put 4 products in the fridge come back in a few weeks and see if its sold and if there was any interest.

Looking at how Ramon handled the situation, I personally expected him to have more thought or criticism in the products that the customer showcased. However, Ramon quickly handled and accepted the products from the regular, without thinking if it would be a success or not. You could see that he immediately thought "Let's do it.". And these actions do represent an act of generalized reciprocity and building mutual trust in a relationship.

"You know I do this for you, because you have helped me in the past."
- Ramon Li



Figure 14: The Toko, where food can be ordered



Figure 15: Mr. Kai Hing Li (Omoe, 2021)

Field visit 2.2: Toko Kai Hing (Omoe)

- What:** Learn about the interests, value exchanges and relationship of the Toko Kai Hing with the neighborhood
- Who:** Kai Hing Li
- Where:** Toko Kai Hing, Ganzenhoef, Amsterdam Zuid-Oost
- When:** 23 May 2024

Insights about...

Acts of reciprocity

Main findings

During the conversation with Ramon, the father Kai Hing Li, came by to ask Ramon something in Chinese. While I was sitting there, I heard a few words of Hakka, which is a specific Chinese Dialect from the Guangdong province. And asked Ramon "do you two speak Hakka?" "Yes, we are Hakka people" he said. After the full conversation, he asked me to speak to Mr.Li in Hakka and to tell him how nice the store is, Ramon was sure that Mr.Li would appreciate it. And so, I did.

During the brief conversation with Mr.Li in Hakka, I immediately noticed a difference in communication compared to the first time I went to his store a few weeks earlier, when I tried to have a conversation with him in Dutch. In Dutch I was not able to have a rich conversation at all, as he did not understand me nor was I able to understand him, he simply brushed a few of my questions off and continued his daily tasks. When I spoke with him in Hakka the second time, I got immediately offered drinks and food from him as he saw a fellow Hakka person being able to communicate with him. He asked where my family was from, and I told him my family name which originated in Surinam, the same country where Mr.Li grew up at.

What can be acknowledged from this brief conversation is an immediate sense of relational giving as soon as I was able to converse with him in a more nuanced way and in his native language. During the conversation it can be argued that Mr. Li expressed a type of generalized reciprocity as he was on his way to grab something to drink for me behind the counter, for no costs. Although it was my second time having a conversation with him he offered an exchange with no expected return from me.

Transcript

Me: "Hi Mr. Kai Hing, I heard that you speak Hakka?"

Mr, Kai Hing: "Yes of course, I am a Hakka person, do you speak Hakka as well?"

Me: "Yes, my Dad is also Surinamese Chinese and I speak Hakka mostly with my parents and sister."

Mr, Kai Hing: "Ah, where is your dad from in Surinam, maybe I know the family name?"

Me: "My dad is from Moengo, closeby Paramaribo, and our last name is Tjon. My grandfather has a shop in Moengo called Kon Moi"

Mr, Kai Hing: "I had a shop in Paramaribo but I do not know Kon Moi unfortunately."

Me: "Ah that's nice to hear, does your family still own the shop in Paramaribo? Just like how my uncle owns my Grandfather's shop now?"

Mr, Kai Hing: "Yes my little brother owns the shop now, however it has been a long time since I was in Surinam"

Me: "Would you not like to go back to Surinam once to visit?"

Mr, Kai Hing: "No, I am comfortable here and I have a shop to keep of course haha."

Mr, Kai Hing: "Would you like something to drink or to eat, feel free to grab something to drink"
*as Mr. Kai Hing wanted to walk to the fridge to grab something I stopped him in courtesy

Me: "No need sir, I already have a bottle of water in my backpack, thank you so much. My mother insists me to drink water anyway"

Mr, Kai Hing: "Ah of course you have a bottle of water in your bag."

Me: "Well it was amazing to meet you a fellow Hakka person as well mr.Kai Hing I have to run now, I will come next time and we will converse further if that's alright"

Mr, Kai Hing: "Sounds good! Untill next time then!"



Figure 16: Panelists and crowd during the conference discussion

Field visit 3: Conference Community Based Working (CBW)

What: Conference Community Based Working in Amsterdam South-East. With residents, the public sector and the corporate sector

Who: Mix of panelists from Amsterdam South-East.

Where: City Desk South-East

When: 29 May 2024, during the Week van Zuidoost

Insights about...

Collective actions

Communication of values

Summary of field notes

The Conference consisted of 6 panelists and around 80+ people in the audience. The panel consisted of a very clear representation of what the people of Zuidoost thinks Zuidoost would be represented as, a mix of young, old, from the public sector, entrepreneurs, corporate sector and community sector.

1. Panelist 1– District Amsterdam South-East Chairwoman
2. Panelist 2 – ABN team leader of Diversity and Inclusion
3. Panelist 3 – Director-general Public Administration, Democracy and Rule of law
4. Panelist 4 – UVA Researcher
5. Panelist 5 – Elderly Community Team leader
6. Panelist 6 – Stichting Hart voor de K-buurt

The following points were discussed during the conference:

How can we improve Community Based Working (CBW) in Amsterdam South-East?

And how can we speak the same language (the officials from the public sector versus the residents of Amsterdam South-East)?

In order to improve CBW, residents argued that we should not only listen to each other from different sectors or within the neighborhoods but also grasp what is said and understand.

Resident 1 quoted: "We have to strengthen the existing strong points of South-East instead of merely looking for new projects and trying to help South-East. **We do not want to be helped but we want to help you (the government and municipality)!**"

The ability to listen was further emphasized in the next point. There is a current misalignment in speaking the same language between the officials of the public sector and the residents of Amsterdam South-East. The residents of South-East feel obliged to write and speak in an official public administrative manner to write proposals for subsidies and also within the Masterplan South-East to feel recognized and been taken seriously by the public sector.

During this discussion the emphasis of CBW was made on its bottom-up approach. Initiatives that were initiated by residents, and created socially shared beliefs and mutual interests, sparked other bottom-up initiatives that balanced the self-interests and the shared interests of people. Bottom-up initiatives and CBW are examples of collective actions or social norms in which a behavioral

social good is positively contributed by people, based on mutual beliefs. These collective actions and social norms are one of the most important consequences of reciprocity to contribute towards the social good (Fehr & Gächter, 2000).

Speaking the same language

During a discussion between panelist 3 and a resident it could be pointed out that the collective value and needs are hard to communicate through bureaucratic and administrative ways. Only during these kind of discussions where the perspectives of various stakeholders are taken into account and spoken upon, can translate the societal issues from the local's point of view..

Panelist 3: "The way the Masterplan South-East is written is completely different compared to the impactful conversation we have right now. The value and the power from these conversations are a lot less noticeable in the manuscript of the Masterplan South-East. It is written in a very official public administrative manner."

Resident 3: "I am one of the co-writers of Masterplan South-East, and we had deliberately written the Masterplan in such an official and civil manner. The reason being is that we are not being taken seriously if we do not write in such manner. The exact same reason why it is so hard for some people like the neighborhood communities to write proposals for subsidies."



Figure 17: Residents discussion during conference



figure 18: Resident conversation about the value of energy cooperation

Field visit 4: Co-creation Venserpolder

What: Co-creation energy cooperatives with residents of Venserpolder

Who: Co-Force and Residents of Venserpolder

Where: Venserpolder, Amsterdam South-East

When: 27 May 2024, during the Week van Zuidoost

Insights about...

Acts of reciprocity

Summary of field notes

This co-creation event was organized by the people from the foundation CoForce together with Gijs and Abhigyan, researchers from the TU Delft.

The goal of this co-creation event was to get a better understanding of the residents' perspectives and opinions about joining an energy cooperative in Venserpolder, using various templates made by Gijs. Aside from the overarching goal of conversing with residents about the potential of an energy cooperative and the energy transition, my personal aim within this session was to observe residents on acts of reciprocity.

During the co-creation field trip, on the street of Venserpolder, a mix of demographic groups joined along, however the event attracted mostly older individuals and younger children, not a lot of young adults or starters were seen during the event. Alongside a large truck with templates regarding a potential energy cooperative in South-East, a small stand with shaved ice was present to attract residents to possible conversations and sharing thoughts. Surprisingly shaved ice cream helped attracting the neighborhood towards the Venserpolder co-creation. As the younger children were provided ice cream, the adults also took an interest.

The reactions and willingness to converse were mixed. There was a clear enthusiastic response from people who have recently bought an apartment, are already owners of an apartment in Venserpolder or residents who have lived here for a while (30+ years). On the contrary there was a sub-group of residents who also have lived here for a long period (30+ years) who are more sceptical on the project and the idea of an energy-cooperative.

The reason being that a lot of projects and initial attempts were done in order to create positive impact in the neighborhood, also within the theme of energy transition. Due to previous failed attempts to comply to the needs of the residents and a lack of results, some residents did not want to be further affiliated with future projects.

Alongside the previous mentioned groups of residents, a third group of residents were interested in the truck and ice-cream stand. However this group of residents, was hesitant in conversing and more interested in the food and services offered during this event, than the actual discussions and topic of energy. This lack of desire to create mutuality or the lack of interest could argue the refusal to reciprocate, or in this context hint towards negative reciprocity.

Main findings and reflection

In terms of energy transition the locals in Venserpolder, are mixed with mixed opinions. A lot would not know what their role could be in an energy-cooperative but also are hesitant on joining and spending time on this cooperative due to expected success rate based on previous projects and previous expectations of impact within the neighborhood.

In terms of conversing, joining discussions and showing interests towards the templates, the locals often needed to be probed to pinpoint their interests in an energy cooperative.

The provided food and ice-cream served as an initial motivation to reciprocate. This often worked well, especially to spark initial interest among local residents. However some residents showed little to no desire to create mutuality or interest in the topic of energy. This consequently led to refusal to reciprocate or an attempt to act based on self-interest instead of shared-interest.



Figure 19: The biketour with fellow students from ELZO

Field visit 5: ELZO Biketour

What: Biketour around Amsterdam South-East together with ELZO

Who: Together with Doede and fellow students from ELZO

Where: Various neighborhoods in Amsterdam South-East

When: 30 May 2024, during the Week van Zuidoost

Insights about...

Acts of reciprocity



Figure 20: Impression of the bike tour, Inside energy-hub in Kraaiennest



Figure 22: Impression of the bike tour, Hoptille apartments



Figure 21: Impression of the bike tour, outside energyhub in Kraaiennest



Figure 23: Impression of the bike tour, mosque Taibah

Summary of field notes

During the ELZO Biketour we have visited various locations, in Amsterdam South-east which were critical in the past in terms of social-energy transition. Some examples were the Bijlmermuseum, the Energy hub, Hoptille appartements and the Mosque Taibah. The biketour gave me and fellow students of ELZO the chance to be introduced to different neighborhoods of South-East, in combination with various design choices made from architecture to urban planning during the past. This biketour was based on generalized reciprocity. As I was able to ask Doede as my supervisor from 2Ping to accommodate the ELZO students as a tour guide around the neighborhoods.

It is important to highlight that reciprocitarian relations – such as having Doede as a tourguide for the ELZO students due to my thesis project for 2Ping – is a large characteristic of a community. This specific type of reciprocity (generalized) involves the service given by Doede, and extending the existing community of reciprocal relations towards the other ELZO students and offer them temporary participation or even permanent inclusion for future reciprocal exchanges or services. As a return, the ELZO students and I had prepared a Bijlmer Box as a gift for Doede and gave it as a surprise at the end of the tour. The gift was given to show symbolic value of expressing gratitude.



Figure 24: One of the local entrepreneurs in the market.

Field visit 6.1: Local entrepreneurs market

What: Local entrepreneurs market

Who: D. from MizDafna

Where: Grubbehoeve, Amsterdam South-East

When: 1 June 2024, during the Week van Zuidoost

Insights about...

Market exchanges

Acts of reciprocity

Summary of field visit

I showed my interest to the products of Daphne by browsing through the cookies and baked goods she sells. And I noticed a few products which I recognized from what my parents used to sell in their Surinamese/Chinese Restaurant, such as Maizena Cookies, coconut cookies, and Bojo which is Surinamese coconut cassava cake. Through the conversation about the Surinamese baked goods I was able to create mutual interests, and a topic in which we were both eager to talk about, food.

I asked her about where she currently sells her products, and she said that it was mostly online and through word of mouth. In the same way I have asked her about her thoughts on selling her products through local shops and if she had any interests in it and gave an example of possibly selling it at Toko Kai Hing.

“Yes, I know Toko Kai Hing, I also know that they are already selling maizena biscuits and other goods, but not mine.” – Daphne

As I continued to ask her why so? she answered:

“A lot of people asked me: ‘Why are your products so expensive?’ Well they are expensive for a reason, if you don’t like it, you can look for something else. I am completely fine with that.”

Her products are selling mostly through word of mouth of people who are already in her circle of contacts and who are less vulnerable to make ends meet, as there are cheaper alternatives at local grocery shops. These types of market exchanges are an example of balanced reciprocity in which both groups, the receiving end as well as the giving end are expecting immediate return and work together for an exchange that makes both parties happy.

The failure to reciprocate with other residents who might think her products are too expensive can indicate a lack of creating mutuality or the inability to do so.

“A lot of people asked me, why are your products so expensive? Which I answer well they are expensive for a reason, if you don’t like it, you can search somewhere else. I am completely fine with that.” - Daphne

Main Findings

With locals in Amsterdam South-east or people in general it is easier to connect and have a conversation about their interests if you are already accustomed to their culture, their food, and have personal stories about their interests, in this field visit the mutual interests was Surinamese culture and food.

An example of balanced reciprocity was shown through this observation and conversation. As a local entrepreneur she initiates market exchanges in which both parties, the receiving end as well as the giving end are happy and are able to create mutuality in terms of equal value.

A failure to reciprocate with residents who are unable to come to mutual terms of equal value could indicate to a lack of interest to create mutuality or the inability to do so.



Figure 25: D. (Left) and C. (right) from Kunuku Spices, one of the local entrepreneurs in the market.

Field visit 6.2: Local entrepreneurs market

What: Local Entrepreneurs Market

Who: D. and C. from Kunuku Spices

Where: Grubbehoeve, Amsterdam South-East

When: 1 June 2024, during the Week van Zuidoost

Insights about...

Practical implications for 2Ping

Acts of reciprocity

Summary of field visit

During the local entrepreneurs market in Grubbehoeve I had the chance to talk with 2 entrepreneurs from the Dutch Antilles. With their own brand and spice company, they sell spice mixes to local shops, individual chefs and restaurants.

I saw that they were open to have a conversation with me, as I was the first person to approach the market and spoke with them. To express my interests, I asked about their spice mixes, where they are settled and where the inspiration originated from.

C. is mostly focus in recipe-making and the cook in using the spicemixes in creative ways, D. is more focused on the back-end business, networking and strategy behind 'Kunuku Spices' business. I showed my interests and bought a spice mix to show them my support, as starting entrepreneurs.

I asked them if they had thought about selling their products in supermarkets like Albert Heijn or even asian supermarkets like Amazing Oriental.

"We would love to sell our spice mixes in Albert Heijn, but we feel that it might be wiser to tackle smaller local shops first, in terms of viability, since we are still a relatively small company and brand." - C.

I have introduced them to the Toko Kai Hing, which was around the corner from Grubbehoeve. And told them about an interaction I noticed of a regular that was able to easily do a pilot of new drinks to sell at Toko Kai Hing, and that they were very open to sell new products in order to help new entrepreneurs. This was a pivotal moment in our conversation where they were sparked into interests, as it led to a very accessible and potential new store in which they could sell their products, and expand their markets. I advised them to visit Toko Kai Hing and have a talk with the owner, as he is very open to talk about business.

They both reacted very appreciative towards my tips and insights and thanked me for it.

Main Findings

Small businesses like Kunuku Spices that are solely selling their products online, see value in being able to sell their products in physical stores such as local stores and smaller local supermarkets.

By being honest and transparent and by not trying to push a narrative it helped me to spark interests and learn more about potential partners' needs and the potential value of 2Ping for smaller businesses. Based on this conversation I realized that one of the biggest value of 2Ping for smaller businesses, is the ability to provide a platform with multiple networks, from local networks to potential other partners, such as Toko Kai Hing for the entrepreneurs of Kunuku Spices.

During these conversations I reciprocated by initiating market exchange of buying one of their products after having a sample of their spices. This market exchange was primarily done with the intension to show symbolic value of expressing my support to a small business, and in return I wanted to create mutual trust in order to spark an honest conversation about their needs as local entrepreneurs.

"We would love to sell our spice mixes in Albert Heijn, but we feel that it might be wiser to tackle smaller local shops first, in terms of viability, since we are still a relatively small company and brand." - C.

Field visit 7: Community Centre 't Spinnewiel

What: Meeting with Community centres 'T Spinnewiel and community centre Multibron

Who: Resident B. (Multibron), Resident L. (Bernadette Zorg), Resident S. (CBW and Buurtsalon ZO 't Spinnewiel), Doede and Elisabeth (2Ping)

Where: Community Centre 't Spinnewiel, Amsterdam South-East

When: 27 June 2024

Insights about...

Practical implications for 2Ping

Acts of reciprocity

Instrumental value and symbolic values

Highlighted quotes

"As soon as people heard volunteering, they said 'nevermind'" - Resident B.

"There must be something to gain, transaction is in fact the culture in this neighborhood" - Resident S.

"A lot of people just don't understand what it (2Ping) is and what it does for them" - Resident B.

"I also want to pay my rent and that is only possible with Euros not with 2Ping." - Resident S.

Summary of field visit

During this field visit at community centre 't Spinnewiel I was able to have a conversation with resident B., resident L. and resident S. who were all active at various community centres and community groups. Together with Doede and Elisabeth we had a conversation about the potential of 2Ping in partnership with community centres and the residents of Venserpolder.

There were various opportunities and barriers for 2Ping to be more active in Venserpolder. It was acknowledged by resident B. and resident S. that more local entrepreneurs were needed in Venserpolder to bring out the potential of 2Ping. Most residents are currently travelling to Amsterdam Poort to do their shopping and groceries, which caused a decline in local businesses in Venserpolder.

Furthermore, it was noticed by resident B. that 2Ping is hard to understand for volunteers. Dedicated side-by-side assisting is needed to explain what 2Ping does, and how it could provide economic benefits for vulnerable residents and social impact for the neighborhoods. Especially when people needed to explain what 2Ping provides as a local currency system it was hard to explain that 2Ping is not an alternative to the Euro. As residents find the local currency a restricting aspect to shop and spend where they wanted to.

Lastly we had a conversation about volunteering and the perception of the terms volunteer and volunteering. Residents who are active in these community centres are often vulnerable residents with a lower income. These residents are initially willing to help when asked however hesitant in saying yes when heard it was volunteering work. As quoted by resident B.: "When asking people to help me out, they initially said sure, but as soon as people heard the word volunteering, they said 'nevermind'." In addition the needs for volunteering differed among the people from various community groups. As resident B. from Multibron explained that more volunteers are needed to provide social work and events. However, resident L. from BernadetteZorg expressed that when hosting events and providing social work, the need was not to find more volunteers but to find more people who wanted to join these social events.

Main Findings

Based on this field visit the following insights can be highlighted in order for 2Ping to scale out to Venserpolder.

1. More local entrepreneurs are needed in Venserpolder to bring out the potential of 2Ping.
2. The practical clarity of 2Ping is hard to communicate to (vulnerable) volunteers who want to use 2Ping to earn a buffer in additional disposable income.
3. Earning 2Ping as a local currency restricts the freedom of spending area compared to the Euro's. From spending to accommodate the needs of doing groceries at the Jumbo or even paying out rent.
4. The needs of the two community centres differed and provided opportunity to help each other, e.g. Resident B. from Multibron has a lack of volunteers to do social work, and Resident L. from Bernadette Zorg has enough volunteers but a lack of interests from community residents to join the events hosted by volunteers.
5. The residents who are active in these community centres are mostly vulnerable residents with a low income. These vulnerable residents are reluctant to do social work, if the social work does not provide any reward or benefit in instrumental value, such as money.

Next to identifying barriers that 2Ping needs to overcome to scale out, the last two insights could potentially be opportunities for 2Ping to grasp upon on. 2Ping could be the platform for these community centres to communicate their wants and needs and potentially provide each other help through volunteering using 2Ping as the mediator or intermediary.

Next to 2Ping being an intermediary, 2Ping could highlight the additional benefit of providing instrumental value for reciprocating and doing social good.

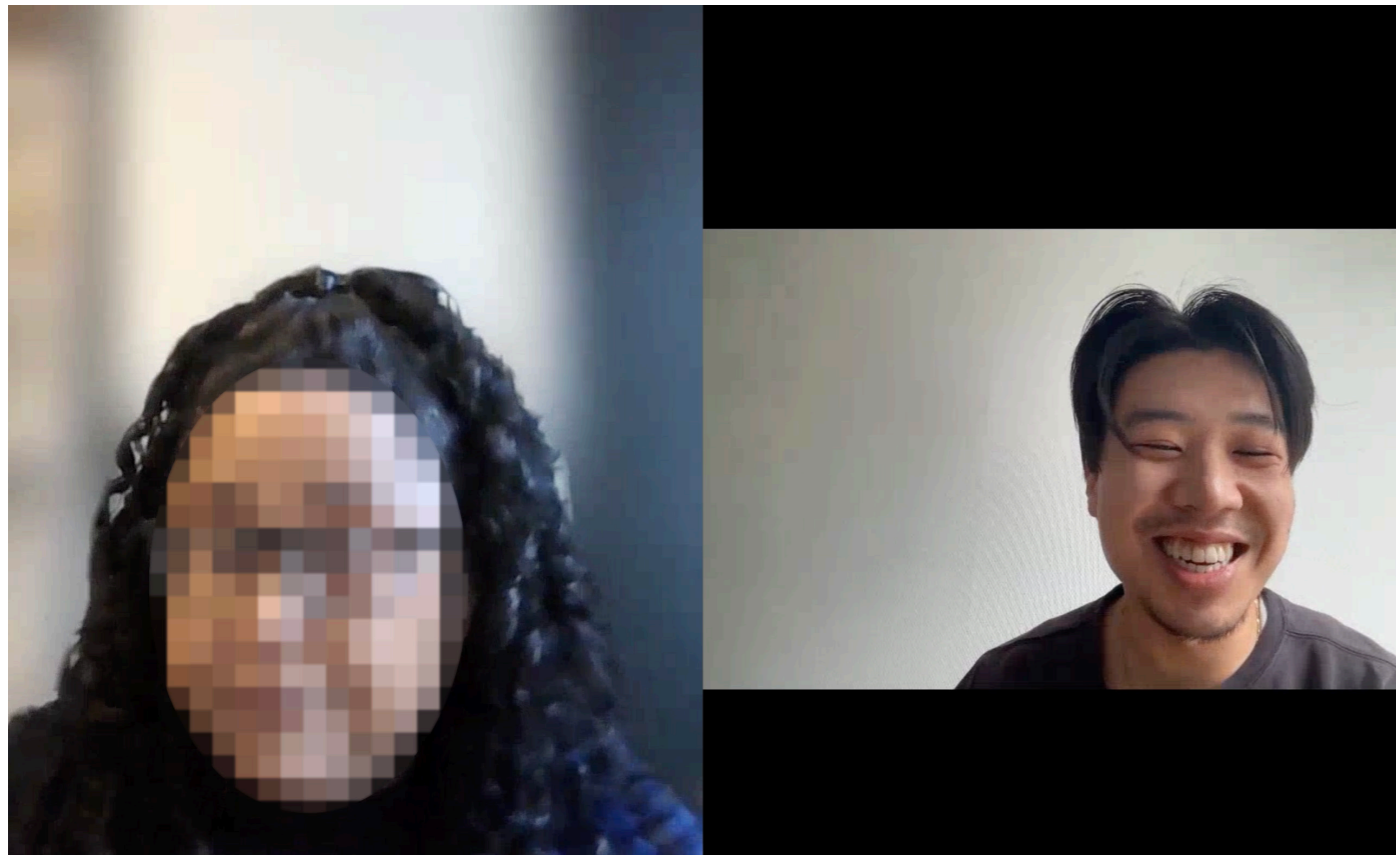


Figure 26: Online conversation with pro-active resident R.

Online conversation: R.

- What:** Thoughts about 2Ping and Amsterdam South-East from a pro-active resident
- Who:** Pro-active resident R.
- Where:** Online
- When:** 27 May 2024

Insights about...

Practical implications for 2Ping

Acts of reciprocity

Instrumental value and symbolic values

Summary of Online conversation

R. is a pro-active resident in Amsterdam South-East. As a resident she is active in multiple community groups and volunteers whenever she can alongside her full-time job. With R. I had an online conversation about potential bottlenecks of 2Ping, types of volunteers, the needs of these different volunteers and the needs of local business owners in Amsterdam South-East.

In this conversation, R. validated the idea of two types of volunteers in the context of 2Ping. The first group of volunteers are mostly vulnerable residents that are living off an unemployment benefit. These volunteers would see potential and benefit in 2Ping by earning an extra maximum of €180 per month in volunteering benefits, as allowed by the government.

However what opened R.'s eyes was a large barrier conveyed by a volunteer that R. spoke to. This volunteer said that they really needed the additional maximum of €180, however by committing to the 2Ping system their freedom was 'robbed' to buy what they wanted and where they wanted, e.g. buying products accessible at Bol.com. The selection of retailers and spending areas of 2Ping needs to be broader to bring attract more volunteers.

This topic of conversation was further extended towards the needs of residents in South-East. In terms of groceries, people are sometimes not able to find general products for a lower price in local businesses or local stores compared to the larger supermarkets such as Albert Heijn. As quoted by R.: "Sometimes the basic needs are indeed cheaper at the larger corporations such as Albert Heijn than the local stores. I saw it myself, a jar of brown beans from AH private label brand would be €1.89 for example. In a local supermarket they would sell a specific brand brown beans for €5. That is a huge difference." R. further highlighted that most local businesses would only conform towards 2Ping if they see an economic benefit to earn more profit, she said that businesses such as Toko Kai Hing and Cafe Hemelsbreed were exceptions as they already had a base interest in creating social impact and are very active in existing neighborhood communities.

"What opened my eye is a conversation I had with a person from the neighborhood who said that they really needed that €180 of volunteer's money to buy what that person wanted, However by committing to the 2Ping system their freedom is robbed to buy what they want and where they want, e.g. at Bol.com"

- Pro-active resident R.

Main Findings

R. mentioned various needs and wants from the perspective of residents and local businesses and validated the distinction of the two types of volunteers.

The first type of volunteers are volunteers such as R. who have spare time next to their working job to do volunteering work based on goodwill for the greater good of creating social impact. This group perceives 2Ping as a local currency system that provides mainly symbolic value through doing social good and providing social impact.

The second type of volunteers are vulnerable residents who would volunteer to earn additional disposable income in the form of volunteering benefits. The allowed maximum for this would be €210 per month and €2100 per year. This maximum differed to what R. mentioned during the conversation, due to changed regulations from €180 to €210 by the tax authorities (Ministerie van Volksgezondheid, Welzijn en Sport, 2023). This group perceives 2Ping as a local currency system that provides mainly instrumental value through an additional disposable income.

R. further mentioned a large barrier of earning 2Ping as a local currency. As the instrumental value of 2Ping was perceived lower compared to the instrumental value of the Euro, due to its lack of spending areas and complying to the needs of spending.

A reason why local residents are inclined to shop at larger supermarkets such as Albert Heijn with Euros instead of smaller local supermarkets with 2Ping is due to its practicality of general needs and lower costs. Some products from the private label of Albert Heijn for example, are much cheaper compared to specific brands of the same products in smaller local stores. Furthermore the Albert Heijn provides a practical environment and store where a list of groceries can be bought in one go, instead of going from one local shop to another to check off products from their groceries list.

2.4 Summary of insights

Quotes from field visits

"I don't think that the other stores here would be interested (to implement 2Ping). Because, it is still a form of competition with Euro's."
– Owner Cafe Hemelsbreed from field visit 1

"There must be something to gain, transactions are the culture of this neighborhood"
– Resident S. from field visit 7

"You know I do this for you, because you have helped me in the past."
– Owner Toko Kai Hing from field visit 2

"If 2Ping is unable to create a rewarding effect or an acknowledging effect, then I don't think I see an incentive for new businesses to join and adopt 2Ping"
– Owner Toko Kai Hing from field visit 2

"Let's be real, local businesses want to make profit, businesses such as Toko Kai Hing and Cafe Hemelsbreed are exceptions as they already had a base interest in creating social impact and are very active in existing neighborhood communities."
– Pro-active resident R. from online conversation

"Sometimes the basic needs are indeed cheaper at the larger corporations such as Albert Heijn than the local stores."
– Pro-active resident R. from online conversation

"We feel that it might be wiser to tackle smaller local shops first, in terms of viability, since we are still a relatively small company and brand."
– Owners of Kunuku Spices from field visit 6.2

"What opened my eye is a conversation I had with a person from the neighborhood who said that they really needed that €180 of volunteer's money to buy what that person wanted, However by committing to the 2Ping system their freedom is robbed to buy what they want and where they want, e.g. at Bol.com"
– Pro-active resident R. from online conversation

"I also want to pay my rent and that is only possible with Euros not with 2Ping."
– Resident S. from field visit 7

"A lot of people just don't understand what it (2Ping) is and what it does for them."
– Resident B. from field visit 7

"As soon as people heard volunteering, they said 'nevermind'."
– Resident B. from field visit 7

Insights connecting to reciprocity

Local businesses who are already active in community building and trying to create social impact are more inclined to work with 2Ping

If community building isn't a focus, an additional (economic) benefit is needed (instrumental value) from a local business perspective to incorporate 2Ping to the daily work.

Based on the relationship of two parties a balanced reciprocity can transition towards generalized reciprocity.

The instrumental value of 2Ping is perceived lower than the Euro due to its lack of partnered stores that can comply to the needs of the residents.

Little to no desire to create mutuality could lead to refusal to reciprocate or an attempt to negative reciprocity which is solely based on self-interest,

The local currency system of 2Ping is currently perceived as Balanced Reciprocity, due to its nature of working with local businesses and market exchanges.

Failure to reciprocate could happen due to the inability to come to mutual terms of equal value or due the lack of interest to do so. In market exchanges, balanced reciprocity is expected.

For vulnerable residents, the current main benefit and opportunity of 2Ping is in its instrumental value of potential economic benefit. Expectation to earn currency in return for doing social good.

By some residents the word 'volunteering' is perceived as work that gives no (tangible) benefit in return.

Insights connecting to practicality of 2Ping

The verification of a payment depends on one mobile phone which causes a continuous dependency on the owner of that phone.

There are two groups of volunteers: 1. Vulnerable residents that seek to use 2Ping for its instrumental value and 2. Residents who act based on goodwill who seek symbolic value.

A bottom-up approach of doing collective actions for example through 2Ping are one of the most important consequences of reciprocity to contribute towards the social good.

The practical clarity of 2Ping is hard to communicate to (vulnerable) volunteers who want to use 2Ping to earn a buffer in additional disposable income.

More local entrepreneurs are needed in Venserpolder to bring out the potential of 2Ping.

The potential value of 2Ping for small local businesses, community centres and foundations lies within its role of a mediator to provide a network of other small local businesses that can lead to potential collaboration.

2Ping could provide an additional disposable income, however there needs to be a larger selection of stores to be interested in earning and spending 2Ping

The local business owner carries a burden of providing discounts for the usage of a local currency, in terms of making profit this could be a barrier for other businesses.

Using the correct phrasing and terms to speak the same language is highly important to spark interests but also to get a mutual understanding.

2Ping is perceived as less beneficial compared to the Euro, as users have less freedom to spend their earned currency at

Insights which are clustered in opportunities and bottlenecks-based on shapes

Potential opportunities

Potential bottlenecks

Insights which are hinting towards a type of reciprocity based on color

Generalized Reciprocity

Balanced Reciprocity

Negative Reciprocity

What can be concluded:

In the context of 2Ping and Amsterdam South-East, balanced reciprocity is the standard. 2Ping is currently being perceived as an alternative means for market exchange that replaces the Euro with less freedom to spend. This perception by residents caused people to not commit into 2Ping, such as they are not able to spend 2Ping to at stores such as Albert Heijn or Bol.com, or using 2Ping to pay their rent. Furthermore, for 2Ping to scale out, an additional benefit is needed for users as for local businesses.

Although the summary provided insights based on the noted quotes during field visits, the insights based on observed interactions or actions have not been implemented in this summary, as the field visits 3, 4, 5 and 6 have less noted quotes.

Chapter 03

Define Phase

This chapter provides the second part of the double diamond method, the define phase. In this chapter an expert co-creation is done with volunteers, local stakeholders and the 2Ping team. This is done to validate the problem framing with the 2Ping team and other users and residents of Amsterdam South-East.

3.1 Problem framing

3.2 Summary of the define phase



Define

3.1 Problem framing

To synthesize the findings from the field research with the concept of reciprocity, I have identified multiple challenges regarding the perception of 2Ping as a local currency system. The first is a lack of practical clarity of 2Ping and the second challenge shows that a shift of purpose is needed for 2Ping to change their perceived value at users.

1 Practical clarity of 2Ping

For new potential users who are yet familiar with the concept of 2Ping, it is still unclear how 2Ping works as a local currency system. Furthermore, they have a hard time understanding what the value of 2Ping is and how 2Ping can be beneficial for them (self-interest) and for the community of Amsterdam South-East (shared interest). It is currently solely possible to answer these questions through direct conversations with the team of 2Ping. This could be a potential barrier to scale, as this face-to-face information sharing could only spark an interest to people who already know the community of 2Ping and who had been introduced to 2Ping before. The lack of clarity also provides additional work during onboarding, as multiple conversations in field research showed that the onboarding process of 2Ping was difficult to grasp for foundations and for new volunteers. Based on informal conversations during field visits 1, 2 and 7, and the online conversation with Resident R, it can be argued that 2Ping needs to create more transparency and clarity on how 2Ping creates value for volunteers and for local business owners.

Design 2Ping for both instrumental value and symbolic value

The field research highlighted underlying values that were discussed in the literature review and provided the corresponding motivations for using 2Ping according to each user.

1. Local business owners and vulnerable residents are looking more into the instrumental value that 2Ping can provide (2Ping currency). The vulnerable residents that could benefit from earning 2Ping as an additional disposable income, while local business owners could use the instrumental value of 2Ping to continue their businesses through the means of a local currency.

2. Residents who are less vulnerable and want to do 2Ping through goodwill are interested in 2Ping to create social impact and are more interested in the symbolic value that 2Ping can provide through acts of reciprocity.

As a strategic outcome for 2Ping it is advised to take both groups into account when designing 2Ping. To sustain contributing to the social good as a behavioral regularity, a high proportion of the users need to be reciprocally motivated whether that could be in the form of goodwill or an incentive.

However, based on the field visits 1, 7 and the online conversation with resident R, it is unlikely that a positive level of contributions motivated by goodwill can be sustained as the standard, because of a non-negligible group of residents that are motivated by self-interest.

Thus to accommodate for local business owners and vulnerable residents an emphasis is needed to highlight the instrumental value that 2Ping can provide as a local currency or provide an alternative instrumental value that cannot be compared to the instrumental value of the Euro.

Furthermore, to meet the needs of residents who are more interested in gaining symbolic value through 2Ping, the objective of doing social good needs to be emphasized. To do so, 2Ping needs to be more explicit in communicating their goals, vision and how they want to achieve social impact.

To conclude

Design practical clarity for 2Ping and invoke reciprocity for both instrumental values and symbolic values.

2 A shift of purpose is needed.

The lack of clarity creates another challenge for 2Ping, which is the perception of the local currency system. 2Ping was founded with a vision to improve community building and create social impact. By using a local currency as a tool and making 2Ping a local currency, social and economic benefits could be gained. However, based on field research a current emphasis has been laid on the economic benefits of the 2Ping currency, instead of the social impact that it could provide. The intended purpose of being rewarded with 2Ping as a local currency was merely a means to achieve social impact. This emphasis on the economic benefit instead of the social benefit was seen on both the users and potential new users. As a consequence, users often considered if a task was even worth doing for the expected rewards instead of doing a task for a social good in a reciprocal manner.

Furthermore, users consider a trade-off on using Euros versus using 2Ping. However, the misunderstanding of 2Ping lies in its purpose, as 2Ping is not made to replace the Euro, but rather to be used as an incentive to do social good and support local businesses at the same time.

Based on field visits 2 and 7, and the online conversation with R., it was noticed that having a benefit of 10% discount at a few certain retailers is not enough to invoke people for volunteering work. Additionally, by showing a reward of a certain amount of 2Ping for a volunteering task, it is seen as work that replaces a regular job for Euros, the incentive of showing the possible earned 2Ping could potentially backfire, as the emphasis has been put on economic benefit instead of the social benefit of doing a social good by the volunteers.

2Ping is currently seen as a barrier of freedom in spending.

Another barrier for local residents to use 2Ping is due to a lack of freedom to buy all sorts of products and services that the 2Ping platform cannot provide. For example, the inability to buy basic and sometimes cheaper groceries in large supermarkets such as the Albert Heijn and the Jumbo, or ordering wanted products from Bol.com.

In order to realign 2Ping towards doing a social good instead of focusing on economic benefit a shift of purpose is needed to reframe 2Ping from a conventional market exchange of local currency to a platform for doing social good. However, taking into account the context provided in the first challenge of 2Ping, in order to provide value for both groups who are either more motivated by instrumental value or symbolic value, it needs to have additional benefits in order to incentivize doing social good.

To conclude

Re-frame the purpose of 2Ping from a conventional transaction to a platform for doing social good.

Problem framing

3 Design for Reciprocity? But how?

During the process of creating the design challenge for 2Ping, I found a gap which caused a barrier for my initial research question.

How can we design a reciprocal model that enhances community building and creates social and economic value for residents and local business owners in Amsterdam South-East?

In this project, reciprocity is an essential component that constructs the social and economic dynamics that could make a local currency system work. In an effort to explore the concept of reciprocity in the context of Amsterdam South-East, literature research from economic anthropology was synthesized with findings from field research. Upon reflection however, I noticed a gap in literature research and practical literature for this project.

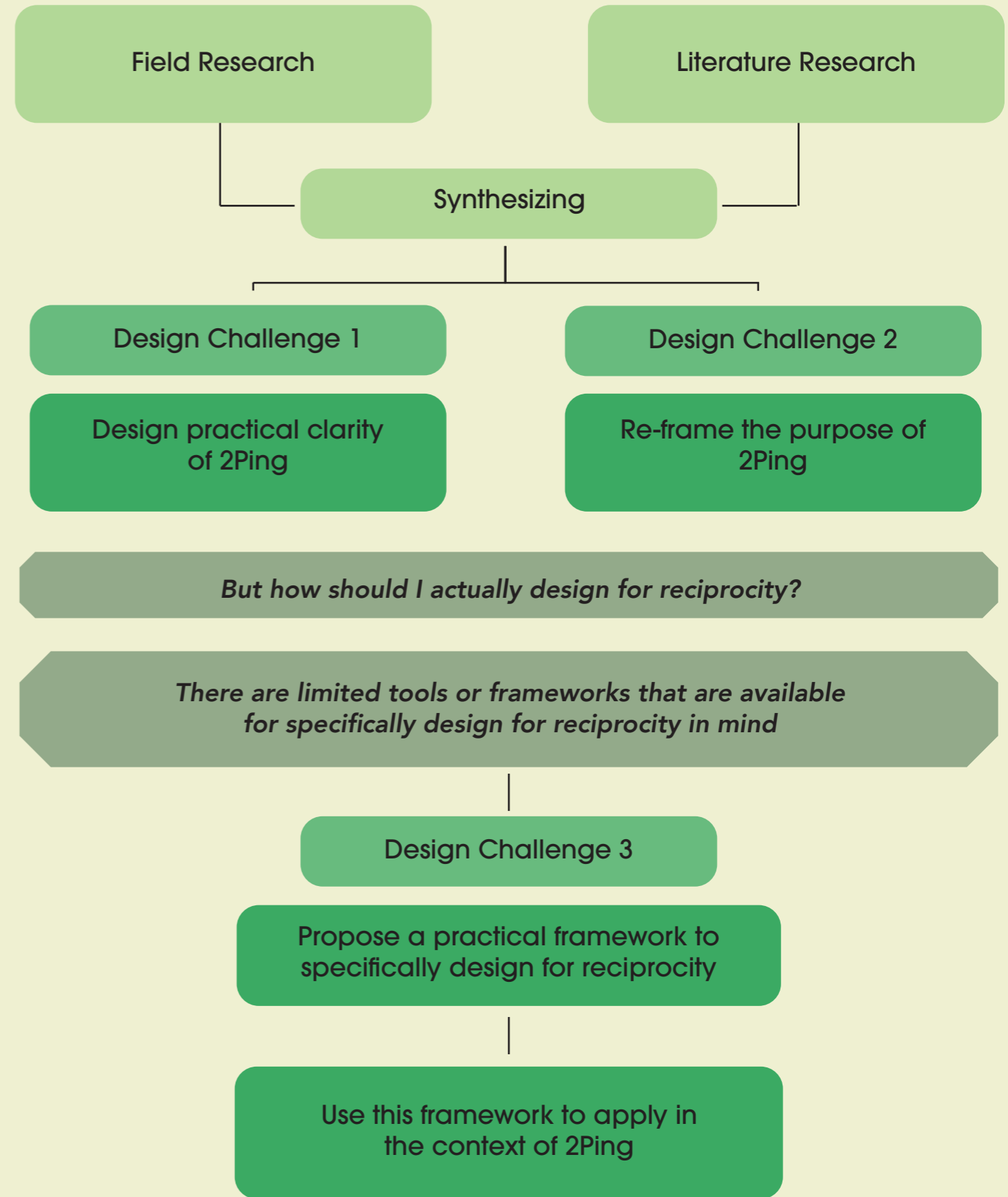
In the design field, current research has focused on creating strategies for social impact and behavior change (Tromp et al., 2011; Tromp, 2013; Cash et al., 2020). In addition, other design disciplines have incorporated the concept of reciprocity into areas like marketing, user experience, and various design methodologies (Hoppner et al., 2015; Roethke et al., 2020; Kenning, 2020).

Furthermore, different case studies in participatory design showed certain situational and personal factors which could enhance the likelihood of reciprocal behavior. These include integrating a community environment, requiring strong engagement from designers within the user group's community, and ensuring transparency and empathy towards the user group (Dreessen et al., 2020; Davlembayeva et al., 2021). However, while these studies provide valuable insights into the application of reciprocity in participatory design, they have yet to offer a practical framework, guidelines, or tools for designers to specifically design for reciprocity in mind.

To conclude

In order to tackle design challenges 1 and 2 for 2Ping, a foundation of practical framework needs to be created to specifically design for reciprocity.

3.2 Summary of the define phase



Chapter 04

Develop Phase

This chapter provides the third part of the double diamond method, the develop phase. In this chapter, I developed four guidelines to Design for Reciprocity which tackles Design Challenge 3. Furthermore, this chapter discusses a pivotal co-creation session that re-framed the purpose of 2Ping and influenced a proposed re-design of 2Ping, tackling Design Challenge 1 and 2.



Develop

- 4.1 Design for Generalized Reciprocity booklet
- 4.2 Co-creation session
- 4.3 Design cues - practical clarity
- 4.4 Redesign of 2Ping
- 4.5 Website - how does 2Ping work?

4.1 Design for Generalized Reciprocity booklet

Creating the Design for Reciprocity framework

There is currently limited research in the field of design regarding reciprocity, especially around the topic of a practical framework and tools for designers to use. However, reciprocity has been implemented before in participatory design, and showed various variables or principles which were needed in order to increase the likelihood to reciprocate (Dreessen et al., 2020; Davlembayeva et al., 2021; Kenning, 2020).

During field research reciprocity was incorporated with user groups' communities, and different types of reciprocities were identified based on Sahlins (1972). The typology of Sahlins helped with understanding the observed reciprocities and clustering as seen in the summary of insights in pages 52 & 53.

Furthermore, during field research and participatory design (such as the co-creation session in page 64), I embedded myself, and engaged in communities with high transparency and empathy towards the user groups to increase the likelihood to reciprocate. These acts of reciprocities with user groups created insights that are impactful for ideation and concepting, as it involves understanding how individuals are more likely to cooperate if they can expect their beneficiaries to remember and return their cooperative acts in the future (Hilbe et al., 2017). The emphasis on engagement with user groups to invoke and understand reciprocity is further supported by design researchers as highlighted in the literature review (Dreessen et al., 2020; Davlembayeva et al., 2021; Tassinari, 2024). Additionally by incorporating reciprocity in design processes it could promote cooperation and shape inclinations made by users depending on the design context (Rand et al., 2014).

While reflecting on the exchanges observed during field research, it was noticeable how reciprocity could be formed and distinkted through instrumental and symbolic values as emphasized in the research by Molm et al. (2007). Although all exchanges has a form of instrumental value (object or service), the distinction of instrumental and symbolic values within observed and self-acting exchanges in field visits 2, 5, 6.1 and 6.2, provided insights such as what interests users could have in exchanges and reciprocities, and why they would like to reciprocate. These insights are further explained within the description of the field visits.

In combination with the literature research and my field research I have structured four guidelines for designers to design for reciprocity.

- **Contextualize who the actors are**
- **Identify what objects or services are involved**
- **Familiarize with exchanges and types of reciprocities**
- **Describe what the underlying values are**

These guidelines are not only aimed to give guidance to other designers on creating familiarity with the concept of reciprocity, but are also aimed to act as the foundation to tackle Design Challenge 03. The initial idea for the third design challenge was to create a small and simple foldable flyer with the initial design guidelines and two templates. However after discussion with my thesis supervisors, I realised that the Design for Reciprocity framework needed a better means with more templates or exercises to fully captivate the comprehensiveness of reciprocity in the design process.

Design for Reciprocity booklet

To translate the framework of guidelines and additional templates into a concised yet comprehensive way, a booklet was created. The Design for Reciprocity booklet has gone through multiple iterations including changes in guidelines and sections, these iterations are based on the feedback of my thesis supervisors Dr. Abhigyan Singh and Ir. Sander Mulder. The different iterations and design decisions will be elaborated and discussed in more detail in chapter 05.

From the design iterations, there are two main iterations that need to be acknowledged for the final design outcome. The first iteration is converging the framework from Design for Reciprocity to Design for Generalized Reciprocity. This design decision was made, as the booklet aimed to help designers create a level of cooperation and participation among users that resembles the dynamics in generalized reciprocity. The second iteration is the addition of a section to synthesize the insights derived from the guidelines and exercises in order to explicitly design for generalized reciprocity.

Design for Generalized Reciprocity Booklet

1. Preface

The booklet starts off with a preface that connects my Master's thesis with the concept of reciprocity. The preface considers the role of designers in societal issues and offers a shift of attitude to look into the dynamics of exchanges and reciprocities.



2. Approach of the booklet

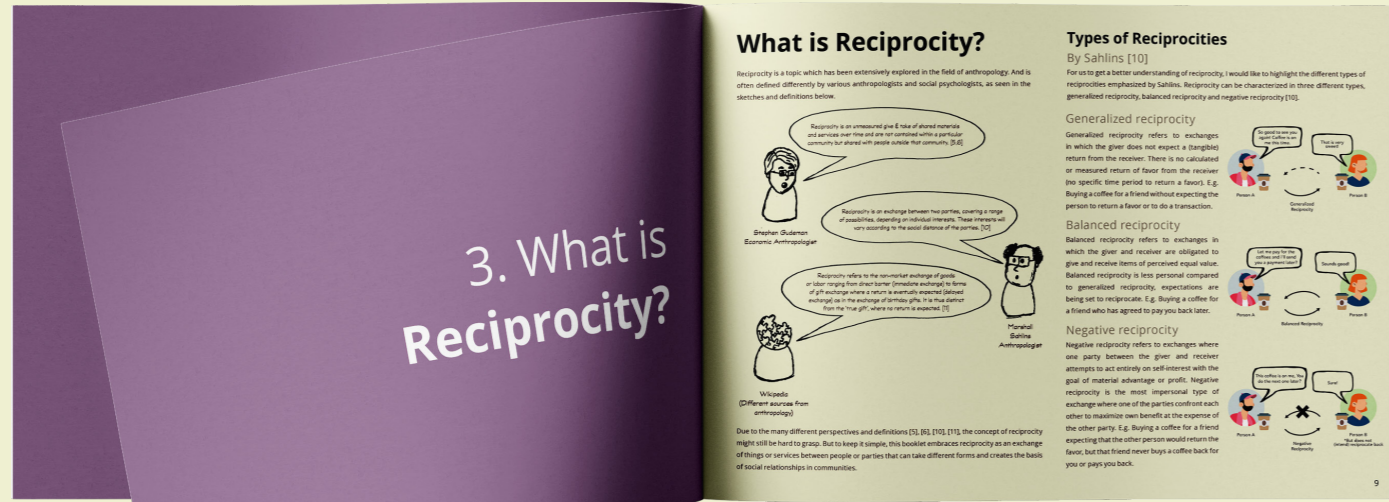
The next section provides the main elements of the booklet which consists of the four guidelines and a synthesizing section. Furthermore, this section explains how the booklet and guidelines can be integrated in the design process of the Double Diamond method.



Design for Generalized Reciprocity Booklet

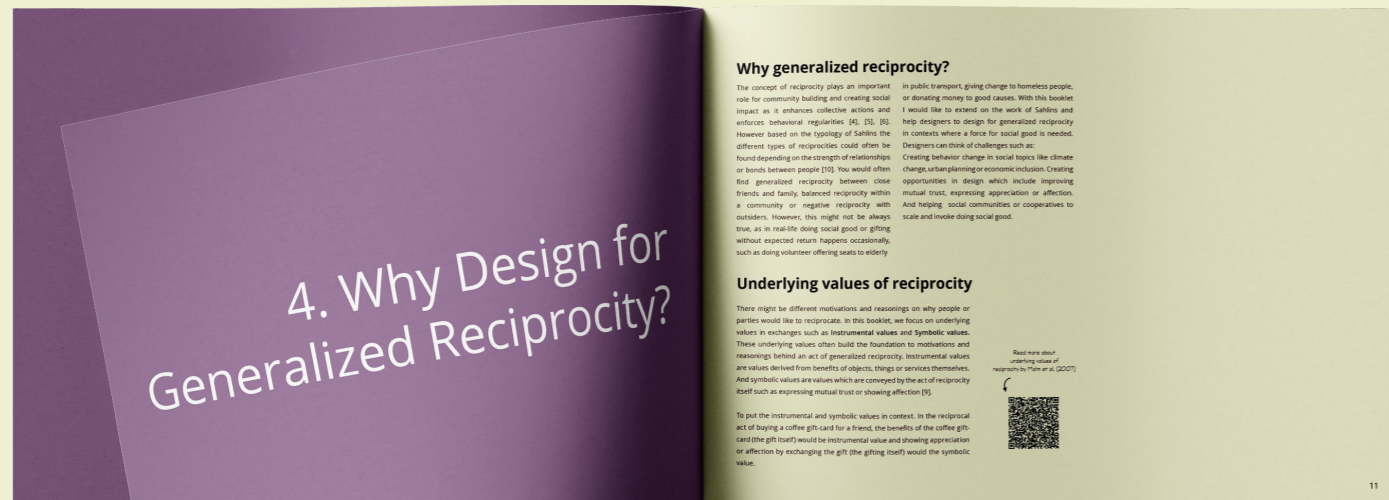
3. What is reciprocity?

This chapter explains the definition of reciprocity that is being embraced by the booklet and gives designers and readers context about the different types of reciprocities.



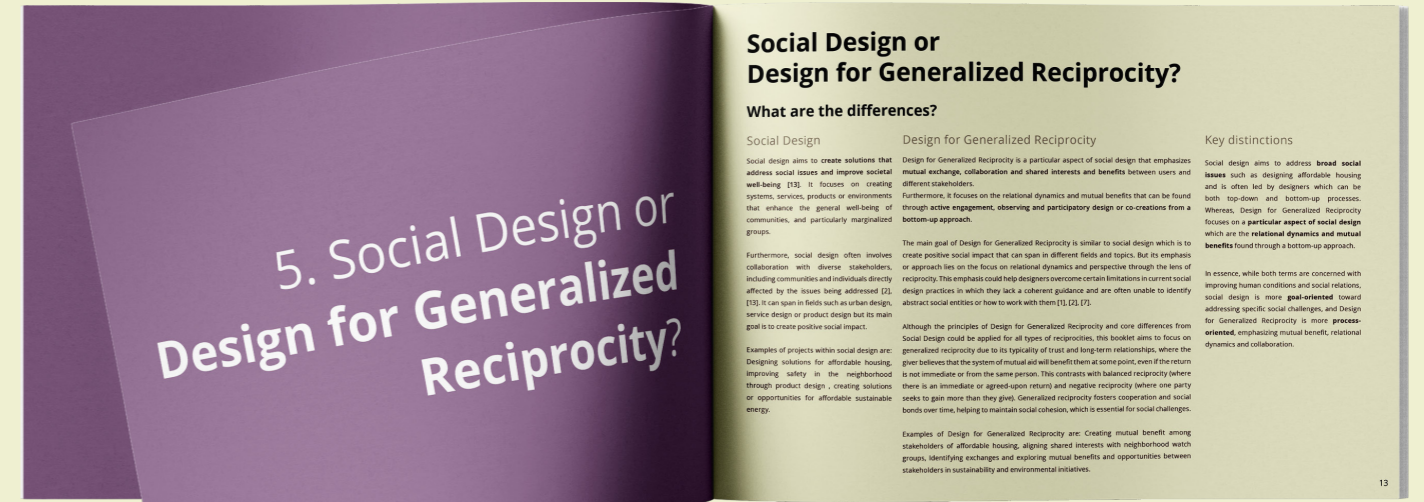
4. Why Design for Generalized Reciprocity?

Chapter 4 explains how this booklet extends on the research of Sahllins (1972) and emphasises on the role of generalized reciprocity in design challenges that surrounds societal issues.



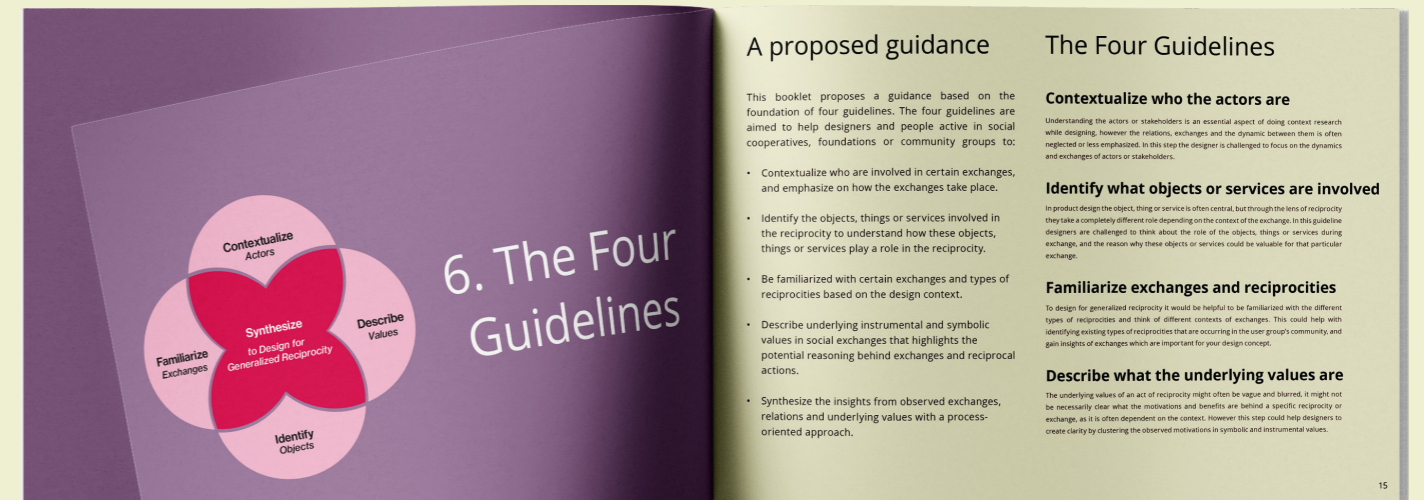
5 Social Design or Design for Generalized Reciprocity?

Initially, the question was asked by my supervisors how design for generalized reciprocity would differ from Social Design. This chapter explains the key distinctions between Social Design and Design for Generalized Reciprocity. Furthermore, it explains why Design for Generalized Reciprocity could be of added value to Social Design.



6. The Four Guidelines

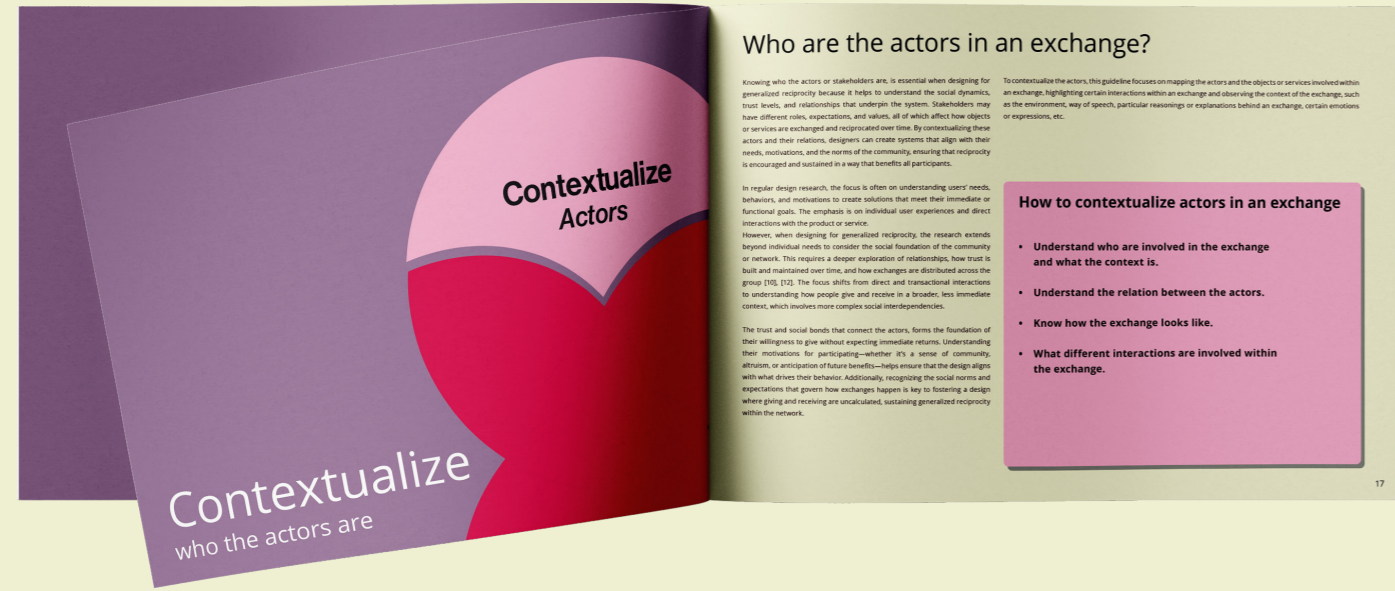
This chapter gives an overview of the four guidelines of Design for Generalized Reciprocity and explains how the guidelines could help designers in a concise manner.



Design for Generalized Reciprocity Booklet

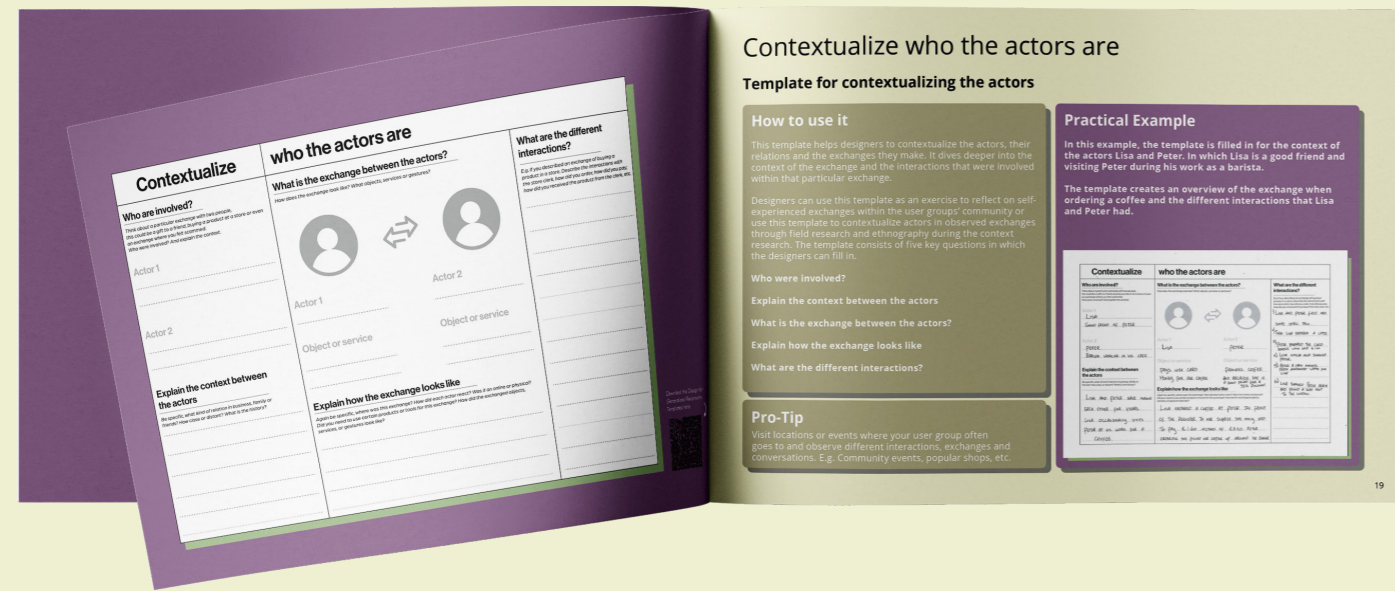
Contextualize who the actors are

This section of chapter 6 is the first guideline which emphasizes on the question: "Who are the actors in an exchange?". This section aims to invoke readers and designers to highlight the exchanges between the users in a certain user group's community.



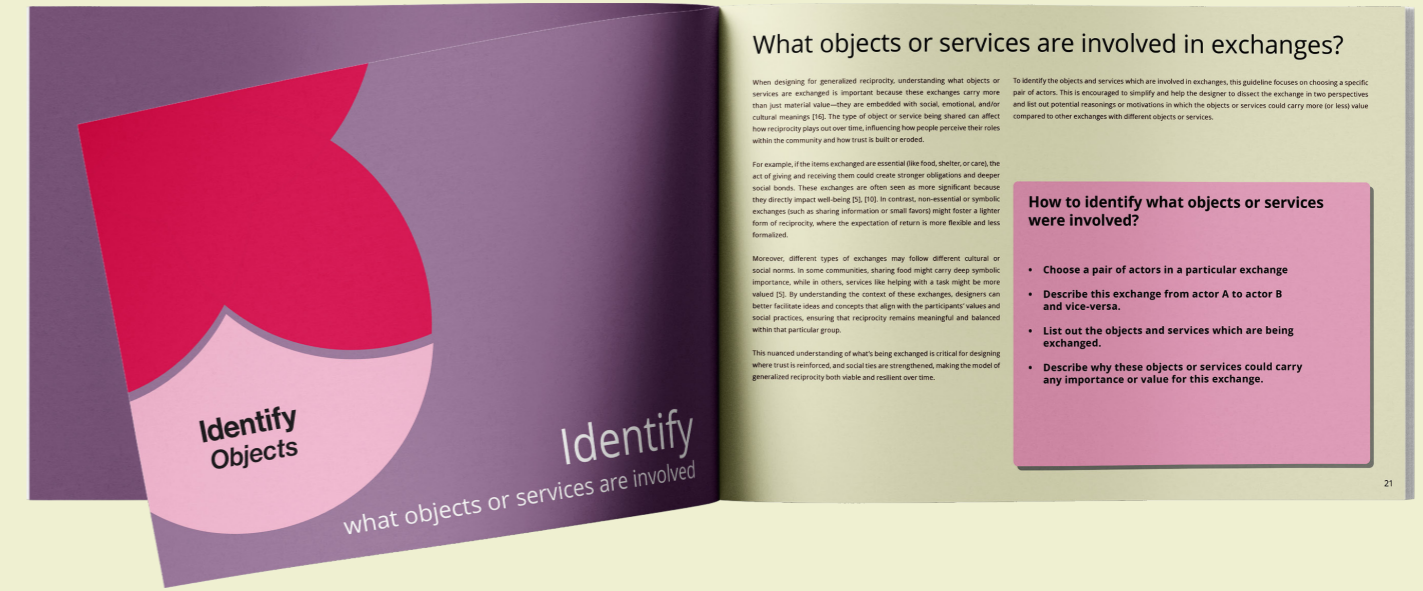
Template for contextualizing actors

This template exercise consists of simple questions that dive deeper into the dynamic between actors of a chosen exchange, which can be observed during context research or recollected based on own experiences. This template encourages designers and participants to highlight the interactions within the exchange and emphasizes on how the exchange looks like.



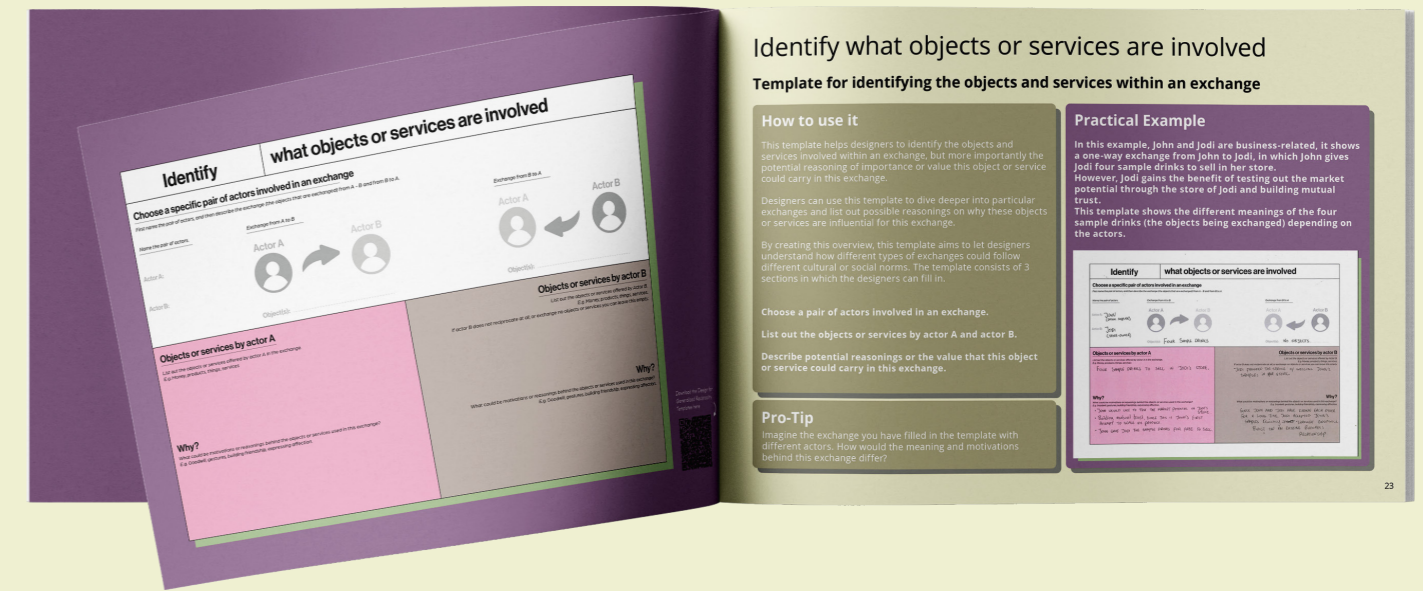
Identify what objects or services are involved

The second guideline asks the question "What objects or services are involved in exchanges?". This question aims to not only make designers think more about what is involved but also why, and how these objects or services provide value in exchanges.



Template for identifying objects

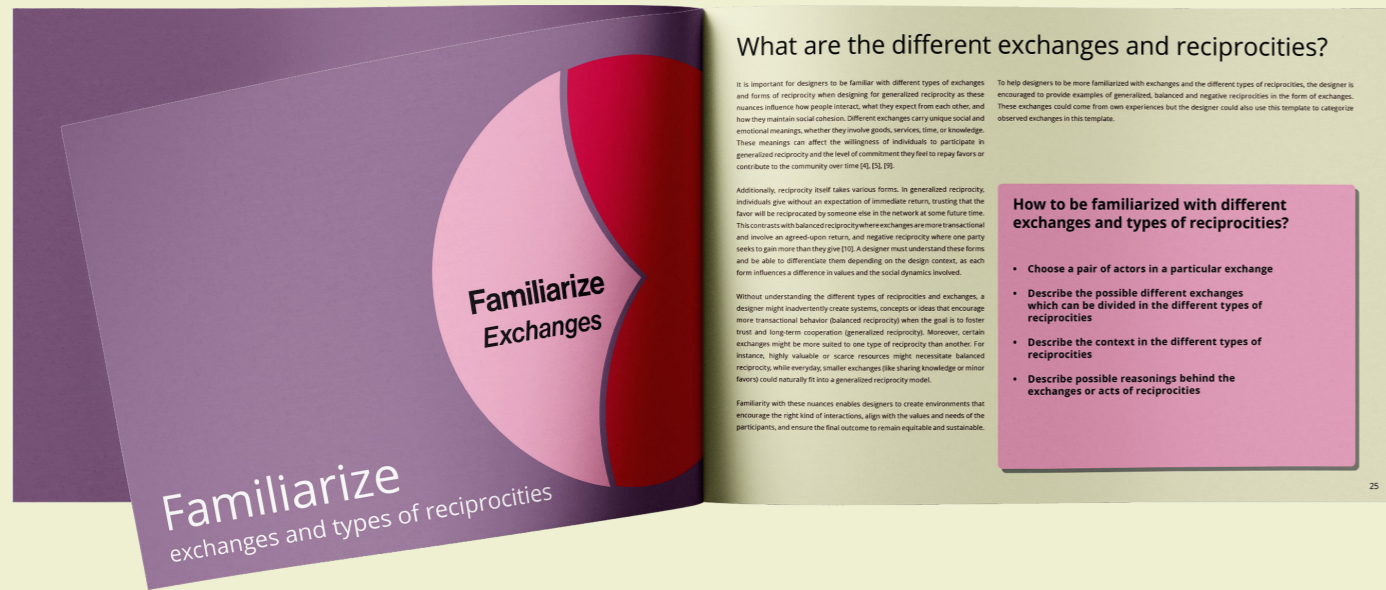
This template exercise dissects the exchange into who is involved, how the dynamic of exchange looks like (what object is given by who?) and why these objects are valuable (or not valuable) in this exchange. It aims to make designers think of how the meaning of the exchange would differ, if different actors would exchange the same objects.



Design for Generalized Reciprocity Booklet

Familiarize with exchanges and types of reciprocities

The third guideline to Design for Generalized Reciprocity aims to make designers familiarized with observing different exchanges and types of reciprocities. It could be challenging for designers who are not yet introduced to the concept of reciprocity to pinpoint when a specific type of reciprocity could be enacted.



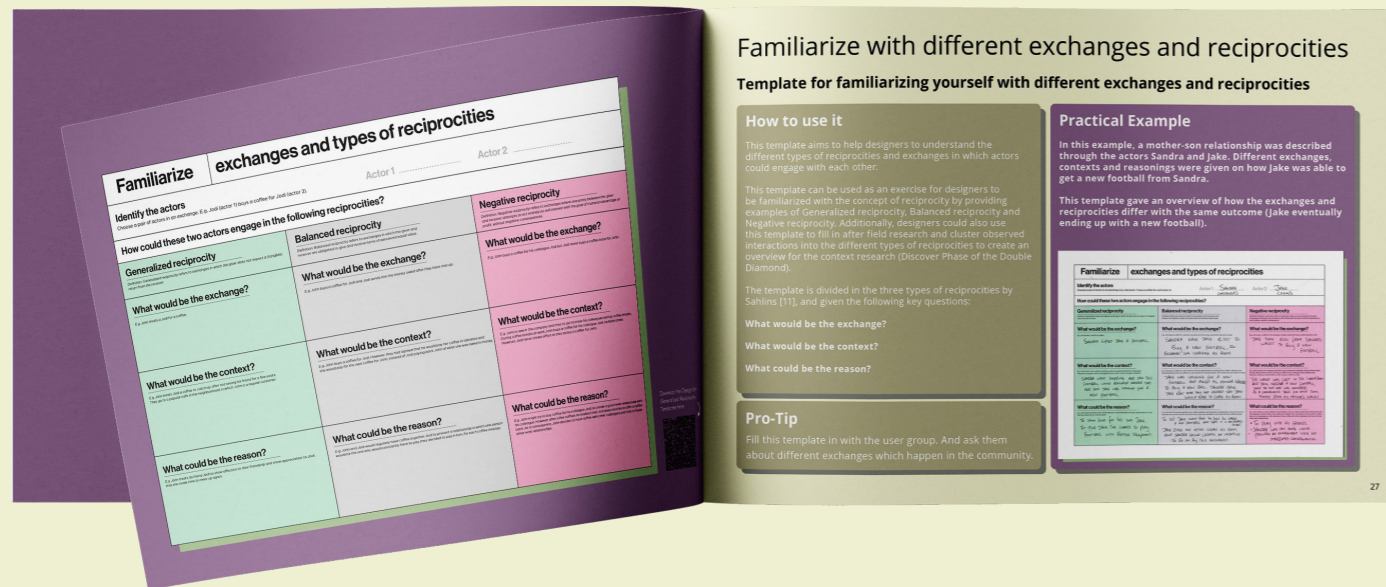
Describe what the underlying values are

The last guideline aims to make designers aware of the underlying values of exchanges. Although the underlying values could differ depending on the context and the exchange, this guideline proposes a structure to distinct the the underlying values in instrumental values and symbolic values. To understand the underlying values of both parties within an exchange, it is emphasized to map out the potential instrumental and symbolic of both actors.



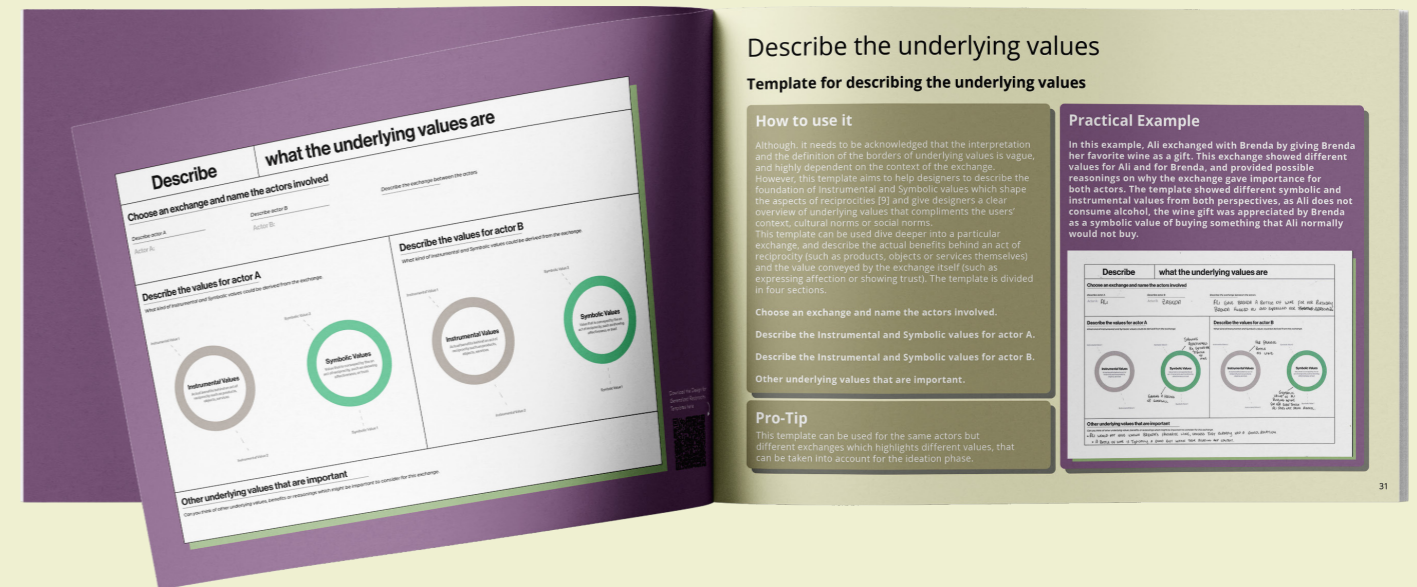
Template for familiarizing exchanges and types of reciprocities

It could be challenging for designers to get used to the concept of reciprocity and its different types. This template exercise helps designers and readers to think about two actors who are involved in an exchange, and think of scenarios of how this exchange could be a generalized, balanced or negative reciprocity. The exchanges could be based on observations or personal experiences.



Template for describing the underlying values

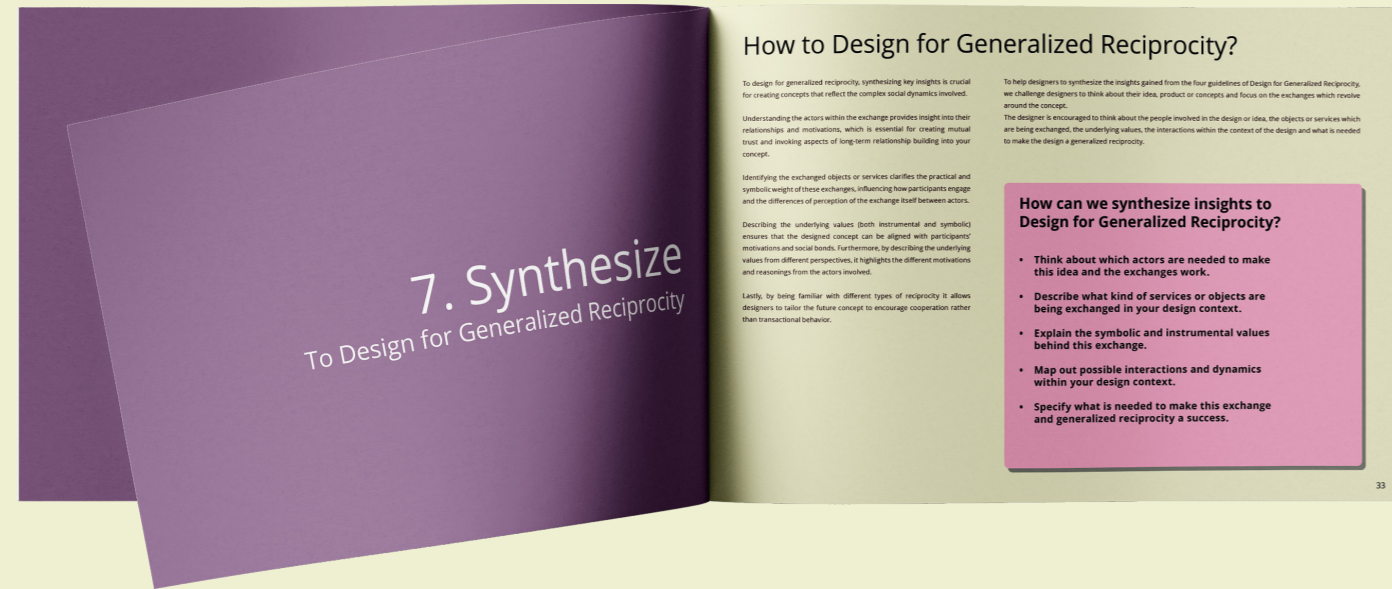
This template emphasizes on listing out the possible instrumental and/or symbolic values that might derive out of the exchange between two actors. It is highlighted that these values need to be listed out for each actor as the values of the actors could most likely differ depending on the object given and the context of the exchange.



Design for Generalized Reciprocity Booklet

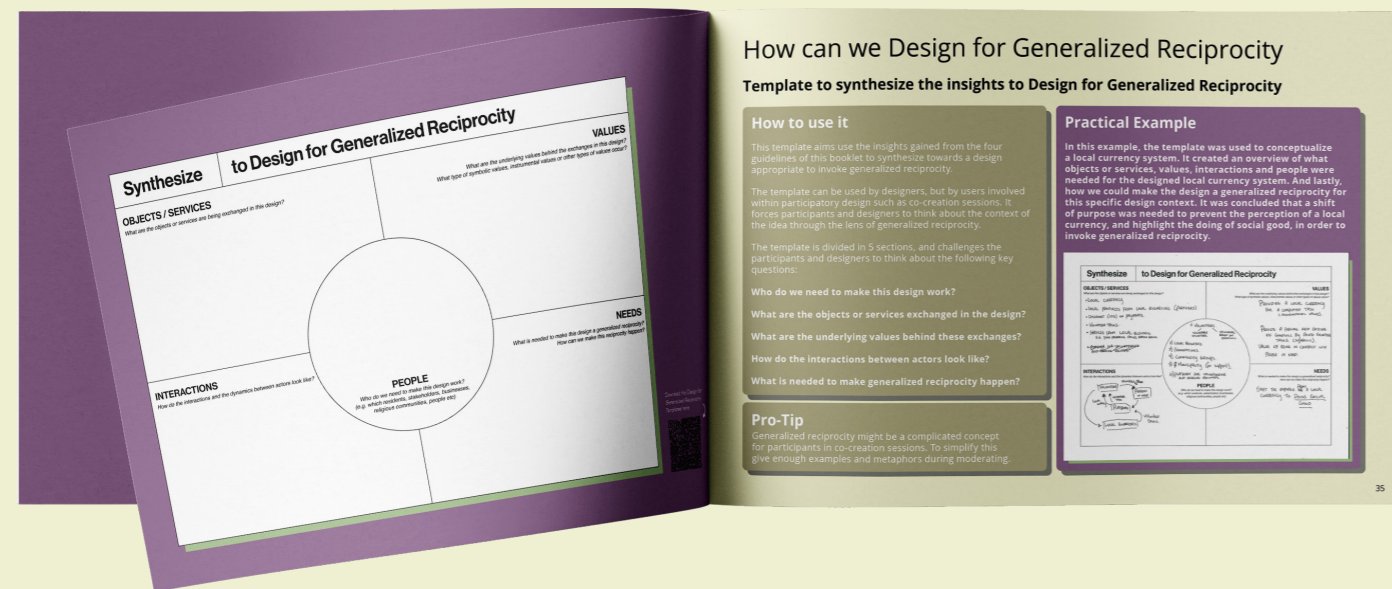
7. Synthesize to Design for Generalized Reciprocity

In this chapter the focus has been put on synthesizing the findings and actions of the four guidelines. This step is essential for designers to conceptualize a design for generalized reciprocity.



Template to synthesize the insights

The synthesizing template could be used independently without the steps or exercises from the guidelines. However it is encouraged, especially for designers new to the concept of reciprocity to follow the guidelines before using the synthesizing template. As the synthesizing template is inspired of the concepting template from Pater & Veenhoff (2021), it is slightly altered with aspects that are focused on invoking reciprocity.



8. Note to designers

To conclude the booklet a final note has been added to designers which emphasizes on being engaged with the user groups' communities. It might be challenging to find the time to engage, however the engagement with people and the focus on exchanges and needs between people could bring noticeable insights which might be neglected if designers would only look at the needs of actors regarding products.



9. Additional information

At the end of the booklet, a page has been reserved for additional contact information and an overview of links to download the Master's thesis paper that influenced the making of this booklet, as well as the overview of templates in a pdf form.

4.2 Co-creation session

Co-creation is a form of participatory design and can provide an environment for empathic conversations to brainstorm from an outsider's perspective or a designer's perspective (etic perspective), and a user's perspective or a local resident's perspective (emic perspective). In the case of designing for reciprocity, co-creation could also lead to conversations that communicate specific instrumental values or symbolic values which would be hard for designers to identify from an etic perspective. In this co-creation session the goal was twofold.

The first goal of the co-creation session was to get an impression of interactions between participants and identify instrumental values and mutual interests between the participants.

The second goal was to re-frame the purpose of 2Ping from a local currency transaction to a platform for doing social good. In order to do so, I have created the following main challenge for the co-creation session:

How can we create an additional social value with 2Ping?

This challenge was intentionally framed without the usage of terms such as (generalized) reciprocity, instrumental values, or symbolic values, as I wanted to make sure that everyone could quickly understand the challenge without additional explanation of specific definitions or concepts.

Co-creation set-up

The co-creation set-up was based out of the following agenda:

- **Introduction**
- **Homework question**
- **Golden rules**
- **Rapid Mapping**
- **Concepting**
- **Final advice and feedback**

Introduction

The session started in a half circle and with a small introduction of the agenda, and some ground rules for the co-creation, as seen in figure 29.

The agenda and ground rules, might be unnecessary at first sight, but in practice it helps with creating the right expectations. Expectations of what the contents will be of the day, and expectations of the environment of the co-creation session. In order to allow people to be creative and not feel limited by other people's opinion, these way of working rules are intended to create a safe space and kick-start the co-creation in a positive intended way.



Figure 27: Impression of the co-creation

Homework question

The purpose of the homework question is to spark first thoughts of local collaborations that could help brainstorm about the main challenge later on the co-creation session.

As a homework question or inspiration question, I asked the participants the following question:

What is an inspiring example of a local collaboration (e.g. with residents, volunteers, local businesses, stores, religious groups)?

Homework Examples given by participants

1 Operation Food Freedom (Boeren & Buren Gein)

Fresh, healthy and affordable food. Operations Food Freedom (OFF) is an initiative that connects farmers from Local2Local in Flevopolder with the local residents of Amsterdam South-East. By working on an accessible, regional and regenerative food-chain they aim to create social impact.

2 Hemelsbreed Cafe

Connecting religion with community building, and has a strong collaboration with various local suppliers (local farmers, and even initiatives that work together with prisoners), also has the social table where people from neighborhood communities can chat, help and introduce other locals that need general advice (e.g. financials, hobbies, health)

3 Mama Florijn

Based on Grandma Fanny from the apartment complex Florijn, hosts neighborhood activities which started with only the locals from the Florijn complex and now extended to other neighborhoods and complexes, work together with locals that can do graphic design, copywriting, etc. It creates a podium for neighbors. And has a summer program which includes sport activities and food for the neighborhood.

4 Bijlmer Breeze

Several communal spaces in South-East worked together to organize the Bijlmer Breeze, a festival with a walking tour in which each communal space organized activities and sold food for a reasonable prize. The Bijlmer Breeze created enthusiasm as other communities and appartement complex communities wanted to join and organize activities and created a shared importance.

5 Mapleleaf Creations

Mapleleaf Creations works together with residents, and local communities in South-East and hosts painting workshops that reflect mental health.

At the start of the co-creation session we had a small group of five participants, of which each gave one example (see figure 28). It is encouraged to let participants give more examples to spark more inspirations and food for thought among other people within the session.

However due to time constraints of the co-creation session and several discussions in between the exercise, I moved on to the next exercise to keep the momentum going.

Furthermore, it is important to mention that three more participants joined later on in the co-creation session, as they were only available to join in a later time frame.



Figure 28: Participants working on homework examples

The Golden Rules

Based on the examples and inspirations given by the participants during the homework question, five golden rules are being structured which are essential for a local collaboration. The homework question should provide enough food for thought to let participants brainstorm and discuss about what the top five essentials are for a local collaboration. The template for the Golden Rules is seen in figure 29.

Based on the inspirations and examples from the homework question, the participants created and structured the following Golden Rules for local collaboration:

- 1 Create unity and the ability to connect with each other.
- 2 Have a common challenge or goal, through shared interests
- 3 Trust each other and trust the process.
- 4 Start small and work from creative impulse.
- 5 Celebrate large and small wins, share results and celebrate (don't forget the food).

It is important to emphasize that these 5 essential rules for local collaboration in the context of 2Ping, as seen in figure 30, contain aspects of trust, unity and shared interests which are consistent with the aspects of reciprocity based on literature research (Molm et al., 2007; Kolm, 2006; Fehr & Gächter, 2000; Chopra et al., 2024; Nakazato & Lim, 2024).

Furthermore, I wanted to highlight that I as the moderator of this co-creation session, had minimal influence into the phrasing, assembling the five golden rules and the concept making.

Golden Rules

For local collaboration

1. _____
2. _____
3. _____
4. _____
5. _____

Figure 29: The golden rules template for the challenge of 2Ping, based of Pater & Veenhoff (2021)

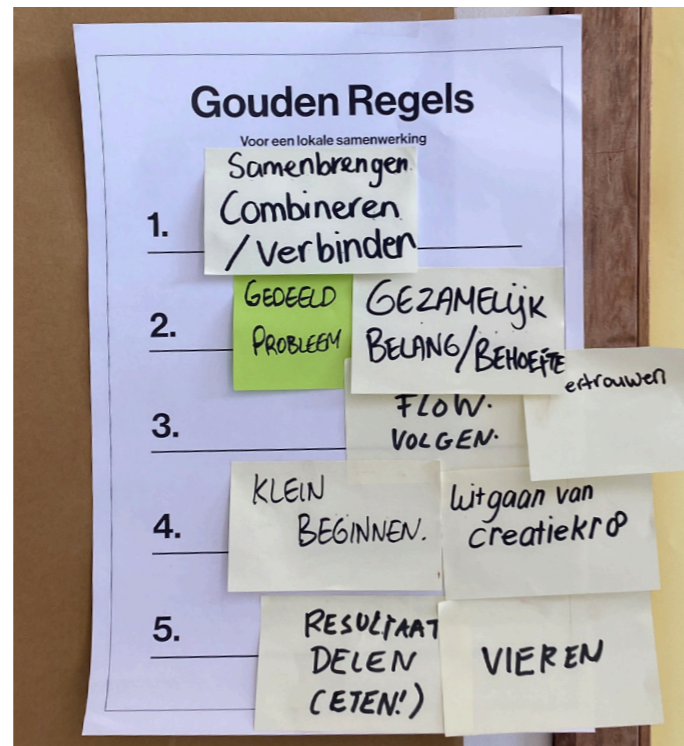


Figure 30: Template used in the co-creation session to pinpoint 5 golden rules for local collaboration.

Rapid map

The rapid map is a design method, in which participants try to write down as many ideas as possible on different post-it notes. I encouraged participants to have no limitations during ideation and motivated ideas to think as creative and as crazy as possible.

After ideation I asked the participants to name their top 2 ideas. These ideas would be clustered on a big wall. The rest of the ideas will join after every person has shared their top 2. This approach has been applied to make sure that everyone is able to share their best ideas as efficient as possible, and prevents the possibility of having a participant share all his ideas for a longer period of time, relative to other participants. The rapid map has been clustered in figure 31.

During clustering I noticed that ideas given were already focused based on the golden rules from the previous activity. To simplify it for all the participants I clustered the ideas based on the golden rules which the participants made themselves. I believe that this is an important aspect of the clustering, as it gave the participants a sense of ownership and building further on what they have done earlier, instead of neglecting the golden rules.

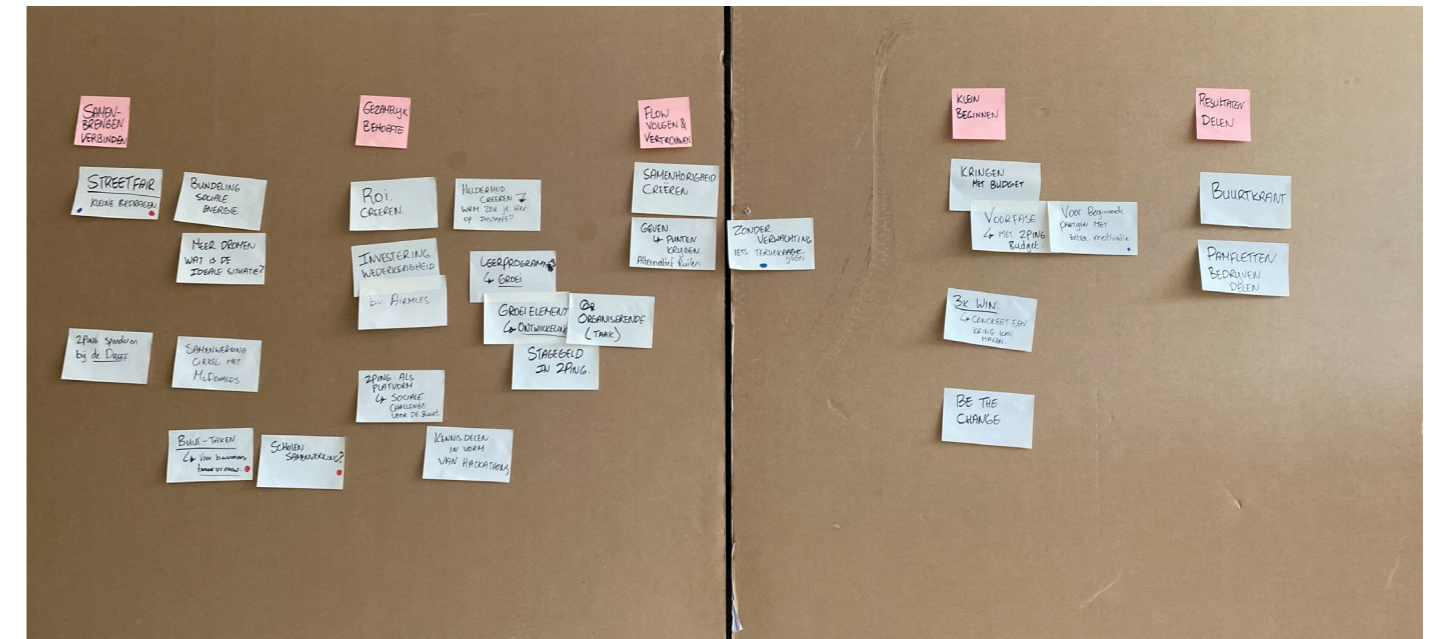


Figure 31: The clustered rapid map with small dots as votes.

Voting

After the coffee break, participants were given markers to vote for their three favourite ideas. To prevent participants from voting for more than three ideas, I would advise to use stickers that were prepared beforehand and given three to each participant. However, due to circumstances I was obliged to give the participants, markers instead.

After voting we took the most voted idea out of the wall, and continued with concepting using the concept template from figure 32. The chosen idea was called: 2Ping, the platform for social challenges.

2Ping - the platform for social challenges

The concepting exercise was a pivotal moment in the project and for 2Ping, as the idea sparked the first step to re-framing the purpose of 2Ping and simultaneously created the foundation for the upcoming redesign of 2Ping.

During concepting the participants noticed 2 types of volunteering tasks 1. Micro social challenges and 2. Macro social challenges.

Micro social challenges are tasks which are smaller in context and more personal, such as helping your neighbor out with doing groceries or lifting heavy stuff.

Macro social challenges are tasks which can be categorized in larger themes that create impact for a specific neighborhood or the whole of Amsterdam South-East. The macro social challenges are less personal but contribute towards a greater good for Amsterdam South-East, that are of interest for community centres, local businesses and the City of Amsterdam. Examples of themes are: Healthy and affordable food, Sustainable energy, and Safe and clean South-East.

This distinction in challenges or tasks is essential as it could provides more structure to the platform of 2Ping. By showing the clusters of macro social challenges and micro social challenges specifically through the categorized themes or as an individual personal task from and with neighbors, it could provides tangibility and clarity on how 2Ping would create social impact in Amsterdam South-East, .

Why could this concept provide social impact and potentially invoke reciprocity?

There is a large need in solutions and help for larger social challenges in themes such as 'Healthy and Affordable Food', 'Safe and Clean South-East' and 'Sustainable and Cheap Energy', on the flipside we also see a need in tasks within smaller scaled contexts, tasks which are more personal.

However for both these types of social challenges there is yet a platform to accomodate and moderate both of these types of tasks and interests.

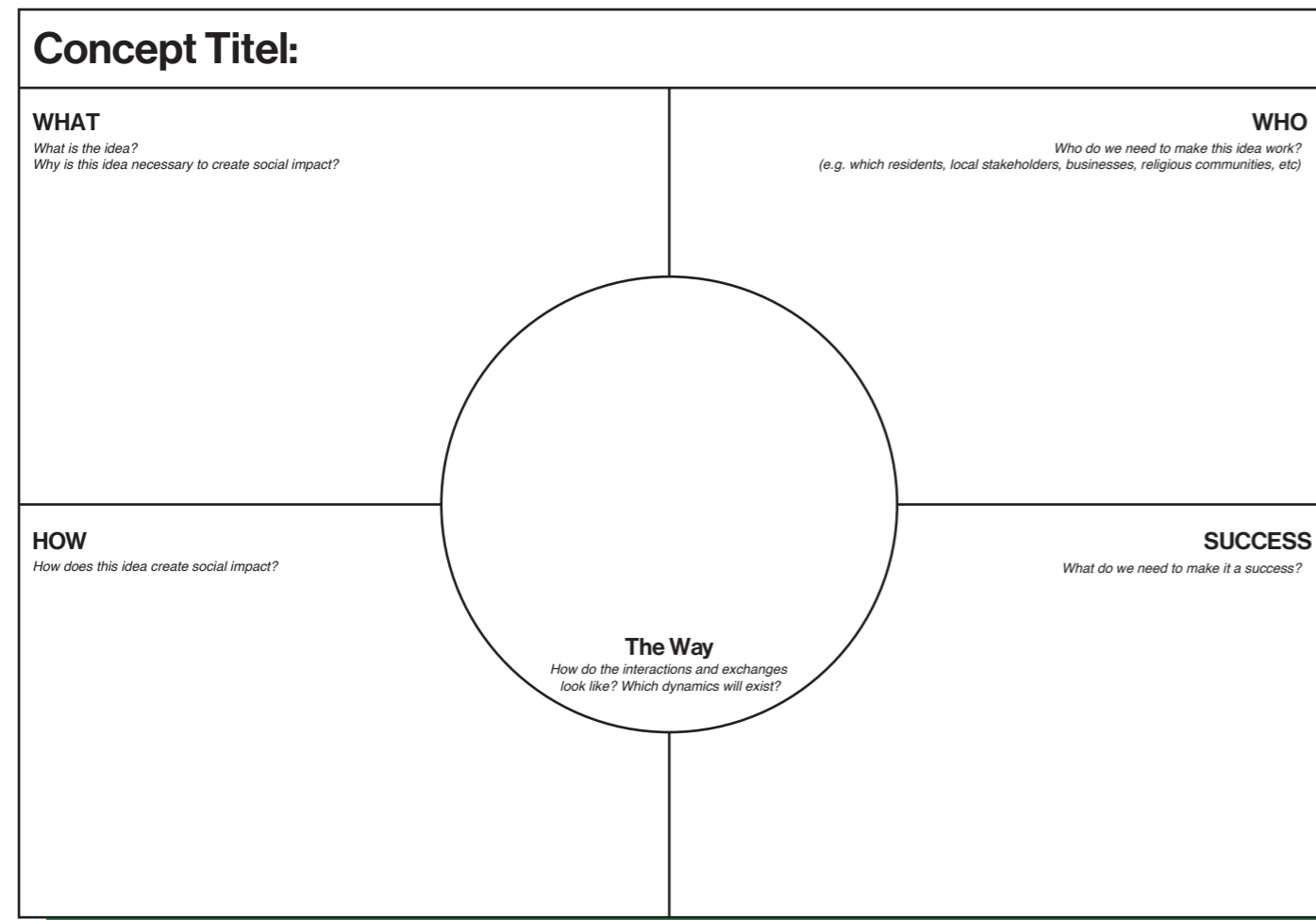


Figure 32: Template used in the co-creation session to help conceptualize for 2Ping based of Pater & Veenhoff (2021).

Concepting

The concepting template is divided in five sections, consisting of the What, Who, How, Succes factors and visualizing (The way). The participants filled each section in as a group, with in-between discussions.

To put more context into the filled-in concepting template (figure 33), I have summarized the main insights from each section based on the discussions during the exercise.

What

2Ping, as the platform for social challenges. Social challenges consist of micro social challenges (non-categorized, more personal tasks from individuals) and macro social challenges (categorized & tasks with a overarching goal).

Who

To give this concept a viable case study in the macro challenge of Healthy and Affordable food, we need to work with local entrepreneurs such as local bakers, the farm Langerlust and Simion B., a key stakeholder from the public sector. Furthermore this concept can start piloting in Gein, Grubbehoeve and Venserpolder.

How

The emphasis for this concept is put on tackling social challenges with volunteers, not on the local currency 2Ping.

Success Factors

To make this concept a success we need to work together with freelancers, neighbor-initiatives, Simion B., and create a balance between social commitment and self-interest.

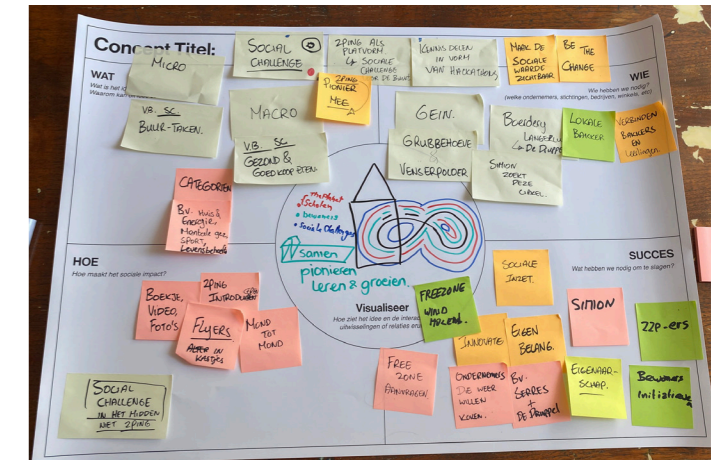


Figure 33: The filled-in concepting template

Co-creation session - conclusion

The co-creation session validated that 2Ping needed more clarity on what the purpose of 2Ping is and how it works. During the challenge presentation some participants had expressed their unawareness of the social purpose of 2Ping, and have only known 2Ping as a local currency. Furthermore, in order to create social value, 2Ping should emphasize more on categorized social challenges and not solely on individual tasks.

Micro and macro social challenges

From the co-creation session, it became evident that 2Ping is tackling 2 types of social challenges, micro social challenges and macro social challenges.

1. Micro social challenges are tasks categorized in neighborhoods, these are tasks in smaller contexts, which are often focused around helping neighbors on a more personal level.

2. Macro social challenges are tasks categorized in various themes that are of interest for community centres, local businesses and the City of Amsterdam. These tasks help to create social impact in a larger context of Amsterdam South-East and are less personal compared to the micro social challenges.

Based on the micro and macro social challenges, and the co-creation session we can gain insights on tasks that can exist out shared-interests. For example, under the clustered theme, Healthy & Affordable food, there is an opportunity to create multiple tasks and jobs that help to create a neighborhood garden at De Druppel and Langerlust in Gein, which is a shared interest from multiple participants.

Further experimenting is needed within this concept to realize which underlying values (instrumental and symbolic values) derive out of these micro and macro social challenges. And depending on the context of the social challenge, experimenting is needed to find out what types of reciprocities could occur.

4.3 Testing design cues - practical clarity

Testing design cues using flyers

Due to time constraints, I wanted to quickly prototype flyers to test design cues for practical clarity and see what kind of design cues could possibly invoke reciprocity. These design cues would then be taken into account and implemented in the re-design of the 2Ping app.

With three different flyers (figure 34) I changed the following design cues. 1. Types of texts 2. images and 3. storytelling.

These flyers were tested with the student group of the Energy Lab ZuidOost (ELZO), I tested these flyers through showcasing them one by one and asked them what caught their attention and why. Furthermore, I asked the students if the design cues were clear enough to probe people into cooperation.

Upon looking at the three flyers, there were multiple questions and design aspects within the flyers that the students from the Energy Lab did not understand.

Student 1 quoted the following: "The pictures did not spark any storytelling or express any details on the task."

To create more impact and be aligned with the message I wanted to communicate, I would have to choose more carefully what images I would like to use in combination with the phrasing of the texts. As the flyer with 'Groceries for Neighbor Linda' in figure 33 showed a picture of a mother and a son, it was unsure why the woman in the flyer (assumed to be Linda) needed help, as she looked happy with her son and was not in the need of help. In addition, a student proposed to use visuals of drawings or graphics instead of pictures to help with communicating.

Furthermore student 2 quoted: "It is not clear what 'neighbor for neighbor' or 'social challenge' means." The flyers did not explain what the concept of social challenges or neighbor for neighbor is, additionally the student was unaware of the differences between the social challenges and the neighbor for neighbor tasks. To spark potential users this will need to be explained or different phrasings need to be used for an introduction of 2Ping.

Another important insight for testing the design cues was given by a quote from student 1: "It was not clear what kind of value would be given to me if I would do those tasks."

In order for people to be interested and be potentially engaged with 2Ping, it needs to be clear what the value proposition is for doing a certain task. Students expressed a mentality of 'what is in it for me?'. Based on the concept of reciprocity this mentality and doing tasks for others is aligned with the expectation of gained return, this gained return can either be communicated through instrumental value (e.g. 2Ping, local products, tangible products or service as a reward) or through symbolic values (e.g. expressing affection or building mutual trust among neighbors).

Expressing the value proposition into the redesign of 2Ping.

Based on the comments made by students three main questions can be made to take into account for the redesign of 2Ping.:

1. What is the value proposition for the intended user or potential user who would be interested?
2. How can you emphasize this value proposition for the end-user (volunteer) in a small text? (what do they gain, without focusing on the coin too much)
3. How can the pictures contribute to the visual storytelling? And link that to the value proposition?

These were legitimate questions to consider for the redesign of 2Ping.

The purpose of the quick prototyping of the flyers were not necessarily to probe the students into scanning the QR code but to test how these design cues needed to be improved to spark mutual interests and shared beliefs.

Testing design cues



Figure 34: The quick prototypes of three flyers to test design cues

Main findings

- 1 The pictures need to be in line with the storytelling that you want to communicate for people to take action.
- 2 It was not yet clear what 'Neighbor for Neighbor' or 'Social Challenge' meant based on these flyers
- 3 The value proposition was not clear to potential users.
- 4 For the interfaces the value proposition needs to be emphasized to communicate the instrumental or symbolic values
- 5 Other visuals could help to contribute to visual storytelling and communicating the value proposition, such as drawings.

4.4 Redesign of 2Ping

Based on the feedback of the posters, I have translated the design cues and findings of the co-creation session into app interfaces.

According to the insights from field visits 1, 2, 7 and the online conversation with R., the previous design provided no clear details how to use 2Ping and how the users would provide social impact by doing these tasks. By improving the clarity of procedures in transactions and acts of reciprocities the likelihood to reciprocate could increase (Davlembayeva et al., 2021). Additionally, refusal to reciprocate can indicate a lack of desire to create mutuality or signal the inability to do so (Gudeman, 2001).

Adding more details to tasks could provide more context on how the usage of 2Ping could provide social value to the neighborhood, and potentially spark people's interest on creating mutuality on whether they are capable to reciprocate.

Buur voor Buur page

The initial redesign of 2Ping is visualized in figures 36–38. This redesign was mainly focused on the old 'Taken' page, which was the page where 2Ping offered all kinds of tasks for volunteers to choose from. However these tasks lacked in practical details, and residents often had a hard time in understanding how these tasks work and what they entail.

The Buur voor Buur tasks are tasks from residents in the neighborhood that are in need of help for small and easy to-do jobs. Based on the co-creation session, participants (of which all were residents of Amsterdam South-East) expressed a need for a platform that helps residents to highlight smaller tasks which are more personal in providing social impact. Examples of tasks would be helping with doing groceries, lifting heavy things or helping people with tech illiteracy.

During field research users of 2Ping indicated that the instrumental value of 2Ping is perceived lower than the instrumental value of the Euro. In these tasks the reward of 2Ping is hidden purposefully in order to neglect the comparison with the Euro. Further testing is needed to see which type of instrumental values or reward systems would be needed in order for residents of Amsterdam South-East to reciprocate.

Social Challenge page

The second aspect of the redesign of 2Ping is the addition of a social challenge page. In this page the user can scroll up and down to browse through the various tasks categorized in three different themes. The three themes currently consist of:

1 Sustainable and affordable energy

Sustainable and affordable energy is one of societal topics that 2Ping wants to create impact on. Together with Simion B. a key actor from the City of Amsterdam, they have had multiple conversations before on how 2Ping could potentially provide opportunities in the form of energy actions as highlighted by Toellner (2023). Examples of tasks under the theme sustainable and affordable energy are: energy coaching or doing heat scans in apartments.

2 Clean and Safe South-East

The second theme which 2Ping wants to focus on is Clean and Safe South-East. Clean and Safe South-East, are tasks often that initiated by community centres to help the neighborhoods and local businesses with logistical waste management and neighborhood safety. Examples of tasks are: Helping with cardboard waste/recycling or neighborhood cleaning days with local initiatives.

3 Healthy and Affordable food

During the co-creation session a practical use case was proposed under the theme Healthy and Affordable food. The use-case consists of collaboration with local farmers from Local2Local, the farm Langerlust and active residents from Gein. 2Ping could be a platform to connect these actors and provide tasks such as: Helping the farm Langerlust or help gardening neighborhood gardens

The three themes provided a clear overview of tasks that can create social impact in Amsterdam South-East. And creates tangibility due to the distinction of categories in societal topics.

Further research will be needed on which tasks can be categorized under a specific social challenge theme. Additionally, it should be tested whether these themes have enough supply and demand regarding the amount of tasks, and if new themes need to be added in the future.

2Ping - redesigned pages of the app

Old 2Ping: Taken page

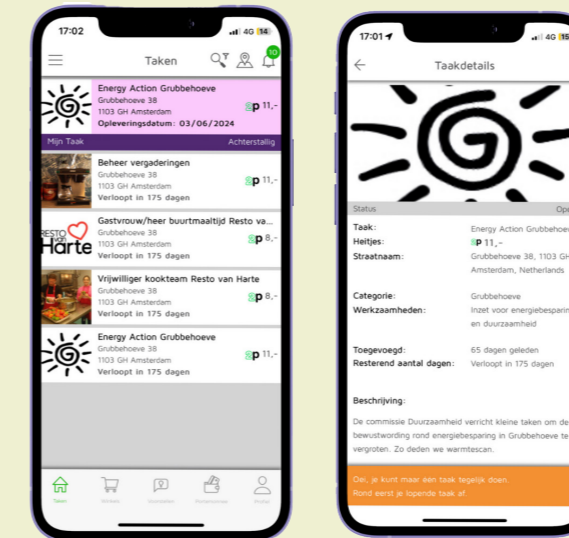


Figure 35: Old 2Ping interface of the Taken page (left) and the task details (right)

Redesign: Buur voor Buur page

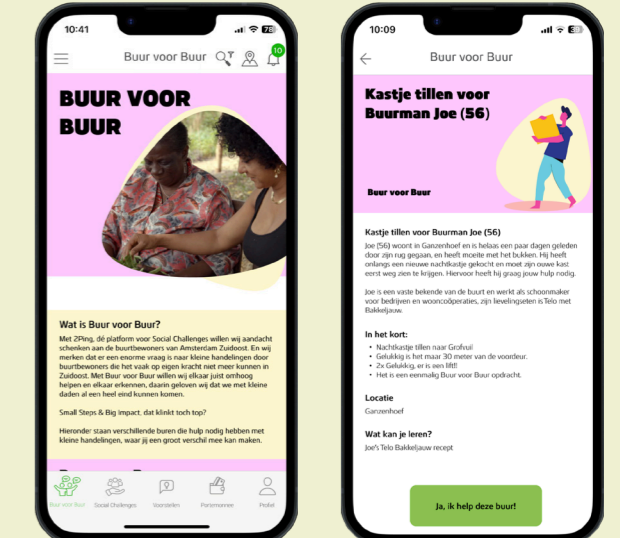


Figure 36: New 2Ping interface of the Buur voor Buur page (left) and the task details (right)

Redesign: Social Challenges Page with the three themes

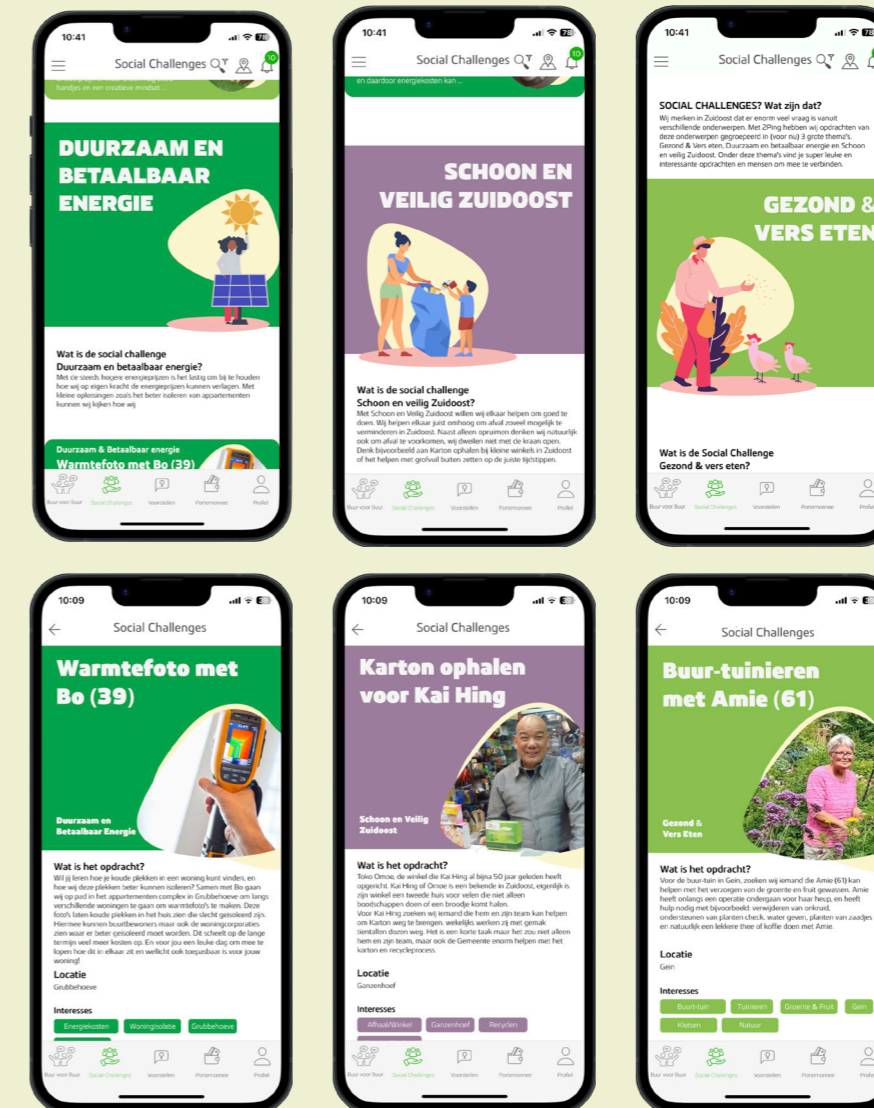


Figure 37: New 2Ping interface of the Social challenge page with the three themes.

Figure 38: New 2Ping interface of how the task details under the social challenges could look like.

Buur voor Buur page

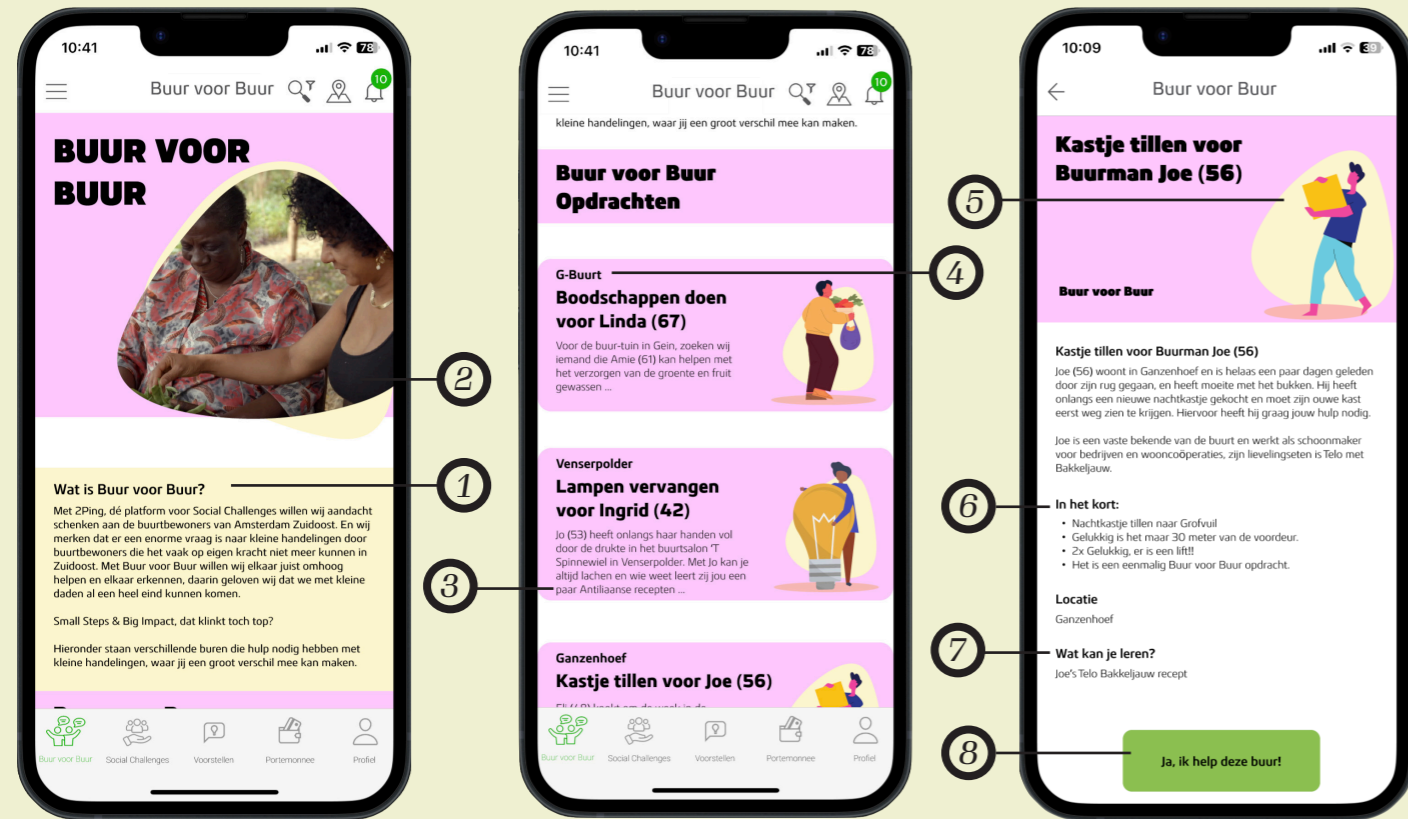


Figure 39: The Buur voor Buur page

Summary of design proposals

- 1 Detailed description of what Buur voor Buur is and what the purpose of these tasks are. This description is written in a more playful and concised way.
- 2 A picture of people (which should be made with consent and approved by the people) is proposed to make the Buur voor Buur page feel more personal.
- 3 Under each individual task in the Buur voor Buur page is a short summary of who would need help and why.
- 4 The neighborhood of each task is given on top of the individual task. Users might prefer to initiate a task within their own neighborhood to reciprocate with fellow neighbors.
- 5 For the Buur voor Buur tasks, which are more personal tasks from individual residents, it might be a better design choice to use graphic visuals regarding privacy.
- 6 A short summary of practical details is given of the task through keypoints. This summary is also written in a playful way.
- 7 A proposed idea, which can be food for thought for 2Ping is a learning aspect for users. 'Wat kan je leren' or 'What can you learn' from this interaction with people.
- 8 The design choice has been made to put a large button to easily accept a task if wanted.

Social challenges page (Sustainable energy)

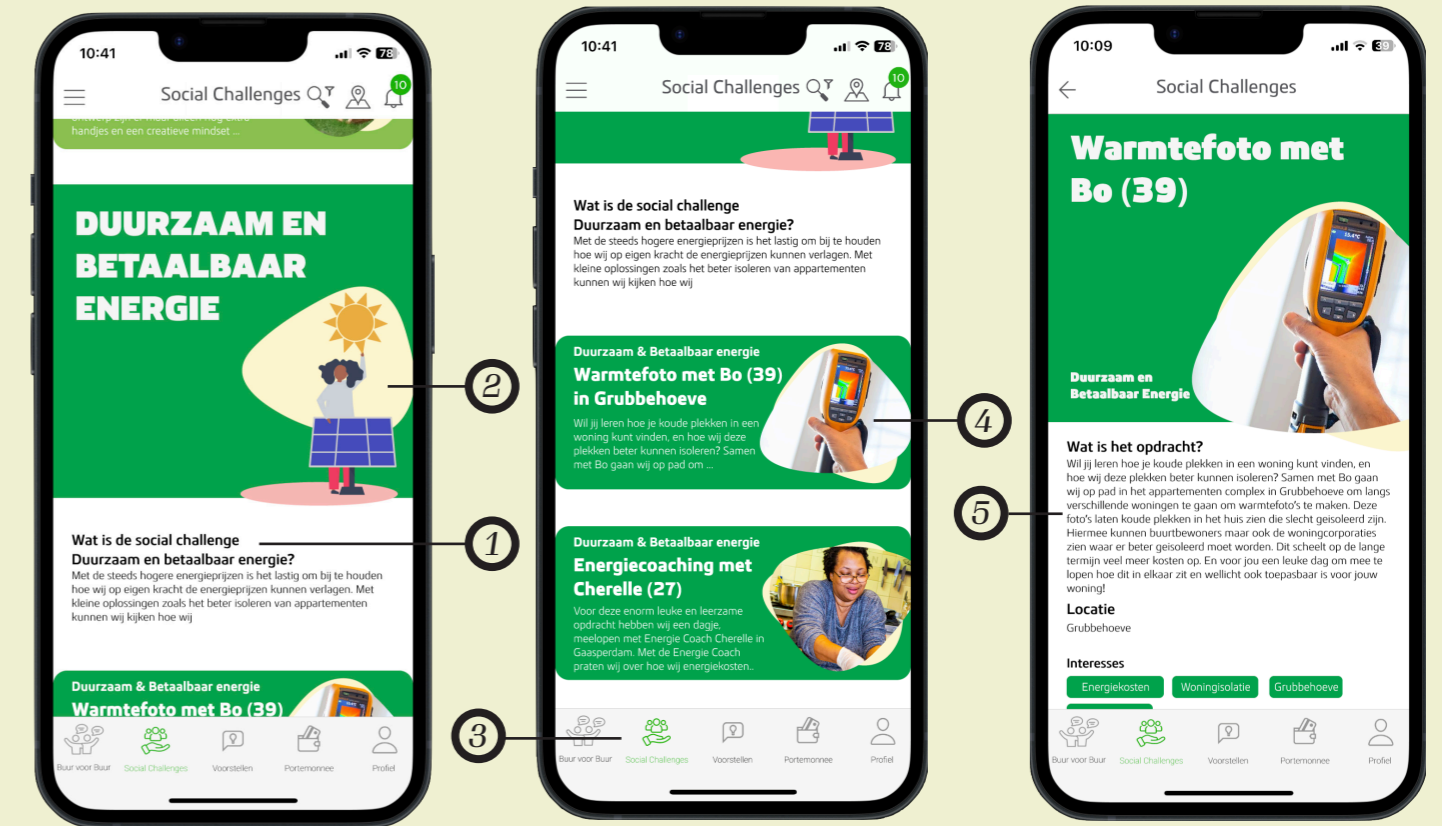


Figure 40: The Social challenge page (Sustainable energy)

Summary of design proposals

- 1 Description of the social challenge 'Duurzaam en betaalbaar energie' or 'Sustainable and affordable energy'.
- 2 For the social challenges, graphic visuals have been used to capture the broader context of the societal issue.
- 3 In the options bar of the 2Ping app, the Social challenge page has been added. The previous page 'winkels' or 'stores' has been replaced, as the stores page can also be found in the menu bar on the top left icon (three gray bars).
- 4 Since the tasks in Social challenges are less personal (compared to Buur voor Buur) and attributing towards a larger goal, initiated by social initiatives, I propose the tasks to be shown with pictures. As it might be easier for social initiatives to provide pictures instead of graphics of the tasks
- 5 Description and details of the task. The description contains what you are going to do, with who, why and how.

Social challenges page (Safe & clean SE)

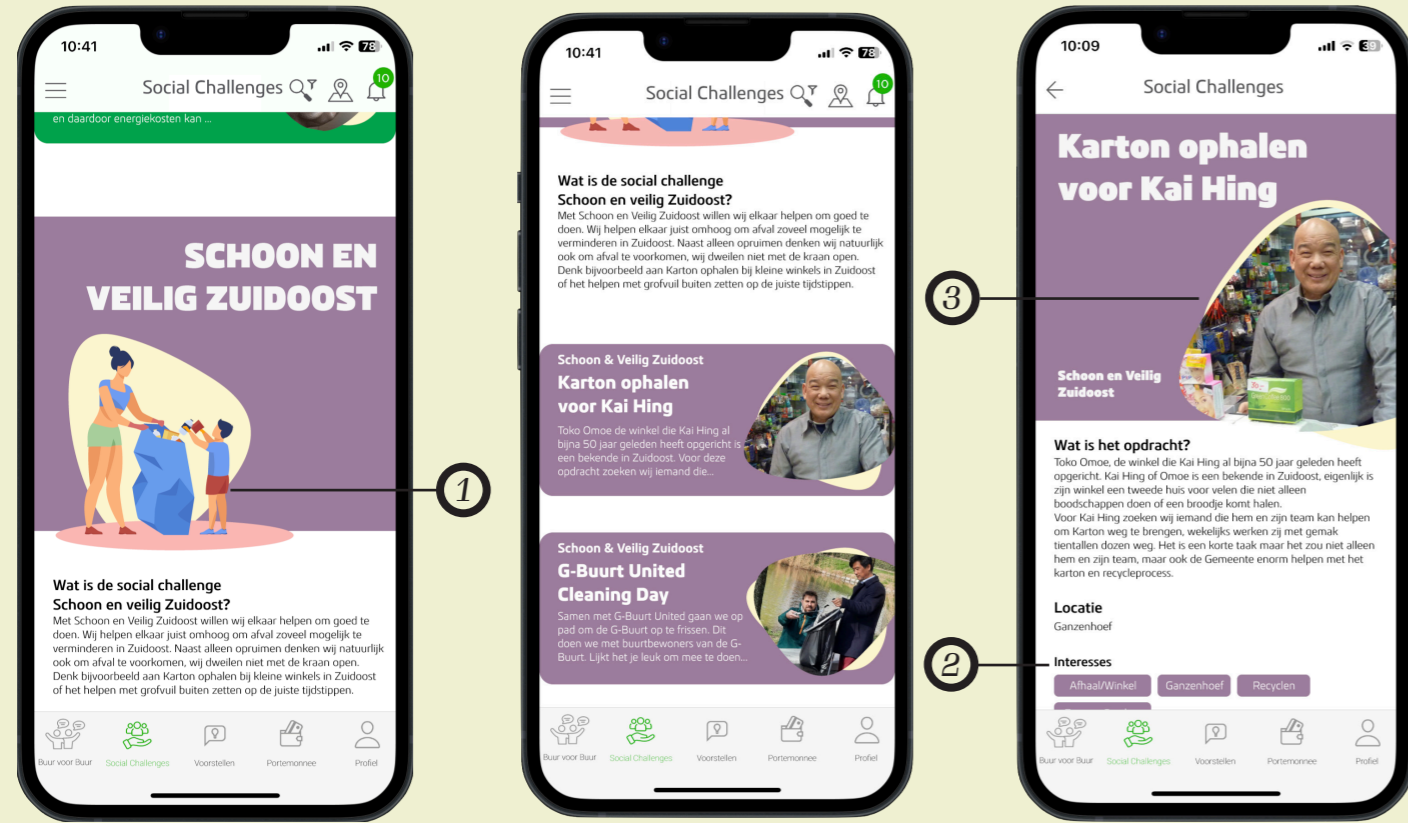


Figure 41: The Social challenge page (Safe & Clean SE)

Summary of design proposals

- 1 Visual graphic of the Social challenge Schoon en Veilig Zuidoost (Safe & Clean SE).
- 2 In all the themed tasks of the Social challenge page an extra description of key words have been added. These are key words of potential interests that users might have upon considering a task.
- 3 Again an emphasis for 2Ping to keep consent and privacy in mind. This picture from Toko Kai Hing is an approved picture made by Toko Kai Hing while partnering with 2Ping.

Social challenges page (Healthy & fresh food)

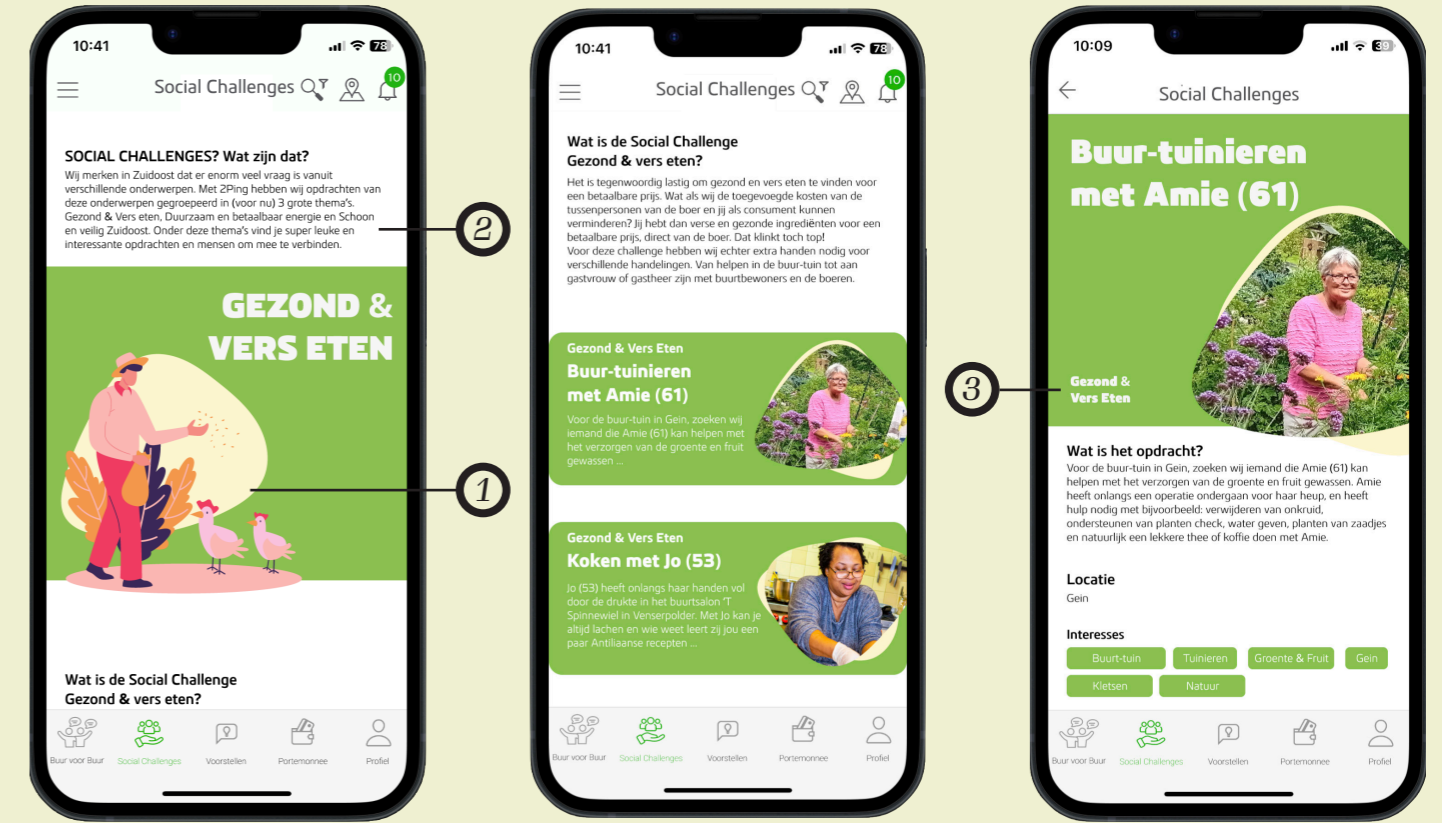


Figure 42: The Social challenge page (Healthy & Fresh food)

Summary of design proposals

- 1 Visual graphic of the Social challenge Gezond & Vers eten (Healthy & fresh food).
- 2 Description of the concept of Social challenges in 2Ping. This description is shown before all the themes of Social challenges are being introduced.
- 3 The theme of the Social challenge is being shown to remind users which particular category the chosen task belongs to. This is shown in all the separate tasks within the Social challenge page.

4.5 Website - how does 2Ping work

During the context research of exploring 2Ping (Chapter 2.2), I realized that potential users and people who are interested in 2Ping have no explanation on how 2Ping works and how to join 2Ping before downloading the app.

This topic of discussion returned during field visit 7, where residents who were active in community centres emphasized that the introduction of 2Ping was hard to grasp from the website and from the app.

To overcome this practical clarity I proposed a 'How does 2Ping work' option on the menu bar at the left side of the screen. This is a small, but essential design aspect to the website which lead potential users to a step-by-step guidance on how 2Ping works for active residents (volunteers), before committing to download the 2Ping app.

An adjusted step-by-step guide has been proposed for local businesses who want to join 2Ping.

How does 2Ping work for active residents?

1 Download the 2Ping app in the App Store (IOS) or Google Play store (Android).

2 When your account has been verified by 2Ping, you can start with tackling Social challenges on the 2Ping platform.

3 In the 2Ping app, you can join other active residents with Social challenges or help other residents in Amsterdam South-East with individual tasks.

The step-by-step visual in figure 43, has been proposed to 2Ping to show how these three steps can be integrated in the website of 2Ping.

To confirm the clarity of these steps and examine if adjustment is needed, further testing needs to be done by 2Ping. However, the foundation to show a simple step-by-step visual has been made for potential users.

How does 2Ping work for local businesses

1 Local businesses can sign up to 2Ping through the website.

2 After your business account has been verified by 2Ping, your local business will be shown in the app and you can start earning 2Ping.

3 Adjust your business profile on the 2Ping dashboard. The business profile picture and description can be added to provide users more context.

4 In the 2Ping dashboard you are able to print out your personal QR code, to let customers scan for easy payment.

5 As a local business you can accept 2Ping and wait for a payment verification through SMS and e-mail.

6 When a payment is received, you can use the earned 2Ping to buy supplies at other stores / 2Ping partners/

Figure 44, shows the step-by-step guide for local businesses. Identical to the steps for active residents, these steps need to be tested for clarity among local businesses.

Furthermore, it needs to be acknowledged that the phrasing of 'How 2Ping works' needs to be reconsidered as the step-by-step guide puts more emphasis on how you can join 2Ping as an active resident or as a local business, and does not necessarily explain how 2Ping works in context, such as shown in figures 9 and 10 in chapter 2.2.

Additional design aspect to the 2Ping website

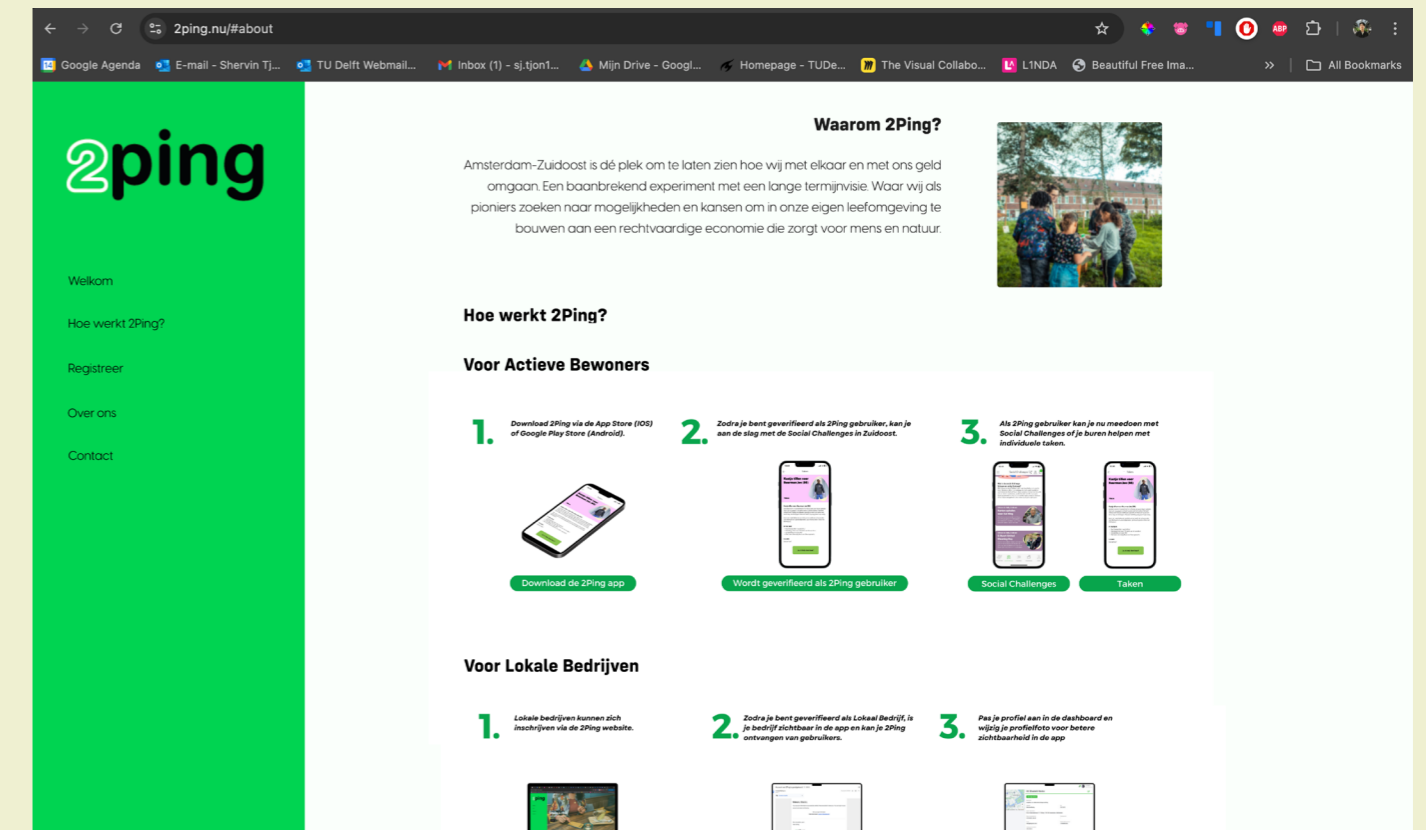


Figure 43: Step-by-step guide for active residents to show how 2Ping works

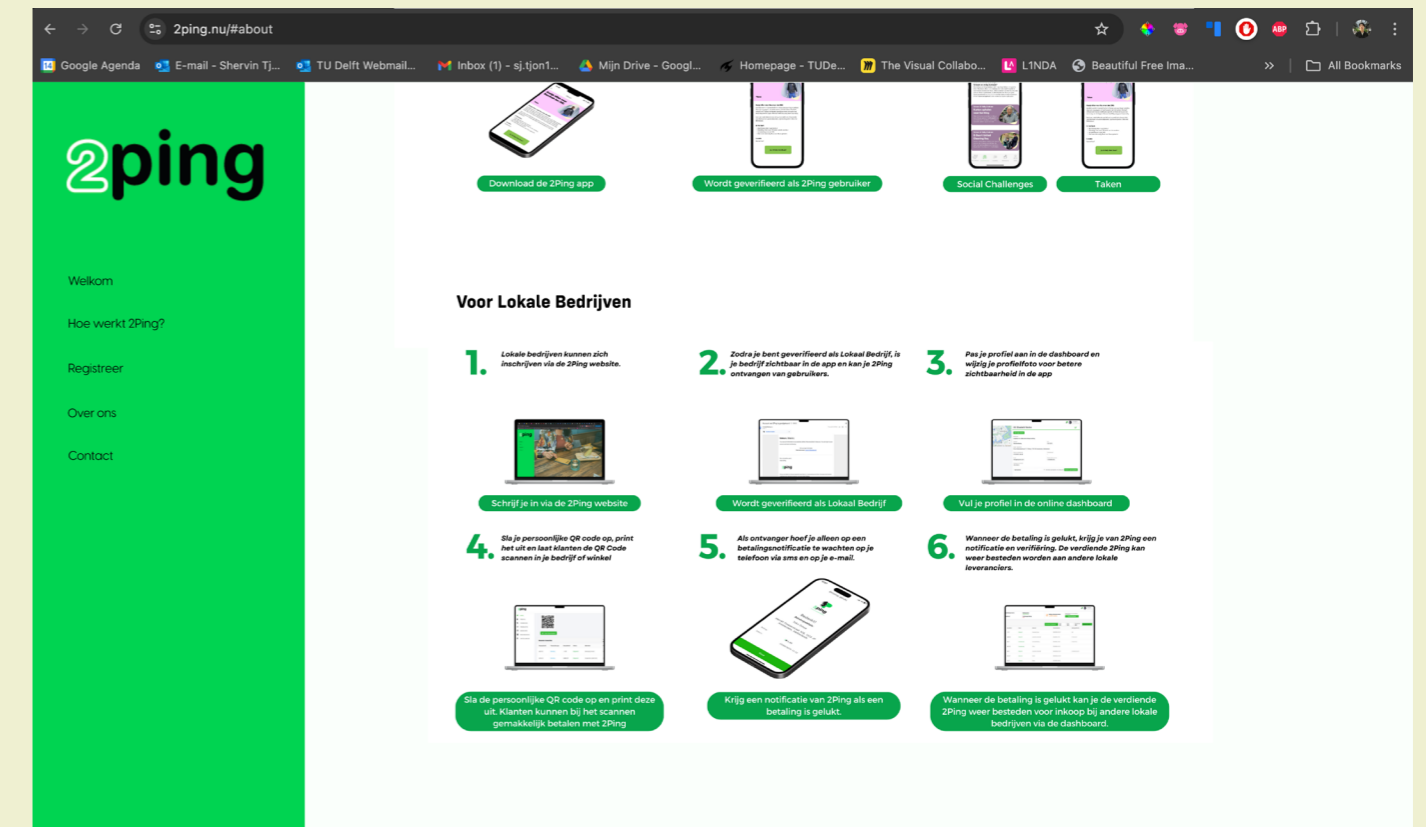


Figure 44: Step-by-step guide for local businesses to show how 2Ping works

Chapter 05

Deliver Phase

This chapter provides the final phase of the double diamond method, the deliver phase. In this chapter I will discuss the strategy and vision of the re-design of 2Ping and the design iterations of the Design for Reciprocity Booklet which lead to the final design outcome shown in chapter 04.

5.1 Design iterations - The booklet

5.2 Feedback on the 2Ping redesign



Deliver

5.1 Design iterations - The booklet

The design process of the Design for Generalized Reciprocity booklet was very challenging, as the realization of creating an additional design outcome for Design Challenge 3 was decided during the last two months of the Master's thesis. The Design for Generalized Reciprocity booklet was started and finished during the last month of the Master's thesis, which lead to minimal testing with other designers or experts in Design or Reciprocity. However, based on the feedback of my supervisors in the last weeks of the Master's thesis I was able to revise the Design for Generalized Reciprocity booklet (figure 45) while working on the redesign of 2Ping.

This chapter aims to highlight and discuss the changes made in the booklet which lead to the final design outcome shown in Chapter 4.1.

Revision of the guidelines

The initial guidelines to help designers Design for Generalized Reciprocity consisted of the following four guidelines:

1. Engage with communities
2. Discover underlying values
3. Spark shared interests
4. Highlight the users.

The aim of these guidelines was to create a shift in mentality to other designers, and observe the

user groups' communities through the lens of reciprocity. The emphasis was made for other designers to engage and notice the interactions, needs and exchanges between actors, instead of solely looking into the needs from a user-product or a user-service perspective.

However, it could be argued that the initial guidelines could be implemented for any other field of design, and were not yet defined to explicitly design for reciprocity. Based on a feedback session with my supervisors I have iterated the initial guidelines which now contains elements of the concept of reciprocity necessary to Design for Generalized Reciprocity.

Final guidelines to Design for Generalized Reciprocity:

1. *Contextualize who the actors are*
2. *Identify what objects or services are involved*
3. *Familiarize with exchanges and types of reciprocities*
4. *Describe what the underlying values are*

Adding context to the booklet

The initial version of the booklet consisted solely out of the guidelines and additional templates to aid designers to Design for Generalized Reciprocity. However, for the booklet to be recognized as an independent tool for designers to make use of, multiple additions need to be made to give the booklet more context.

Firstly, in order for designers to make use of the booklet, it could be helpful to give an overview of how designers could implement the Design for Generalized Reciprocity booklet into their design process, using the Double Diamond method (as seen in page 63).

Secondly, the booklet extends on the typology of Sahlins (1972). For designers who are new to the concept of reciprocity, this typology needs to be introduced to understand what generalized reciprocity is. To describe reciprocity to designers, several perspectives were given from the field of anthropology.

Thirdly, in the context of creating social impact through the means of generalized reciprocity, it might be unclear for designers what the main differences would be between Social Design and Design for Generalized Reciprocity. In the revised booklet an attempt was made to address the main differences between Social Design and Design for Generalized Reciprocity.

Finally, during the second feedback session with my supervisors, I realized that the revised guidelines and templates could help designer with getting familiar to the concept of reciprocity, however the booklet missed a synthesizing part for designers to explicitly Design for Generalized Reciprocity.

Assumptions of users

Multiple iterations were made on the templates of the booklet, the initial templates can be found in Appendices A-D (pages 108-111).

The initial templates that complemented the guidelines were created with the assumption that designers would have already done field research, ethnography and observing of the user groups' communities and exchanges between actors. Furthermore, I assumed that the designers using the initial booklet were already familiar to the concept of reciprocity.

Based on a second feedback session with my supervisors I wanted to deviate from the made assumptions and instead adjusted the guidelines and templates to introduce designers to the concept of reciprocity and help designers to observe exchanges and underlying values between actors through the lens of reciprocity.



Figure 45: The Design for Generalized Reciprocity booklet

Summary of iterations

- 1 Revised guidelines that contains the elements of reciprocity, and a complementing template for each guideline has been made.
- 2 An overview is given on how the booklet could be implemented in the design process, using the Double Diamond method.
- 3 To give more context to readers and designers, the concept of reciprocity was described from various perspectives in the field of anthropology.
- 4 A page had been added that explains the distinction between Design for Generalized reciprocity and the field of Social Design.
- 5 A synthesizing chapter was added to help designers make use of the insights gained from the guidelines.
- 6 The templates have been iterated based on the assumption that designers are new to the concept of reciprocity, the initial templates can be found in Appendices A-D.

5.2 Feedback on the 2Ping redesign

The redesign of 2Ping was presented to the team of 2Ping and feedback was given on the Buur voor Buur page and the Social challenges page. However, due to time constraints limited design iterations were made for the redesign of 2Ping. The team of 2Ping are willing to continue with the reframed 2Ping as a new vision, and are intending to use the redesigns as a base to make 2Ping a platform for social challenges.

Together with Gregoire, the founder of CoTown and the software developer of the 2Ping app, I have discussed about the feasibility of the redesigns. Gregoire emphasized that 90% of the redesigns can be done and are already in the works among other clients of CoTown, e.g. Heerlens Heitje.

However, what could be a challenge for the redesign of 2Ping is ensuring safety, in terms of moderating and validating volunteers who can be trusted. Currently 2Ping is able to moderate the tasks and assign volunteers through the help of other social initiatives and foundations that are partnered with 2Ping. The foundations and social initiatives often recommend volunteers to tasks whom they have already met before and have known them face-to-face. By making the redesigned 'Taken' more focused on personal needs from individuals, it could lead to potential issues in moderating and safety. Compared to the less personal tasks which 2Ping currently offers, the question arises: How can we prevent malicious intent from potential criminals who are able to abuse this feature come in touch with vulnerable people? This is an important point for future experimenting and requires further research.

To create trust and help users moderate each other a review system could be implemented such as Google Reviews. Currently 2Ping already has a review system implemented, however 2Ping and Gregoire emphasized that the review system in 2Ping has yet been a system for users to rely their trusts on, as it was not been used consistently.

Buur voor Buur term and phrasing

The 'Buur voor Buur' name has been iterated to 'Taken' the old name of suggesting individual tasks to users in 2Ping. The main reason would be due to other volunteerplatforms that emphasize on neighborhood volunteering. To create a distinction between the other platforms and the 2Ping platform that aims to also tackle Social challenges in the three themes, the decision was made to return to the old 'Taken', as seen in figure 46.

Supply and demand for 'Taken'

After the feedback session with 2Ping it was also emphasized that small tasks based on personal needs might need further testing to examine the supply and demand of tasks in the 'Taken' page. Residents might be hesitant to ask for help through 2Ping, as it might be easier for people to ask for help from friends and family in close-knit communities. As person from the 2Ping team commented: "Some residents might be more willing to ask close friends or family to ask for help. People might rather ask someone in their close circles for help than to depend on an online platform".

The role of the local currency

Now that the amount of reward in 2Ping is hidden, it might be uncertain what the role of the local currency could be. Further experimenting is needed on how the local currency could provide value for users, local businesses and foundations in the redesign of 2Ping. Additionally, other reward systems need to be tested, such as bartering local products or the ability to gift others.

Feedback on the social challenges

The team of 2Ping expressed mostly positive feedback on the social challenges page in the redesign of 2Ping. 2Ping commented that the social challenges page could give local businesses an extra incentive in terms of visuals and viability to join, especially businesses who are more eager and interested to create social impact.

Furthermore it was commented that the provided overview of social challenges showed the impact that 2Ping can have on social cohesion. In terms of reciprocity, it still needs to be tested upon whether users would be more invoked to do social good.

Alongside this, further research needs to be done to explore new rewarding and highlighting effects that comply to the needs of vulnerable residents that are currently using 2Ping for its instrumental value.

Other feedback was given by the students from ELZO. One student commented that the redesign of 2Ping brought more clarity on what the role of 2Ping could be in the energy transition and made students understand how 2Ping could tackle other societal issues which extends outside of the energy transition.



Figure 46: Renaming the Buur voor Buur page to 'Taken'.

Main feedback points

- 1 The term Buur voor Buur might need to be changed due to other volunteerplatforms who also emphasize on 'Buren'.
- 2 Safety can play an important bottleneck for Buur voor Buur as more effort needs to be made to screen volunteers.
- 3 Further testing needs to be done to see what the role of the 2Ping currency can be in this new direction.
- 4 Residents might already have a close network of friends or families to reach out to for these kind of tasks.
- 5 The redesigns are feasible to make, according to the founder of CoTown, the software developer of 2Ping,
- 6 This design brings clarity on how 2Ping as a platform can connect to energy transition

Chapter 06

What's next?

Chapter 06 discusses the results of the thesis project, possible limitations and offers recommendations for future projects and future research. Furthermore, this chapter reflects on the process and learnings experienced throughout the entire thesis which includes a personal reflection on the future of Design for Reciprocity and working with 2Ping.

6.1 Discussion

6.2 Limitations

6.3 Future research recommendations:

6.4 Reflection

6.5 Conclusion

What's
Next?

6.1 Discussion

Design for Generalized Reciprocity

The Design for Generalized Reciprocity booklet provides a framework of four guidelines to help designers gain insights through the lens of reciprocity and eventually create opportunities to implement generalized reciprocity into their design.

The guidelines could provide designers with a different perspective in context research. As it allows designers to dive deeper into exchanges between actors within a design context, and focuses on the interactions and underlying values of exchanges between actors.

The focus on exchanges and the needs between actors could provide opportunities for designers regarding understanding the user groups' communities and their intentions, and additionally in a later phase of the design process could provide opportunities in concepting and ideating (Pahk et al., 2017).

As the base of the booklet was extending on the work done by Sahlins (1972), it could be argued that the foundation of the booklet requires adjustments based on more modern typologies or concepts of reciprocities. Sahlins argued that generalized reciprocity is more often found between close friends and family, as the different types of reciprocities depends on the strength of relationships or bonds between people.

However, with this booklet I have made an attempt to help designers invoke generalized reciprocity, and build trust regardless of the strength of relationships between people.

Furthermore, during this Master's thesis project I did not evaluate the opportunity of Design for Generalized Reciprocity for projects outside of local currency systems which is out of the scope of this project. The booklet – being a practical instrument that is based on literature of reciprocity and field research from one case study – still need a more robust evaluation test of other case studies with different contexts.

Trust and safety in 2Ping

Based on the feedback by 2Ping, residents might be more inclined to ask a close friend or family to help with miscellaneous tasks, instead of asking for help on an online platform such as 2Ping. Additionally, people might not be willing to engage in exchanges within their community, as often assumed in volunteering and local exchange systems (Chopra et al., 2024; Nakazato & Lim, 2016), as people rely heavily on their knowledge about the quality of networks to proceed with necessary transactions (Spyridakis & Dima, 2017).

However, people could happen to only trust unfamiliar people if they came with strong recommendations from people with whom they already had a trusted relationship. By knowing more about someone's context, volunteers can evaluate the level of commitment, time and work involved in the task and participants may feel better placed to offer necessary services and skills to help someone. (Chopra et al., 2024)

A safe space is needed to introduce people to each other and gain trust among (new) people within the community, this could be an opportunity for Grubbehoeve as the common space of Ganzenhoef and the headquarters of 2Ping.

Another opportunity for 2Ping is to propose in-person interactions at Grubbehoeve, for 2Ping meetings between volunteers and organisations/people who need help. By having face-to-face meetings people are able to get to know the person before accepting any acts of kindness or offering one in return.

Different reward systems

To develop a framework for designing a local currency we must understand the social values and practices of user groups' communities as well as the institutional context such as municipal laws (Diniz et al., 2023). The redesign of 2Ping still gives out the local currency 2Ping as a reward to volunteers who have completed tasks and social challenges. Although the specific amount of 2Ping which can be earned is hidden, further research and experimenting is needed to pinpoint what rewards are being valued by the users and in what type of exchanges.

The redesign of 2Ping aimed to highlight generalized reciprocity and shift the purpose of 2Ping from a conventional market exchange to an act of kindness and doing social good. As generalized reciprocity could create the base of a social economy with local transactions, that includes the quality of the social relations and having mutual trust, which in turn created collective action and in increase a sustained local economic development (Spyridakis & Dima, 2017; Nakazato & Lim, 2024).

It could be argued that incentivisation can be beneficial to keep up motivation in doing acts of kindness and volunteering work (Alfes et al., 2017; Thomas et al., 2019; Diniz et al., 2023).

Much like in the context of Amsterdam South-East, the research from Chopra et al. (2024) highlighted that incentivised interactions and exchanges through local currency would encourage members to become more connected and involved within the local community. But depending on the context, explicit incentives could also take away the ethics and morals of volunteering and acts of kindness, making it feel more like a market exchange of balanced reciprocity (Chopra et al., 2024), and even potentially reduce reciprocity (Fehr & Gächter, 2000).

For future research and piloting in the context of Amsterdam South-East, I recommend three different forms of exchanges in which 2Ping can explore and gain insights from.

The first reward exchange is by giving volunteers the opportunity to gift other people with local products or 2Ping (Gifting), as gifting could be a powerful building block of more dynamic relations in reciprocity (Kolm, 2006).

The second reward exchange is being rewarded by local products instead of the local currency of 2Ping (Barter). Such as products from the Bijlmer box or food or drinks from Toko Kai Hing. The products would create a social transaction instead of a market transaction of gaining currency for a particular service or product. By using barter or gift exchange 2Ping could establish norms of reciprocity which are in line with acts of kindness and volunteering, and potentially form more reinforced relations between people (Nakazato & Lim, 2024).

However the usage of barter or gift exchange could potentially be unable to address different motives of people contributing their time to volunteering (Kapsammer et al., 2017).

The third reward exchange is being rewarded with 2Ping, the local currency. This option would still be needed as people would like to earn 2Ping as an additional source of disposable income. Additionally the usage of local currency could be significant to support local businesses and shops and to act as a complimentary form of income (Chopra et al., 2024)

6.2 Limitations

Time constraints regarding scope

The master thesis eventually ended up in three types of deliverables or design outcomes.

1. Propose design changes that improves practical clarity to users of 2Ping.
2. Propose a new purpose and concept for 2Ping that aligns with the vision to create social impact in Amsterdam South-East.
3. Propose a booklet to Design for Generalized Reciprocity to guide other designers and pioneers of social change.

Both the concepts of local currency (such as 2Ping) and reciprocity, address complex societal issues that require a nuanced understanding of local dynamics and literature research. While progress was made in identifying opportunities and addressing gaps in both concepts, it became evident that the complexity and scope of each concept deserve the time and resources needed for further research, and is recommended to be approached as individual thesis topics for in the future.

Although 2Ping has decided to fully commit to this new proposed purpose and concept, it has not yet been tested among users and potential volunteers in Amsterdam South-East. More piloting is needed to test this new concept and improve the design over time.

Furthermore, this thesis attempts to give other designers a different perspective of doing context research and designing through the lens of reciprocity. Although reciprocity is an highly researched concept within the field of anthropology, it has yet not been a topic in design which is emphasized enough. In order to do so a shift of attitude is needed among designers to not solely focus on the relations and needs between people and products or services, but also on the relations between people within the user group's context.

Not testing rewards and benefits

Vulnerable residents could be mainly interested in using 2Ping for the benefit of earning a local currency, or for other types of instrumental benefits. However, it has not yet been tested how the reward system of 2Ping could be further explored, depending on the needs of the residents.

Role of designers in context research

During this thesis project, I had the chance to assist and join the daily life through different events and communities with the 2Ping team. Strategic designers or other designers who work in a consultancy or design agency might have limited time to invest in the engagement of daily life of the user group's community. This engagement is highly important to observe the context of the user group and gain insights on interactions, exchanges and conversations.

Time constrains to test Design for Generalized reciprocity in other contexts.

During the last two months of the thesis I realized a gap and opportunity which was intriguing me to explore and give the project as a whole a new purpose. Even though a start has been initiated to propose a new perspective to designers through the lens of reciprocity.

It has yet not been able to explore on how to implement the Design for Generalized Reciprocity booklet in other design contexts, outside of the field of local currency systems or social work through volunteering.

6.3 Future research recommendations

New opportunities with 2Ping

Multiple opportunities can be derived from this Master Thesis. As the direction and new purpose of 2Ping is to become a platform of social challenges, it highlights various themes of social issues happening in Amsterdam South-East. The current themes consists of 1. Healthy and affordable food. 2. Clean and safe South-East and 3. Sustainable and affordable energy

As implied in the limitations, further research is needed to identify other opportunities for potential benefits and rewards or acknowledgements with 2Ping to attract vulnerable volunteers that are looking for instrumental values behind the rewarding aspect of 2Ping.

Alongside testing and identifying opportunities in terms of benefits, future research could imply to go deeper into the context of the existing themes of social challenges and identify the types of tasks, value exchanges and type of actors within each theme. The different values, reciprocities and the interests of users could be different and might need to be made unique within the platform of 2Ping. Furthermore, another opportunity for research is to identify other societal topics that can be implemented in 2Ping as a Social Challenge theme.

Next steps for Design for Reciprocity

The need for a booklet to Design for Generalized Reciprocity, was a decision mainly based on my personal design journey, in which I was unable to find additional tools and guidance to be introduced to the concept of reciprocity as a designer. However during the creation of this booklet I noticed a lack of experience and knowledge which was needed in an attempt to guide other designers.

I would recommend an opportunity for designers active in social design or design anthropologists to dive deeper into the concept of design for reciprocity, to help designers put more emphasis on exchanges and underlying values. As it could provide different insights looking at the relations between people compared to solely looking at the interactions between people and products or services. Furthermore, this booklet was intended to focus on generalized reciprocity, as the context of Amsterdam South-East and the local currency system of 2Ping provided an environment and purpose which was more fitting for generalized reciprocity. However, more research is needed on the potential for Design for Generalized Reciprocity or designing for other types of reciprocities.

6.4 Reflection

At the start of the thesis I wanted to apply the 'typical' Double Diamond approach which is often used among designers at the TU Delft. It has a clear approach of 1. Discovering the context, which includes understanding user groups and the problems or challenges. 2. Defining a clear design challenge. 3. Developing a concept and 4. Delivering the next steps and recommendations.

Although the double diamond has been applied by me and many other students and designers, it still surprises me how the design process deviates from a linear process. In figures 47 and 48, I have attempted to visualize the expectation and the deviation.

During the discover phase of doing context research through ethnography, field research, literature research and having informal conversations with locals from Amsterdam South-East, I have observed multiple bottlenecks within the concept of 2Ping and the scaling of a local currency system. It caught my attention that a core problem was the current purpose of 2Ping and a misalignment in interests, or the way how 2Ping is perceived.

Minor improvements could be done with the current platform in the aspects of communication and user friendliness, but the core issues lied within the perception of additional benefits and values, and the perception of doing social good through a platform like 2Ping.

The local currency was often perceived as a limitation instead of a reward, as users were not able to spend it wherever they like. An additional benefit was needed for vulnerable volunteers but also for local businesses who were focused on motivations of self-interest and profit. There was a lack of clarity in communicating of what 2Ping is as a local currency platform and what their ambition was. How does it work? How does 2Ping create social value? Why would I and Amsterdam South-East benefit from this local currency system? Furthermore, volunteers consisted of generally two types, vulnerable volunteers who could benefit from an additional disposable income through 2Ping and volunteers who wanted to do social good through goodwill. The first group of people are more reluctant towards the term volunteering, as it seemed as an effort in which no benefit can be gained.

In order to tackle these challenges a shift of purpose was needed for 2Ping, in order for 2Ping to be perceived differently. Instead of emphasizing on the concept of a local currency, the emphasis needed to be made on doing social good and gaining the chance to be rewarded for good work, either in benefits of self-interests or in acknowledgement.

Through the lens of reciprocity

During the beginning of the thesis I was introduced with the concept of reciprocity from an anthropological point of view. This perspective on relations, exchanges and values was relatively new and quite intriguing. As designers we mostly notice the interactions between products and people but not necessarily the interactions or exchanges between people themselves. Why do we as designers not focus as much on the interactions or exchanges between actors or stakeholders, compared to the individual needs for a design outcome? Or have we simply not learned it yet during our studies?

As these questions were sparked during the context research, a shift was initiated to approach the design challenge through the lens of reciprocity. Not only was this shift made due to a personal interest in learning and designing from an anthropological stance, but this shift was also made to be aligned with the importance of exchanges and different communities and social initiatives through 2Ping in Amsterdam South-East.

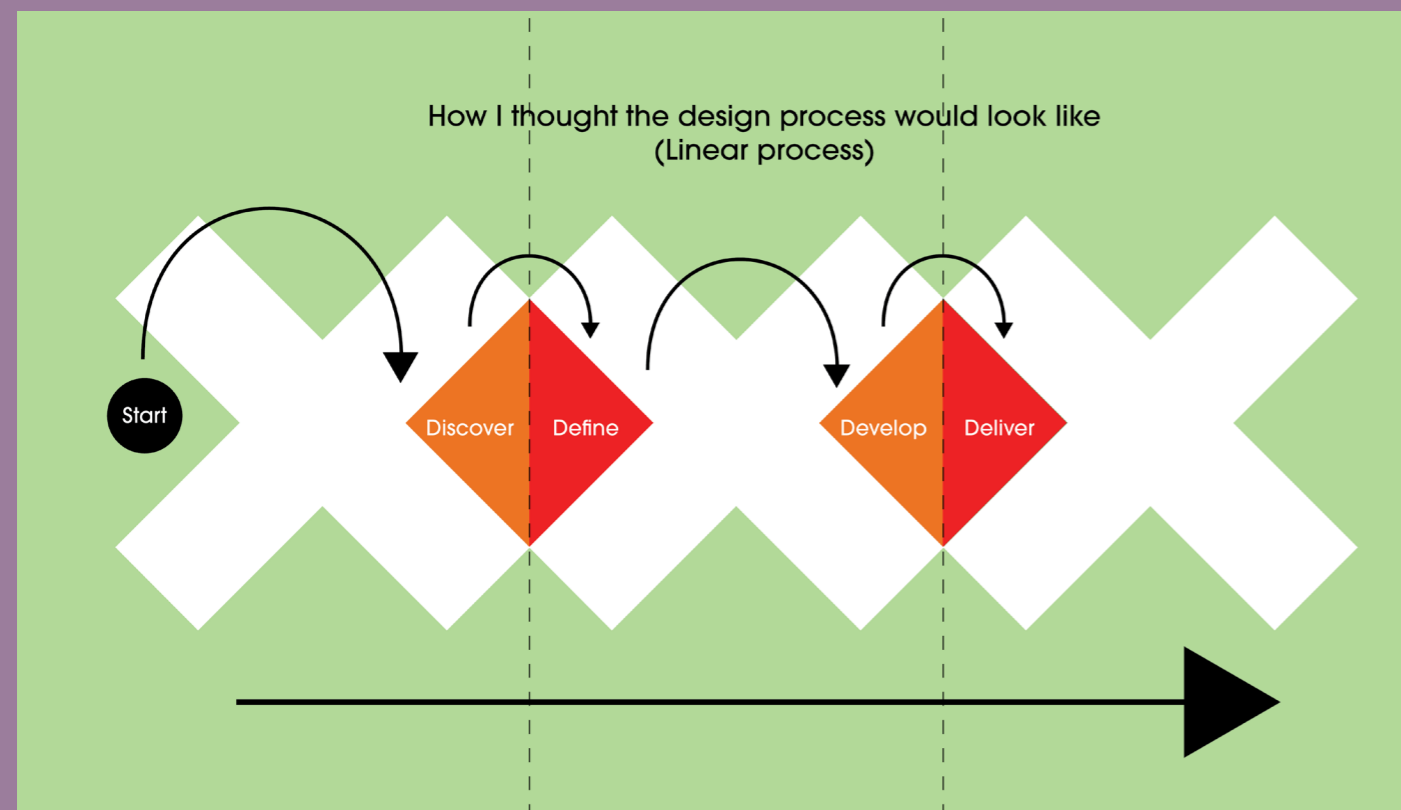


Figure 47: How I thought the design process would look like

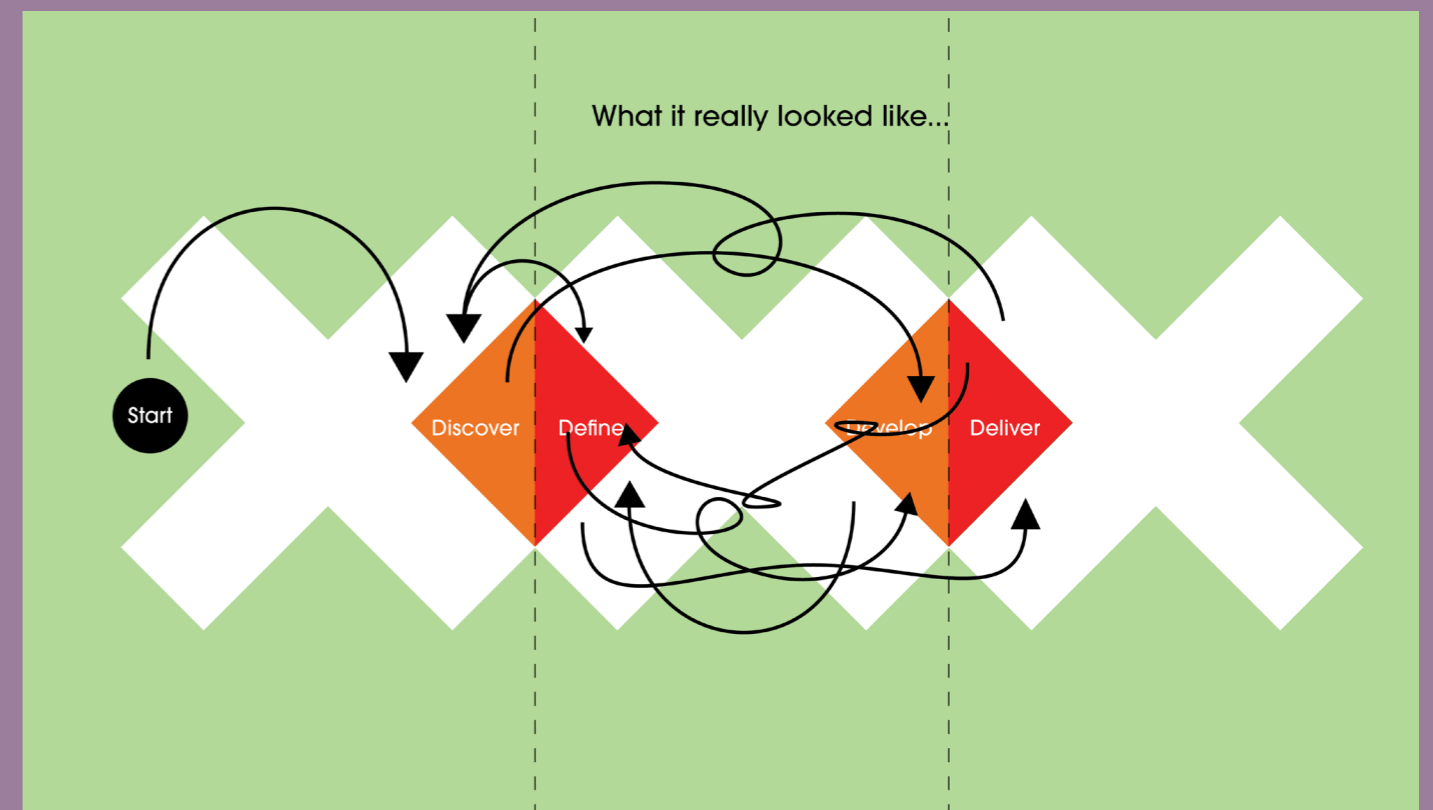


Figure 48: How the design approach really felt like

6.5 Conclusion

In the defining phase, two important design challenges were defined for 2Ping.

1. Creating practical clarity for 2Ping
2. Creating a shift of purpose for 2Ping.

By observing the different reciprocities and exchanges in Amsterdam South-East and by being engaged with the user groups' communities, I was able to understand the initial perception of 2Ping and connect that perception to the concept of reciprocity. The perception of 2Ping as a typical market exchange and balanced reciprocity caused a comparison to the Euro, which created doubts among the users in terms of needs.

So, how could the purpose of 2Ping shift from a conventional transaction (a balanced reciprocity) to a platform for doing social good (generalized reciprocity).

The co-creation created a tipping point for this thesis, as it brought in various perspectives from local residents who were active in 2Ping as volunteers. The co-creation not only conceptualized the new purpose of 2Ping but also verified the design challenge and context research done in the Discover phase. The new purpose of 2Ping placed the functions of the local currency to the background and brought opportunity to emphasize on creating social impact as a platform for local residents.

Furthermore, this project found great potential in applying reciprocity in the field of design. A gap was found for design tools and resources which could provide practical implications. Through a process-oriented approach of observing the dynamic of relations between actors, the exchanges and its underlying values a booklet was created to not only help myself, but potentially other designers to Design for Generalized Reciprocity.

This booklet aims to help designers to create a change of attitude in observing, and encourages designers to engage more with the user group's community. This increased focus on engagement and observing would provide insights on existing reciprocities during the context research, and provide potential opportunities in designs that could be neglected through solely focusing on the needs of actors.

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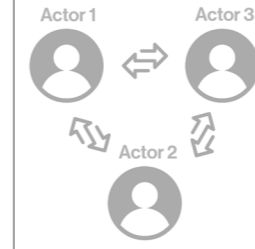



Appendix A

Initial template for 'Familiarizing with exchanges and types of reciprocities'

Observed Reciprocity	
<p>What is the act of reciprocity? Describe what kind of reciprocity is observed. How does the exchange look like? E.g.</p>	<p>Type of Reciprocity Highlight which type of reciprocity occurs in this interaction? E.g. Generalised reciprocity, Balanced reciprocity or Negative reciprocity.</p>
<p>What are the benefits for each party? Describe what the benefits are for each party from this exchange.</p>	<p>The context of this type of reciprocity How did the context look like that influenced this kind of reciprocity? E.g. type of environment, type of relationship, keywords used, observed body language.</p>
<p>How does the Exchange look like? How do the interactions and exchanges look like? Which dynamics exist?</p> 	
<p>What are other observations made? Describe other things, interactions, way of speech that caught your attention.</p>	

Appendix B


Initial template for 'Contextualize who the actors are'

Who are involved in the observed reciprocity?			
Who are involved? Who are the actors involved in the reciprocity?	What is the relation between the actors? How does the interaction or exchange look like? And who are the actors involved?	What could be the motives? Why would these actors do this act of reciprocity?	What emotions are behind the reciprocal act or exchange? <small>e.g. Joyful, proud, accepted, powerful, peaceful, intimate, optimistic, liberated, ecstatic, amused, loving, inspired</small>
<p>Actor 1</p> 		Reasoning of actor 1	Observed emotions Actor 1
<p>Actor 2</p> 		Reasoning of actor 2	Observed emotions Actor 2
<p>Actor 3</p> 		If there is a third actor reasoning of actor 3	Observed emotions Actor 3
<p>Other actors</p> 			

Iterated template for 'Familiarizing with exchanges and types of reciprocities'

Familiarize exchanges and types of reciprocities		
Identify the actors Choose a pair of actors in an exchange. E.g. Jodi (actor 1) buys a coffee for Jodi (actor 2).		
Actor 1 Actor 2		
How could these two actors engage in the following reciprocities?		
Generalized reciprocity <small>Definition: Generalised reciprocity refers to exchanges in which the giver does not expect a (immediate) return from the receiver.</small>	Balanced reciprocity <small>Definition: Balanced reciprocity refers to exchanges in which the giver and receiver are obligated to give and receive items of perceived equal value.</small>	Negative reciprocity <small>Definition: Negative reciprocity refers to exchanges where one party between the giver and receiver attempts to act solely on self-interest with the goal of material advantage or profit, without negative consequences.</small>
What would be the exchange? <small>E.g. John treats a Jodi for a coffee.</small>	What would be the exchange? <small>E.g. John buys a coffee for Jodi and Jodi sends him the money owed after they have met up.</small>	What would be the exchange? <small>E.g. John buys a coffee for his colleague Jodi but Jodi never buys a coffee back for John.</small>
What would be the context? <small>E.g. John treats Jodi a coffee to catch up, after not seeing his friend for a few years. They go to a popular cafe in the neighbourhood, in which John is a regular customer.</small>	What would be the context? <small>E.g. John buys a coffee for Jodi. However, they had agreed that he would pay her coffee in advance and she would pay for the next coffee for John, instead of Jodi paying back. John of what she was owed in money.</small>	What would be the context? <small>E.g. John is new in the company and tries to get to know his colleagues during coffee breaks. During coffee breaks at work John buys a coffee for his colleague Jodi, multiple times. However, Jodi never shows effort or tries to buy a coffee for John.</small>
What could be the reason? <small>E.g. John treats his friend Jodi to show affection to their friendship and show appreciation to Jodi that she made time to meet up again.</small>	What could be the reason? <small>E.g. John and Jodi would regularly have coffee together. And to prevent a relationship in which one person would be the one who would constantly have to pay, they decided to pay in turn for each coffee meeting.</small>	What could be the reason? <small>E.g. John might try to buy coffee for his colleague Jodi, to create a good work relationship with his colleague. However, after a few coffees he realized that Jodi does not try to offer a coffee back. As a consequence, John decides to have coffee with other colleagues and tries to foster other work relationships.</small>

Iterated template for 'Contextualize who the actors are'

Contextualize	who the actors are	
Who are involved? <small>Think about a particular exchange with two people. This could be a gift to a friend, buying a product at a store or even an exchange where you felt scammed. Who were involved? And explain the context.</small>	What is the exchange between the actors? <small>How does the exchange look like? What objects, services or gestures?</small>	
<p>Actor 1</p> <p>.....</p> <p>.....</p> <p>.....</p>		
<p>Actor 2</p> <p>.....</p> <p>.....</p> <p>.....</p>	Actor 1	Actor 2
	Object or service	Object or service
Explain the context between the actors <small>Be specific, what kind of relation in business, family or friends? How close or distant? What is the history?</small>		
	Explain how the exchange looks like <small>Again be specific, where was this exchange? How did each actor react? Was it an online or physical? Did you need to use certain products or tools for this exchange? How did the exchanged objects, services, or gestures look like?</small>	

Appendix C

Initial template for 'Identify what objects or services are involved'

What objects or services were exchanged?	
<p>Describe the exchange and the objects How does the interaction or exchange look like? And who are the actors involved?</p> <div style="text-align: center;"> </div>	
<p>Objects or services by actor A List out the objects or services offered by actor A.</p>	<p>Objects or services by actor B List out the objects or services offered by Actor B. If actor B does not reciprocate at all, or exchange no objects or services you can leave this empty.</p>
<p>Reasoning of actor A Why do you think that actor A exchanges particularly these objects or services?</p>	<p>Reasoning of actor B If actor B does not reciprocate at all, or exchange no objects or services you can leave this empty.</p>

Iterated template for 'Identify what objects or services are involved'

Identify	what objects or services are involved
<p>Choose a specific pair of actors involved in an exchange First name the pair of actors, and then describe the exchange (the objects that are exchanged) from A - B and from B to A.</p> <p>Name the pair of actors: _____</p> <div style="display: flex; justify-content: space-around;"> <div style="text-align: center;"> <p>Exchange from A to B</p> </div> <div style="text-align: center;"> <p>Exchange from B to A</p> </div> </div> <p>Actor A: _____ Actor B: _____</p> <p>Object(s): _____</p>	
<p>Objects or services by actor A List out the objects or services offered by actor A in the exchange. E.g. Money, products, things, services</p>	<p>Objects or services by actor B List out the objects or services offered by Actor B. E.g. Money, products, things, services. If actor B does not reciprocate at all, or exchange no objects or services you can leave this empty.</p>
<p>Why? What could be motivations or reasonings behind the objects or services used in this exchange? E.g. Goodwill, gestures, building friendship, expressing affection.</p>	<p>Why? What could be motivations or reasonings behind the objects or services used in this exchange? E.g. Goodwill, gestures, building friendship, expressing affection.</p>

Appendix D

Initial template for 'Describe what the underlying values are'

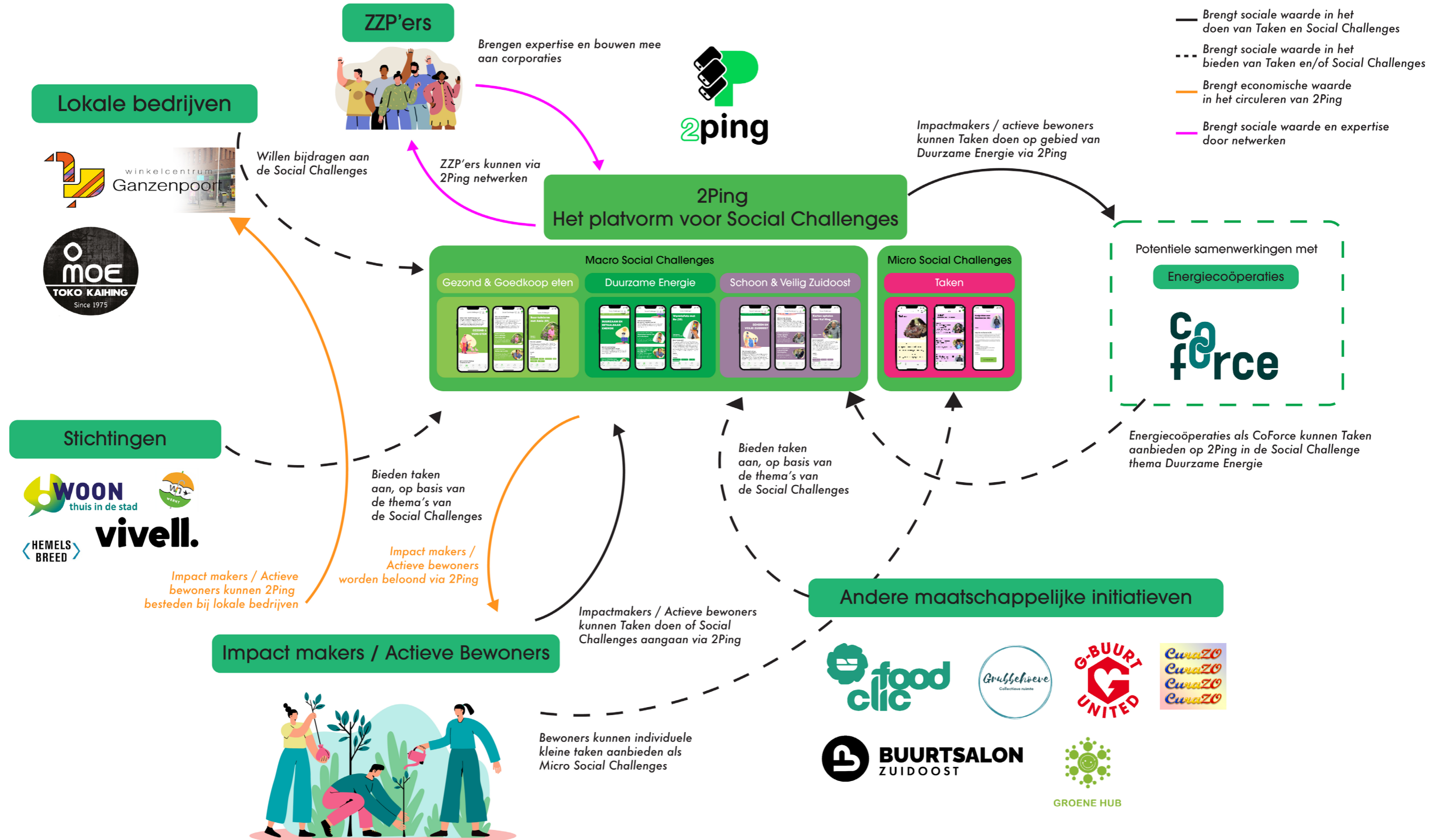
Reciprocity Deep Dive
<p>What is the reciprocal act or exchange? Describe the exchange or the reciprocal act. Who are involved and from who to whom are the objects, products or services exchanged.</p>
<p>Describe the values What kind of Instrumental and Symbolic values could be derived from the reciprocal act.</p> <div style="text-align: center;"> </div>
<p>Other examples of this type of reciprocity Can you think of other examples or another context with this type of reciprocity that conveys or exchanges similar values.</p>

Iterated template for 'Describe what the underlying values are'


Describe	what the underlying values are
<p>Choose an exchange and name the actors involved</p> <p>Describe actor A: _____ Describe actor B: _____ Describe the exchange between the actors: _____</p> <p>Actor A: _____ Actor B: _____</p>	
<p>Describe the values for actor A What kind of Instrumental and Symbolic values could be derived from the exchange.</p> <div style="text-align: center;"> </div>	<p>Describe the values for actor B What kind of Instrumental and Symbolic values could be derived from the exchange.</p> <div style="text-align: center;"> </div>
<p>Other underlying values that are important Can you think of other underlying values, benefits or reasonings which might be important to consider for this exchange.</p>	

Appendix E

Detailed value map of 2Ping in Dutch.



Project Brief





Personal Project Brief – IDE Master Graduation Project

Name student Student number

PROJECT TITLE, INTRODUCTION, PROBLEM DEFINITION and ASSIGNMENT

Complete all fields, keep information clear, specific and concise

Project title

Please state the title of your graduation project (above). Keep the title compact and simple. Do not use abbreviations. The remainder of this document allows you to define and clarify your graduation project.

Introduction

Describe the context of your project here; What is the domain in which your project takes place? Who are the main stakeholders and what interests are at stake? Describe the opportunities (and limitations) in this domain to better serve the stakeholder interests. (max 250 words)

Amsterdam South-East houses around 90.000 residents and currently has the lowest average disposable income compared to other city districts of Amsterdam (Onderzoek en statistiek, 2021). To make the local economy within Amsterdam South-East more reliable, sustainable and vibrant, the social cooperative Lokaal Geld and De Groene Hub initiated the digital currency platform 2Ping with support from Gemeente Amsterdam and AMS Institute.

The objective of 2Ping is to stimulate social and economic benefits through the means of a digital local currency in Amsterdam South-East. Previous research and other pilot cities showed that having a local currency could be beneficial in creating local economic development (Seyfang, 2001). Furthermore local currencies could create rich social interactions and shape community connections (Ferreira et al., 2015; Perry, 2017).

Local currencies such as 2Ping operate as a form of reciprocal barter, where the accounts of all parties within a particular value exchange balance out and is maintained within a particular area (Seyfang, 2001). Reciprocity is essential to genuine social improvement and is one of the basic elements for a society with shared culture and mutual interest (Kolm, 2006). However, for 2Ping to sustain and to be used by locals (spenders) they need to make themselves available through a wider range of services and goods (Williams, 1996).

To increase participation of local businesses and residents of Amsterdam South-East, a better understanding is needed of their core values, mutual interests and the value exchanges among themselves.

This project aims to design a reciprocal model that creates social and economic value for small businesses and residents in Amsterdam South-East by implementing sociological and cultural factors into local value exchanges. Through existing pilots, research and design with 2Ping, this project hopes to showcase practical implementations of reciprocity in social constructs, and provide insights, opportunities and recommendations on value exchanges for other cities and city districts.

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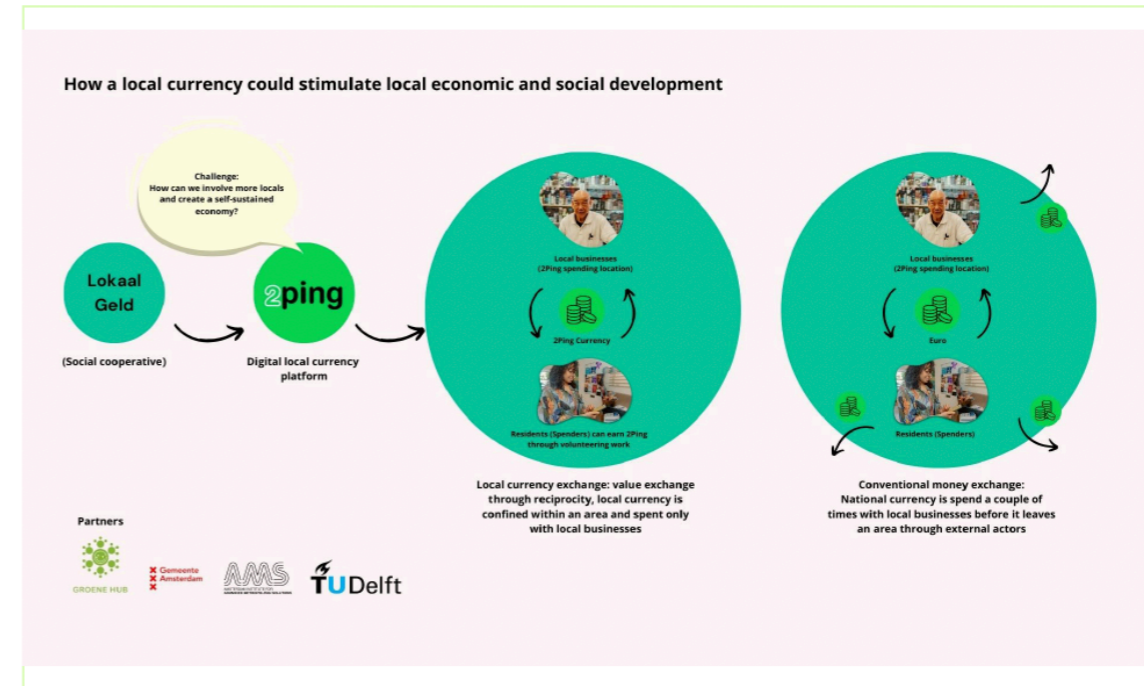


image / figure 1 How a local currency could stimulate local economic and social development

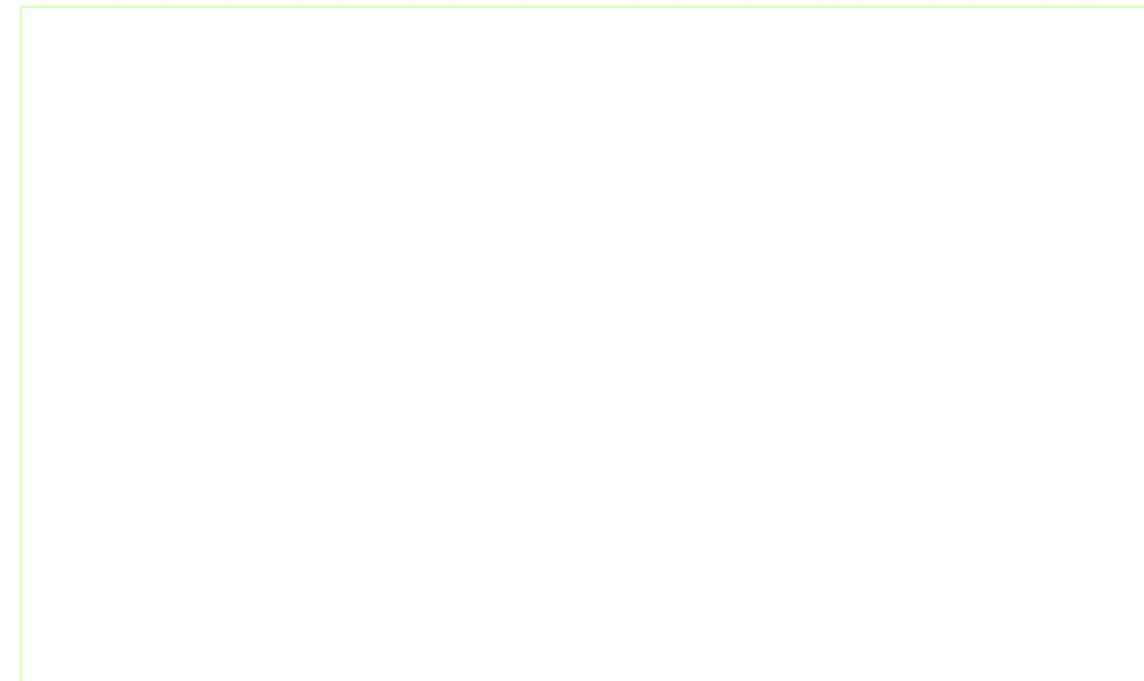



image / figure 2

Project Brief




Personal Project Brief – IDE Master Graduation Project

Problem Definition

What problem do you want to solve in the context described in the introduction, and within the available time frame of 100 working days? (= Master Graduation Project of 30 EC). What opportunities do you see to create added value for the described stakeholders? Substantiate your choice. (max 200 words)

The goal of Lokaal Geld is to create a thriving self-sustained economy within Amsterdam South-East through the implementation of 2Ping, a digital local currency platform. Previous studies has shown that local currencies could be beneficial in creating local economic development and could contribute to rich social interactions and shape community connections (Ferreira et al., 2015; Perry, 2017; Seyfang, 2001). However in order to see the potential benefits of 2Ping, an increased involvement of local business owners (spending locations) and residents (spenders) is needed (Williams, 1996).

To achieve this goal and make 2Ping act as an effective reciprocal barter, we need to take both sociological and cultural factors into account from the perspective of residents and local business owners. As these factors often affect the nature of reciprocity and eventually the perception and usage of 2Ping, due to the different cultural backgrounds of locals (Dietz et al., 2011; Kolm 2006; Komter et al., 2006).

This project will primarily address the need of participation by local business owners and residents by designing a reciprocal model that focuses on existing value exchanges and implements cultural and sociological factors. Furthermore this project hopes to develop opportunities that can potentially highlight other areas and focuspoints in which 2Ping can grasp on to, in order to communicate the values of locals in Amsterdam South-East.

Assignment

This is the most important part of the project brief because it will give a clear direction of what you are heading for. Formulate an assignment to yourself regarding what you expect to deliver as result at the end of your project. (1 sentence) As you graduate as an industrial design engineer, your assignment will start with a verb (Design/Investigate/Validate/Create), and you may use the green text format:

Design a reciprocal model that creates social and economic value for small businesses and residents in Amsterdam South-East by implementing sociological and cultural factors into local value exchanges.

Then explain your project approach to carrying out your graduation project and what research and design methods you plan to use to generate your design solution (max 150 words)

The project will be divided in 4 phases, applying the Double Diamond method.

1. Discover: Context research (mapping of existing pilots, actors, values, reciprocities). Field research in current active pilots and interviews with residents and small local business owners.
2. Define: Validate assumptions through design methods (co-creation sessions, interviews, pilot field research)
3. Develop: Test assumptions (ideation and testing with stakeholders)
4. Deliver: Finalizing thesis and make recommendations for implementation of the reciprocal model in other social challenge (e.g. energy transition).

Multiple research and design methods will be implemented within this project. Research will be done by conducting interviews with residents and local business owners of Amsterdam South-East, field research through participation of active pilots of 2Ping and through facilitating co-creation sessions together with De Groene Hub.

The outcome of this project consists of: 1. Strategy report with recommendations for 2Ping and opportunities for other existing constructs (LIFE project). 2. A feasible prototype of a reciprocal model for 2Ping to address local value exchanges.

Project planning and key moments

To make visible how you plan to spend your time, you must make a planning for the full project. You are advised to use a Gantt chart format to show the different phases of your project, deliverables you have in mind, meetings and in-between deadlines. Keep in mind that all activities should fit within the given run time of 100 working days. Your planning should include a **kick-off meeting, mid-term evaluation meeting, green light meeting and graduation ceremony**. Please indicate periods of part-time activities and/or periods of not spending time on your graduation project, if any (for instance because of holidays or parallel course activities).

Make sure to attach the full plan to this project brief. The four key moment dates must be filled in below

Kick off meeting	4 Apr 2024
Mid-term evaluation	30 May 2024
Green light meeting	25 Jul 2024
Graduation ceremony	22 Aug 2024

In exceptional cases (part of) the Graduation Project may need to be scheduled part-time. Indicate here if such applies to your project

Part of project scheduled part-time	<input type="checkbox"/>
For how many project weeks	<input type="text"/>
Number of project days per week	<input type="text"/>

Comments:

Motivation and personal ambitions

Explain why you wish to start this project, what competencies you want to prove or develop (e.g. competencies acquired in your MSc programme, electives, extra-curricular activities or other).

Optionally, describe whether you have some personal learning ambitions which you explicitly want to address in this project, on top of the learning objectives of the Graduation Project itself. You might think of e.g. acquiring in depth knowledge on a specific subject, broadening your competencies or experimenting with a specific tool or methodology. Personal learning ambitions are limited to a maximum number of five.

(200 words max)

Throughout the past 2 years of SPD I have noticed an increased focus on the fuzzy front end, designing a particular vision, envisioning market opportunities and designing concepts. All of which are often theoretical and not yet impactful until actual endeavours are taken to see potential reaped benefits. I often missed a sense of tangibility during my studies, the tangibility of making real impact often in the form of small accomplishments that could prove a certain concept. I believe that working with Lokaal Geld and De Groene Hub forces me as a strategic product designer to be in the field and get my hands dirty again to feel and assess the impact I am creating. Furthermore as someone who grew up in Amsterdam I feel a certain responsibility in this project to truly become a positive addition towards a social cause.

In this project I aim to have the following ambitions as a strategic designer:

1. Create (long-term and short-term) impact with locals of Amsterdam South-East.
2. Test and learn my personal way of stakeholder management and communication.
3. Become more confident in myself as a strategic designer.
4. Learn how to communicate values and benefits with stakeholders.
5. Practical application of (quick & dirty) pilots and testing.

