



# COMMUNITY BLØKHAUS

PRESENTS

## THE FUTURE OF SUSTAINABLE TOURISM ON TERSCHELLING

september 2023

EDITION # 4

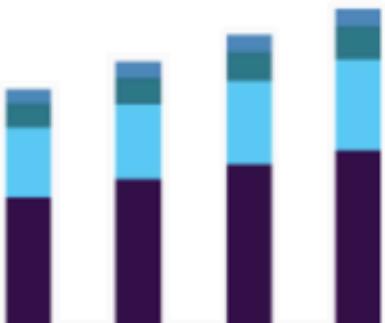
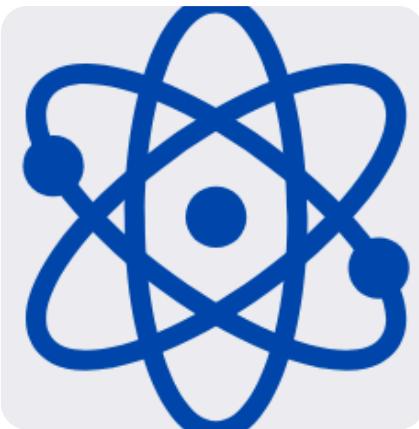


# NATURE RIDE

Are you in a busy city and want to find somewhere peaceful? Then this package is what you are looking for!

Come to Terschelling where you can sightsee the beautiful nature the island has to offer.

The tour will be done with a bicycle or E-chopper where lunch and drinks will be provided.



## CONTEXT

**Location:** Terschelling, one of the Dutch Wadden Islands.

**Timing:** Off-peak season.

**Target Audience:** Both the local community and tourists, including families, nature enthusiasts, and stargazers.

## MECHANISM

The event brings people together in a beautiful natural setting with minimal light pollution, allowing them to experience the beauty of the night sky. Stargazing and educational components increase visitors' understanding of the impact of light pollution and encourage action to reduce it. The culinary and cultural aspects of the festival create an inviting and community-oriented atmosphere, fostering a sense of connection to Terschelling and local culture. Family activities and awareness campaigns aim to

## INTERVENTION

A unique event celebrating Terschelling's night sky and promoting awareness about the importance of preserving nighttime darkness. It includes:

Stargazing with telescopes and culinary experience featuring local dishes and delicacies.

Music, art, and entertainment on the beach.

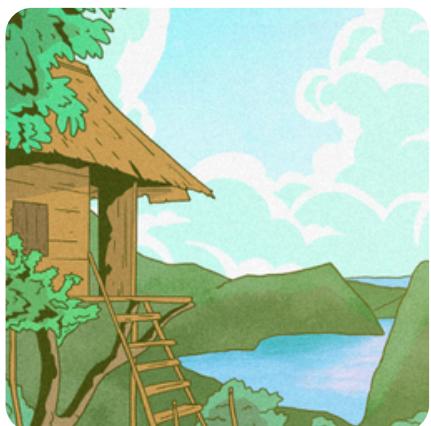
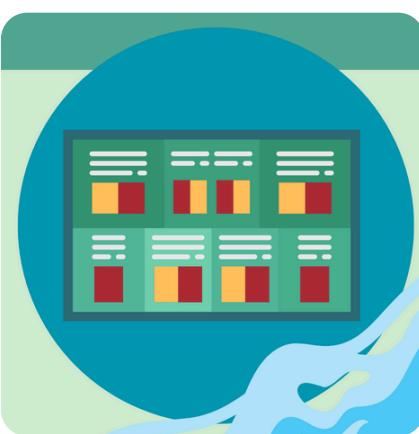
Educational lectures and workshops on light pollution and astronomy.

Nighttime walks and family-friendly activities.

Environmental awareness and community engagement.

**OUTCOME**

Increased awareness of the importance of preserving the night sky and the consequences of light pollution. Increased off-peak season tourism, providing economic benefits to Terschelling and local businesses.



# a summary

# THE FUTURE OF SUSTAINABLE TOURISM ON TERSCHELLING

131 students. 26 project groups. 3 days. 4 minors. 1 challenge.

The Terschelling entrepreneurs association TOV asked our students to design a solution for what is needed to establish future proof tourism? Which innovative proposals are directly or indirectly beneficial to campsites and holiday parks?

Within Community BLØKHAUS of NHL Stenden, the students designed their solutions in international and multidisciplinary teams with a background in Sustainable Society, Neuropsychology@Work, Future Ready Business, Neuro Marketing and Future Design Playground mixed together. A unique opportunity for the students to grow in problem solving skills and communication skills. Two full days of Design Thinking and intrinsic motivation led to testing the prototypes at the island of Terschelling on day three and the pitches of 26 solutions to the client. Relevant stakeholders Han Brouwers, Jort Haan, Melis de Vries and Michel Aaldering judged and gave feedback to the pitches. Thank you for that!

The booklet before you is a short but proud presentation of the end-result of the work, and the imagination and expertise of the participating students. It is to be shared with anyone interested, but specifically for the entrepreneurs of the beautiful island of Terschelling. Thank you Frank Gort and #campusvictoria for the matchmaking!

Our biggest wins are the interdisciplinary experiences, the inspiration for the clients, the process of Design Based Education and building a community together. We wish you happy reading.

Happy reading on behalf of Community BLØKHAUS,  
Amarins Schuilenburg

# "ESCAPE THE ISLAND" OF TERSCHELLING



Stap aan boord voor een onvergetelijk avontuur op Terschelling! Ons 'Escape the Island' spel is de ultieme test van jouw vaardigheden, vol raadsels, actie en adrenaline. Ontdek de mysteries van dit prachtige eiland terwijl je een spannende race tegen de klok onderneemt. Kun jij alle puzzels oplossen, uitdagende activiteiten overwinnen en het ultieme doel bereiken: ontsnappen van Terschelling? Bereid je voor op een onvergetelijk avontuur dat je niet mag missen!"

## DAG 1

Op de boot naar het eiland begint het avontuur meteen...

START  
HARLINGER  
HAVER



Je missie start meteen met een raadsel dat je naar je overnachtingslocatie leidt. In je accommodatie volgen nog meer raadsels je naar een smakelijke eetgelegenheid. Hier ontcijfer je het eerste onderdeel van de code die je gaat helpen om te ontsnappen!

## DAG 2

### Vandaag gaat de reis in een stroomversnelling...

Ontbijt met raadsels en vind de ontraadsel de hints naar de volgende geheime locatie. Ontdek het klimavontuur van Terschelling en geniet van een lekkere lunch in het klimpark. Verken het eiland op een fatbike, ontdek aanwijzingen en dineer bij de laatste geheime locatie. Een dag vol avontuur en mysterie...



## DAG 3

### EROP OF ERONDER

Op de laatste dag ontdek je de laatste cijfers van de code en de locatie van de kluis. Heb je de code gekraakt? Dan kun je Terschelling ontsnappen en krijg je de boottickets terug naar huis. Kraak je de code niet? Dan blijf je voor ALTIJD vast zitten op eiland Terschelling!



Krijg hints als je er niet uit komt

& krijg berichten met volgende opdrachten

Kraak stap voor stap de code



Krijg de route en zie waar je bent

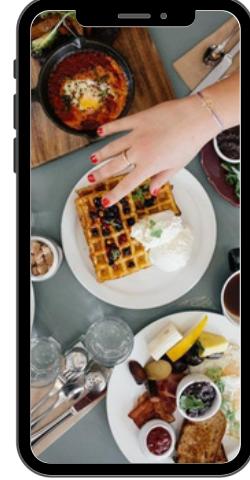
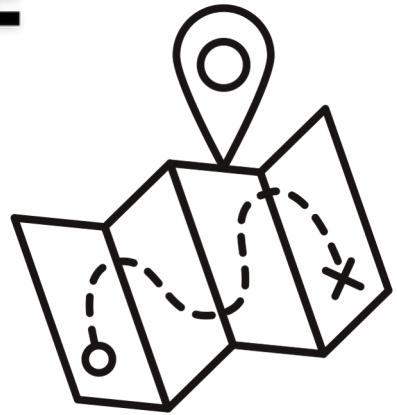
# TERSCHELLING EXPERIENCE

Experiencer

Enthusiastic and looking for an adventure

Solo traveller

Weekend full of activities







Terschelling de plek die bekend staat om zijn donkere nachten, één van de plekken op de wereld waar geen tot zeer weinig lichtvervuiling is. Deze zeldzame plek creëert hierdoor een diepe duisternis, waardoor bij heldere nacht de sterrenhemel heel goed te zien is, met het blote oog of met een gewone verrekijker. Op een heldere avond twinkelen de sterren aan de hemel en onthullen ze duidelijk herkenbare sterrenbeelden. Hier willen we op inspelen door een Bio-Dome park te creëren op Terschelling.

Het Bio-Dome park is bedoeld voor Experiencers, die opzoek zijn naar het ervaren van rust en natuur. Door het verblijf op het park kunnen mensen weer dichterbij zichzelf komen. Experiencers delen graag hun ervaringen met de buitenwereld en zijn echte trendsetters. Naast het willen vinden van rust, zijn ze vooral ook opzoek naar vernieuwende en avontuurlijke ervaringen.

Een Bio-Dome is een ronde glazen doorzichtige koepel. Wanneer je overnacht in een Bio-Dome kan je genieten van de nacht en de prachtige sterrenhemel. Het park zal gevestigd worden op een rustige plek aan de rand van het bos en duin.

Het Bio-Dome park is bedacht om het toerisme op Terschelling uit te breiden en het type publiek te vergroten. Het park zal ander en meer publiek naar Terschelling trekken, ook in de seizoenen waarin het toerisme op Terschelling laag is. Zo wordt Terschelling nog interessanter voor natuurliefhebbers, liefhebbers van rust, gezinnen en koppels, in plaats van jongeren en feestgangers.

Het park is memorable omdat het een bijzondere ervaring is die je thuis niet snel zal krijgen. Daarnaast kan het overnachten in de Bio-Dome en het zien van de sterren bepaalde emoties oproepen zoals bijvoorbeeld rust. Dit is een overnachting die niet op veel plekken op de wereld te vinden is en die alleen al vanwege de "insta-worthy" looks erg aansprekend zal zijn voor Experiencers. Met hun liefde voor visueel aantrekkelijke dingen zal dit emoties voor hun losmaken en memorable zijn.

Een overnachting in een Bio-Dome in de natuur kan ook als meaningfull ervaren worden omdat er in de Bio-Dome onder andere kaarten aanwezig zullen zijn over het sterrenstelsel en de natuur om de Bio-Dome heen. Hierdoor kunnen de mensen meer leren over het sterrenstelsel, wat ze 's nachts zien en de natuur om de Bio-Dome heen. Daarnaast kunnen we een app ontwikkelen met een VR-bril om de educatieve waarde nog sterker te maken.

Een overnachting in het park heeft de potentie tot transformeren, omdat gasten de rust en het langzamere leef tempo zo kunnen gaan waarderen, dat ze dit meenemen naar huis en in hun eigen levensstijl kunnen opnemen.

People: De Bio-Domes hebben een educatieve functie voor toeristen. Mensen leren over het eco-systeem, belang van biodiversiteit en de natuur om hun heen. Ook biedt het werkgelegenheid voor de lokale bevolking.

Planet: Het park biedt de mogelijkheid om inheemse planten en dieren, ruimte te bieden. Bio-Domes zijn een voorbeeld van duurzame vakantieverblijven, buiten dat de Bio-Dome duurzaam gebouwd kan worden, zal ook het interieur duurzaam zijn. De producten die worden aangeboden op het park zullen zoveel mogelijk lokaal zijn.

Profit: Bio-Domes trekken een nieuwe groep toeristen aan, wat een bron van inkomsten zal vormen voor het eiland. Het park zal een investering zijn in de toekomst, omdat dit voorloopt en meegaat in de huidige trends, en op de lange termijn zal zorgen voor meer werkgelegenheid.

TER LAND, TER ZEE,  
**TERSCHELLING**

Dé triathlon van het jaar op het mooiste eiland!



DURF JIJ  
HET  
AAN?

GE-WEL-  
DIGE  
PRIJZEN!

**12-14 APRIL 2024**

Ben jij sportief, ambitieus en hou je van een uitdaging? Win jij straks de grote triathlon van Terschelling? Dit kan tijdens hét Triathlon-weekend van Terschelling. Een weekend waar sport, plezier en ontspanning centraal staat.  
See you on the finishline!



MEER INFORMATIE:

[WWW.TRIATHLONWEEKEND.COM](http://WWW.TRIATHLONWEEKEND.COM) | @TERLANDTERZEETERSCHELLING

# TER LAND, TER ZEE, **TERSCHELLING**



Ellen Plaizier, Serena Shahbazi, Jarno Ankum, Wesley Reid en Wouter Houben

Terschelling haar hoofdinkomen is gefocust op toerisme. Terschelling wil haar toerisme ook in de toekomst graag behouden en heeft daarvoor ons gevraagd om mee te denken. Wat kan Terschelling doen om in de toekomst huidige en/of nieuwe vormen van toerisme aan te trekken, een future-proof Terschelling. Bij het bedenken en uitwerken van ons idee was het belangrijk om rekening te houden met Terschelling en haar inwoners. Zo is een aandachtspunt dat Terschelling voor zo'n 80% uit beschermd natuur bestaat. Zo waren er een aantal uitdagingen waar ons idee tussendoor moest bewegen.

Op Terschelling zijn een aantal sporthallen groepen te vinden, die speciaal voor bijvoorbeeld de watersporten naar het eiland trekken. Bij deze doelgroep is nog een goede inhaalslag te slaan. Sporthallen vallen onder de groep genaamd achievers: personen die graag iets willen bereiken. Deze persoon gaat voor de eerste prijs en gaat dus altijd voor winst, in welke vorm dan ook. Terschelling heeft al een evenement gefocust op sportiviteit. Een voorbeeld hiervan is de berenloop. Terschelling heeft echter een prachtige en unieke omgeving welke nog veel meer benut kan worden doormiddel van een sportevenement. Hierdoor is het idee ontstaan om een groot sportweekend te organiseren op Terschelling, met in de hoofdrol een triathlon. Het evenement zal bestaan uit een driedaagse waarin er verschillende activiteiten georganiseerd zullen worden. Er zullen activiteiten zijn voor jong en oud en voor amateurs tot professionals. Naast het sportieve aspect van het evenement zal er ook ruimte zijn voor ontspanning en wellness.

Voor het organiseren van het evenement zal er veel gebruik gemaakt kunnen worden van bestaande faciliteiten op het eiland. Hierbij kan gedacht worden aan het gebruik maken van het bestaande klimpark wat op het eiland gelegen is. Verder zijn alle paden welke over het eiland gelegen zijn perfect voor bijvoorbeeld de fiets- en hardlooponderdelen van het evenement. De bewoners van het eiland zullen zelf mee kunnen werken aan het organiseren van het evenement en de ondernemers kunnen ook hun focus gaan leggen op hoe zij mogelijk kunnen meewerken aan het evenement.

Een evenement als deze zal doormiddel van het gebruik van sociale media deze dagen snel naamsbekendheid krijgen en interessant zijn voor mensen over de hele wereld. Een bijkomend voordeel is dat het buiten de drukste perioden van het jaar gehouden zal worden, waardoor het toerisme meer verspreid kan worden en dus niet de maximale capaciteiten van het eiland overschreden kan worden. De natuur zal minimaal last van de drukte hebben en juist alleen maar meer toevoegen aan de ervaring. Het idee concreet is dat het evenement jaarlijks terug zal komen en dus zal aansluiten bij het rijtje van andere bekende sportevenementen in Nederland. Ter land, Ter zee, Terschelling!

# Winterschelling



Op de boot naar Terschelling



Terschelling in wintersfeer



Schaatsbaan op het strand



Kerstmarkt in de dorpen



Live muziek om van te genieten



Genieten van warme choco

VANAF  
6 DECEMBER

## WINTER SCHELLING

SLEEEN OP HET STRAND | WINTERWANDELING | KERSTMARKT  
FAMILY TIME | SCHAATSBAAN | LIVE MUZIEK

UNIEKE ERVARING      GRATIS ENTRÉE

# Winterschelling

## Voor wie er iets is ontwikkeld?

Het idee is ontwikkeld voor jonge gezinnen met kinderen die graag nieuwe ervaringen opdoen tijdens de winter. Deze gezinnen behoren tot de experiencers en doen graag nieuwe ervaringen op, zijn avontuurlijk en genieten van het ontdekken van nieuwe dingen en plekken.

## Wat er is ontwikkeld?

Er is een idee ontwikkeld om een evenement in de winter op Terschelling te organiseren. Dit evenement zal tijdens de kerstvakantie (3 weken) worden gehouden. Het omvat veel verschillende leuke winterse activiteiten, zoals verlichte avondwandelingen, kerstmarkten, schaatsen op de schaatsbaan, vreugde vuren en nog veel meer!

## Welk probleem dit oplost?

Het idee zorgt ervoor dat er ook in de winter toeristen naar Terschelling zullen trekken om het echte kerst gevoel te krijgen door alle gezelligheid, lichtjes en warmte. Het idee zorgt ervoor dat ook buiten de drukke zomer periode er toeristen naar Terschelling zullen komen.

## Waarom het memorable, meaningfull en transformative is?

Het idee is memorable, meaningfull en transformative omdat de gezinnen samen in de gezellige winterse tijd op Terschelling zullen zijn en genieten van de winterse activiteiten op het eiland. De ouders zullen genieten van de blijdschap van hun kinderen, die heel gelukkig mee doen aan alle winterse activiteiten.

## Wat aan het idee is sustainable/duurzaam?

Het idee is duurzaam omdat er gebruik gemaakt zal worden van sustainable bekertjes waar al het drinken in geschenken zal worden. Ook zullen er veel lokaal geproduceerde producten aanwezig zijn op het evenement en op de kerstmarkten.

# TRESH Chilling



It is a 3-day program, which is created to extend the tourist season as well as to clean up beach pollution on Terschelling island. Thus, it saves the nature and helps entrepreneurs to gain more money from the tourists.

Collect the garbage  
on the island's  
beach and  
get a discount



Enjoy free mussels  
on the last day  
for dinner

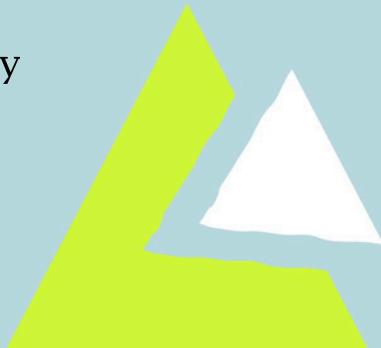


Take the garbage  
and use it to  
create  
an artwork



## WHY OUR PROGRAM?

In this event, people could find another way to deal with waste creatively and enjoy their stay on Terschelling. In the interviews and survey, more than half of people would be interested in the event and would love to participate in all 3 days (55.5%). Also, 55/.6% of people would not mind paying for the event.



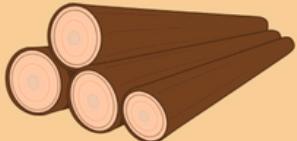


# MAKE TERSCHELLING FUTURE READY!



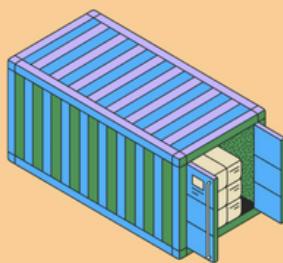
## CONTEXT

Holiday Parks have little to no space left to accommodate more tourists. There is also no possibility to make the parks bigger, so there must be found other ways to accommodate more tourists. This all has to be sustainable.



## ENOUGH WOOD

Terschelling wants to use the wood they produce only for their own purpose, combined with the amount of wood they have.



## DUMPED CONTAINERS

There are containers being dumped because they can't fulfill their proper function. The containers can be used for another project.

## INTERVENTION



Other ways of accommodating the new streams of tourists must be found. That is why optimizing the space of the holiday parks is crucial. Ways of doing this are building treehouses and container homes.

## MECHANISM

Treehouses mean going up instead of using more space on the ground. Container homes can be stacked up on each other, which optimizes space. This in combination with the amount of wood Terschelling has makes it the perfect sustainable opportunity. This is the same with the container homes build of dumped containers.

## OUTCOMES

The outcome of optimizing the space of the holiday parks in these ways is that there are more accommodations to accommodate the new streams of tourists, without having to make the holiday parks bigger or having an impact on the environment of Terschelling.





# SUSTAINABLE GLAMPING ON TERSCHELLING !

## WHAT IS TERSCHELLING ?

Terschelling is an island in the municipality of Friesland with just under 5000 inhabitants. Terschelling is the third inhabited Wadden island in the Netherlands.



## HOW ARE WE GOING TO SOLVE THE PROBLEM?

We would like to create a glamping on terschelling. The tents will be built from recycled waterproof fabric and the poles of the tents are made from plastic that washes up on the beach of terschelling. The plastic will be collected by tourists from the glamping with a local from the island. The tourists are offered a tour on the beach with a local in exchange for a discount on the glamping. Furniture will also be made from the washed-up plastic. An ideas box will be placed so that tourists can also think about what to do with the washed up plastic. There will also be a children's farm and a restaurant with regional products from Terschelling. During the holidays the target group for glamping is young families with children and outside the holidays the target group is young couples.

## WHAT IS THE DISIRED OUTCOME?



Ultimately, everyone on Terschelling wants to retain the island feeling and preserve the culture. They want to do this in a sustainable way so that the island can be enjoyed for a long time to come.

## WHAT IS THE PROBLEM ON TERSCHELLING ?

There are a lot of tourists going to terschelling on a yearly basis. The tourists often come in peaks and create waste. There are so many tourists that the culture of terschelling is deteriorating.

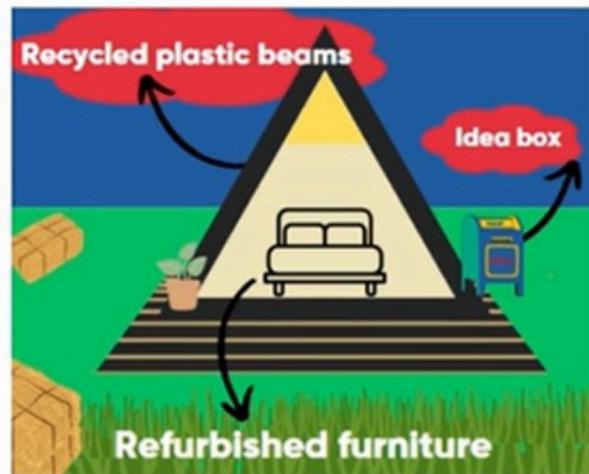
There is also a need to convert the quantity of tourism into quality and to offer more facilities to tourists.



They also want to switch to a more luxurious but affordable accomodations but above all this must be sustainable and circular.



## THE TENT



## WHY IS THIS GOING TO SOLVE THE PROBLEM?

By cleaning up the plastic on the beaches, tourists and locals can live sustainably together. By adjusting the target group during the holiday period, there will be fewer peaks during the holidays. With the more luxurious accommodations and the children's farm, quantity is converted into quality tourism. Also by offering regional products and a tour from a local, the culture of Terschelling will not be forgotten.

# The Hobbiton

Discover Hobbiton: Where Adventure Meets Tranquility

by  
Ngo H  
Mulder I.R  
Jong R.de  
Rabby F

## The challenge

On Terschelling, there is a need amongst camping/vacation park owners for more experience-enriched accommodations that are resilient to climate change, energy-sufficient, and at the same time reflect the tranquility of the island.

Team Hobbits has come up with the idea of Hobbit-style housing which could become the icon of circular camping of Terschelling in 2026.



## The Hobbiton's charms

- Experience-enriched
- Circular design
- Energy efficient
- Submerged in island landscape
- Attract higher paying guests even in low seasons

## Homes of the Hobbits - The Hobbiton



## The idea

As the current camping houses are not suitable for cold weather in spring and autumn, The Hobbiton is designed to keep the guests warm during cool months in an energy-efficient way – the isolation of sand. With its infamous design and visualization, the Hobbiton promises to bring one of the most exciting experiences to guests while preserving the authentic and much-appreciated landscape of the Wadden sand dunes.



## How it works?

Our target group is young professionals who travel with friends or couples as this group enjoys the nature the most and is certainly most familiar with the concept of The Hobbiton. The Hobbiton gives them a vibe closure to nature while emerging in probably two of the most beloved series worldwide – The Lord of The Rings and The Hobbit.

To make The Hobbiton circular or future ready, we use only reused materials for both indoor and outdoor. Sand would come from the North Sea, while wood would be locally sourced from old constructions, logged on the island or together with plastic collected by MilieuJutter and made into furnitures by local businesses like De Jutfabriek. Sand on the roof plays as the ultimate isolation layer while the heating would come from the sea water project in West Terschelling.

## The result?

By using AI picture generator and Google Search Engine, we made multiple prototypes of The Hobbiton as can be seen above. The Hobbiton will replace the current camping accommodations, so it will be on the ground of the campsite/vacation park, not between the protected dunes. Between the Hobbit houses there will be walking paths, sand dunes with local flora like grass, roses and bushes.

## In collaboration with



A creative approach to  
make Terschelling future  
proof

# CIMO-POSTER

## Context



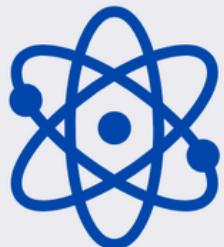
## Intervention



## Mechanism

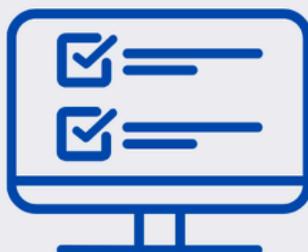
What theories say about the pro's of beachcombing:

- 1. protect marine animals
- 2. Preserve our national environment
- 3. Removes toxic chemicals from the water
- 4. Benefits the local community
- 5. Creates a safer environment
- 6. Able to dispose of trash properly
- 7. Makes seafood safer
- 8. Gets you outside
- 9. Provides important data
- 10. Connects you with new people



User. (2023, 13 februari). 10 Benefits of cleaning up your local Beach - THE ENVIRONMENTATOR. THE ENVIRONMENTATOR. <https://blog.tentree.com/10-benefits-of-cleaning-up-your-local-beach/>

## Outcomes



# TERSCHELLINGS EIGEN



“Terschellings Eigen” gives entrepreneurs an opportunity to stand out and make sure that the quality is upheld. The quality mark can be given to a lot of places, like restaurants, vacationparks, points of interests etc.

# Terschelling Trip Bundles

## 'VIS EN KOOK' (FISH AND COOK)

Do you enjoy fishing? Love to cook or want to learn how to? Then this is the perfect combination for you!



Our 'Vis en Koek' bundle includes a day trip to Terschelling where you will get the opportunity to go on a fishing boat, catch some fish and come back to land where you will learn how to correctly prepare and cook your catch!

In addition you will also get to use fresh and sustainable saline vegetables local to the island



## NATURE RIDE

Live in a busy city and want to find somewhere peaceful? Then this package is what you are looking for!

Come to Terschelling where you can sightsee the beautiful nature the island has to offer.

The tour will be done with a bicycle or E-chopper where lunch and drinks will be provided.

You deserve peace and Terschelling is here to provide it!



## ACTION TIME

Do you love adventure? Searching for adrenaline? Then this bundle was made for you!

Come enjoy an action packed day that will only leave you wanting more! With a combination of blow-karting, camping, surfing, and paintball you are certain to have an amusing experience!



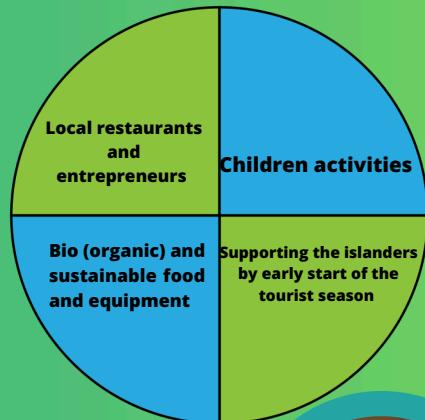
# Foodtruck festival GroenFest



## Context



## Intervention



## Mechanism

spring is a great time to start the events for the island



## Outcome

growth of income in low season

higher influx of people coming to the island

locals will enjoy the amount of touristst that are visiting the island

adding the name therschelling would renown more tourists, in advertisement

See all events taking place on Terschelling today, tomorrow, this weekend or later. All events, activities and outings on Terschelling can be found on this page. See what's on!



## Kite surf competition

- 1 day event
- Express boat, transfer and participation ticket included

**€80-90**



## OFF Shore festival

- 1 day event
- Express boat, transfer and ticket included (overnight stay possible)

**€85**



## Surf camp

- 3-5 days event
- Express boat, transfer , participation ticket and stay included.

**€300-500**



## Photography workshop

- 1-3 day event
- Express boat, transfer and participation ticket included (overnight stay possible)

**€175-350**



## Wellness retreat

- 3 days event
- (Express) boat, transfer, wellness retreat and stay included

**€400-450**



## Culinary/cooking tours

- 1 day event
- Express boat, transfer and tour included

**€125**



## Sail camp to Terschelling

- 5-7 days event
- Transfer, stay and participation ticket included

**€500-600**



## Triathlon

- 1 day event
- Express boat, transfer and participation ticket included

**€100**



## Golf competition

- 2 days event
- Express boat, transfer, stay and participation ticket included

**€200**



# 3 days photography workshop



## Availability

Number of people

2 persons



SEPTEMBER 2023

MO	DI	MI	DO	FR	SA	SO
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## Programme

28-09

27-09  
08:00-08:50 Express boat  
09:00-09:30 Transfer to workshop  
10:30 Start workshop outside  
12:30 Lunch  
15:00 Start workshop inside

13:00 Start workshop about camera functions  
14:00 Start workshop outside  
16:00 Go to gallery of photos taken on Terschelling

29-09

06:00 Sunrise photography workshop  
09:00 Breakfast  
10:00 End workshop

27-09

08:00-08:50 Express boat  
09:00-09:30 Transfer to workshop  
10:30 Start workshop outside  
12:30 Lunch  
15:00 Start workshop inside



BUY NOW

# OFF Shore events

## Context



## Invention



TOU  
RISM



## Mechanism

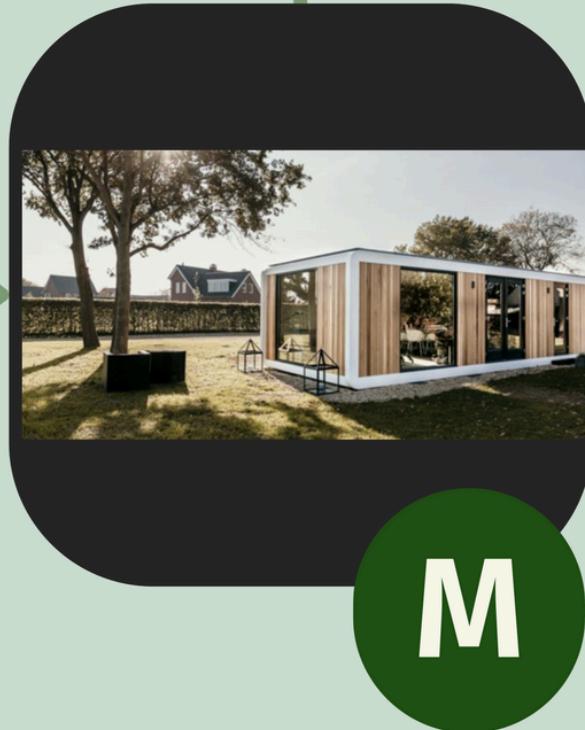
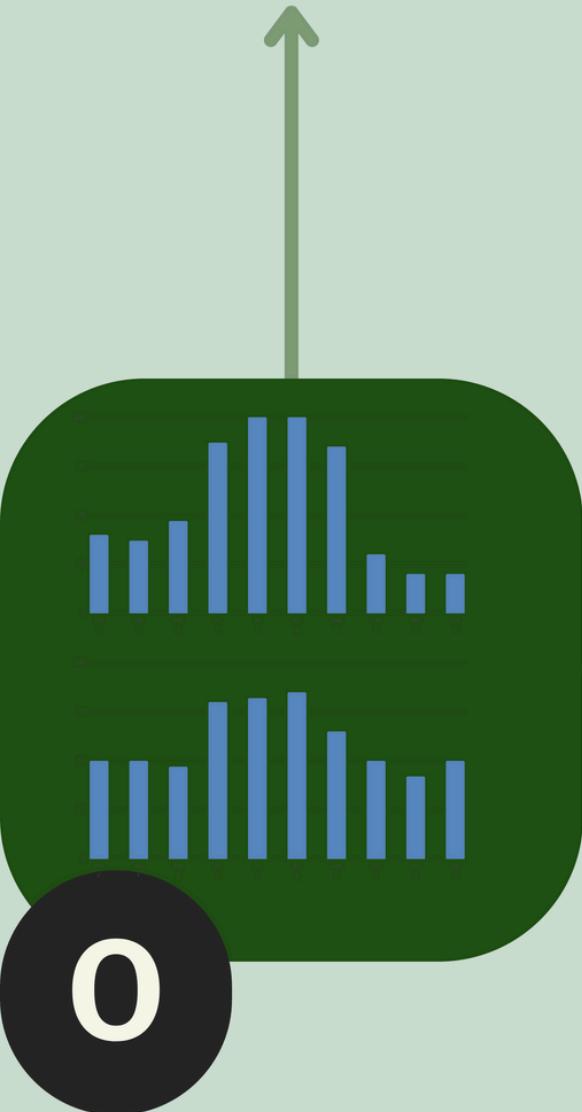
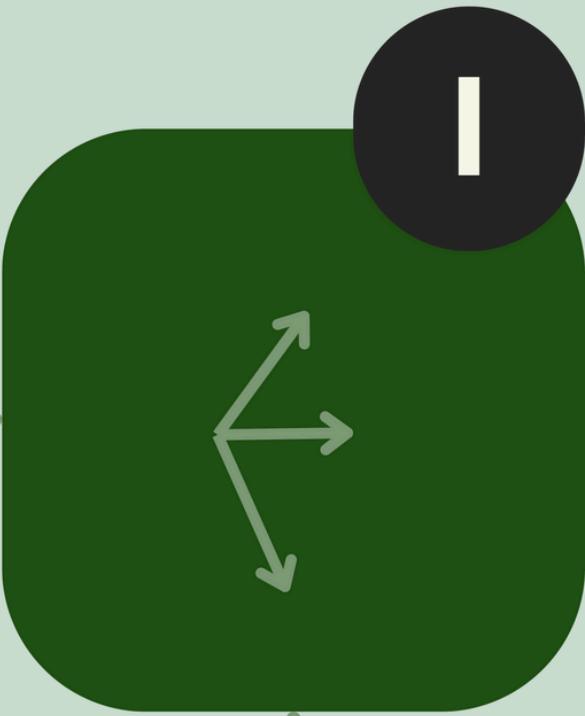


## Outcomes



2023  
2024  
2025







# TERSCHELLING

X

# DARK SKY PARK

RUBEN • NICK • FAYAZ • DERK

## CONTEXT



## INTERVENTION

A unique event celebrating Terschelling's night sky and promoting awareness about the importance of preserving nighttime darkness. It includes:

**Stargazing** with telescopes and expert guidance.

**Culinary experience** featuring local dishes and delicacies.

**Music**, art, and entertainment on the beach.

**Educational** lectures and workshops on light pollution and astronomy.

**Nighttime walks** and family-friendly activities.

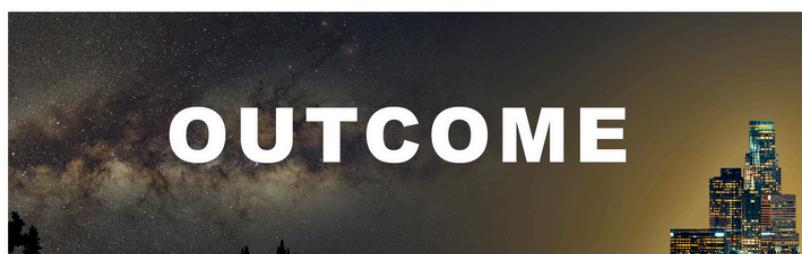
**Environmental** awareness and community engagement.

## MECHANISM



The event brings people together in a beautiful natural setting with minimal light pollution, allowing them to experience the beauty of the night sky. **Stargazing** and educational components increase visitors' understanding of the impact of light pollution and encourage action to reduce it. The **culinary** and cultural aspects of the festival create an inviting and community-oriented atmosphere, fostering a sense of connection to Terschelling and local culture. **Family activities** and awareness campaigns engage younger generations in preserving the night sky.

## OUTCOME



Increased awareness of the importance of preserving the night sky and the consequences of light pollution. Increased off-peak season tourism, providing economic benefits to Terschelling and local businesses. Enhanced local community involvement and pride in the Dark Sky initiative. Educational and cultural enrichment for visitors and residents. Positive ecological effects through reduced light pollution and engagement with environmental issues.



## ★ STERRENKIJKEN

Laat je verbazen door de schitterende sterrenhemel van Terschelling. Kijk door telescopen, leer over sterrenbeelden en planeten, en raak betoverd door het universum.

## || LOKALE SMAAKERVARING

Proef de heerlijke smaken van Terschelling met lokale gerechten en lekkernijen bereid door gepassioneerde ambachtslieden. Een culinair avontuur onder de sterren!

## STRANDVERMAAK

Geniet van de idyllische strandomgeving terwijl je ontspant bij kampvuuren, luistert naar live muziek en deelt in de warmte van deze gemeenschapservaring.

## LICHTVERVUILING BEWUSTWORDING

Ontdek waarom het behoud van onze nachtelijke duisternis zo cruciaal is voor de natuur en ons welzijn. Leer hoe we samen kunnen strijden tegen lichtvervuiling.

## DARK SKY EVENEMENT

7 September 2024 - Dark Sky Park, Terschelling.

Ontdek de betovering van een ongerepte nachtelijke hemel tijdens ons Dark Sky Evenement op het prachtige Terschelling. Laat je zintuigen ontwaken terwijl de sterren boven je fonkelen, en geniet van een avond vol muziek, lokale gastronomie en natuurlijke wonderen.

Ontdek, geniet en verlicht de nacht met ons op Terschelling's Dark Sky Evenement!

Kom naar Terschelling en laat je verrassen door de pracht van de natuurlijke wereld boven en om je heen. Samen creëren we herinneringen onder de sterren die een leven lang meegaan.

Ontdek, geniet en verlicht de nacht met ons op Terschelling's Dark Sky Evenement!



# Visit Terschelling App

## Context

Terschelling's economic vitality hinges largely on seasonal tourism, primarily clustered in the summer, prompting the pursuit of innovation to diversify and sustain the sector.

## Input

Rich data on visitor behavior, preferences, and media consumption serve as a foundation for strategies targeting specific demographics and extending the tourism season, supported by efforts to enhance economic diversity and introduce innovative concepts. Additionally, data-driven strategies will be employed to personalize offers and experiences, ensuring that visitors are enticed to return during the quieter months.

## Mechanism

The strategy includes implementing a comprehensive app with a loyalty-focused point system. This system aims to engage visitors, encourage repeat visits, and trigger off-season travel through personalized offers, thus fostering a strong sense of loyalty to Terschelling. Additionally, the app will provide a platform for tailored recommendations and experiences, further enhancing visitor engagement and loyalty.

## Output

The app is poised to revolutionize Terschelling's tourism, engaging and rewarding returning visitors, particularly in the off-season. Tailored offers and spontaneous trip promotions aim to foster loyalty, enticing year-round exploration. This approach ensures economic stability while preserving the island's unique identity. The app will also provide a wealth of engaging information, including an interactive event calendar and immersive experiences, deepening visitor connections with the island.

## Context

*Low offseason tourism  
Short stays for elderly people*



*Quality vacation  
intertwined with  
cultural advancement  
and community*



## Intervention

*Activities that fit interests*

*Group activities*

*Community*



# SEN.TER

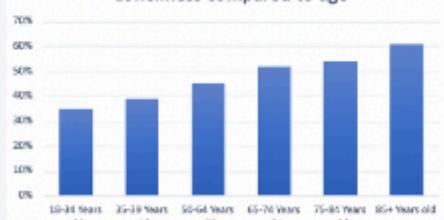
*An app for seniors to explore  
Terschelling*

## Outcomes

- Interesting idea
  - Needs more clarity
  - Great chat option
- 90% had a smart phone

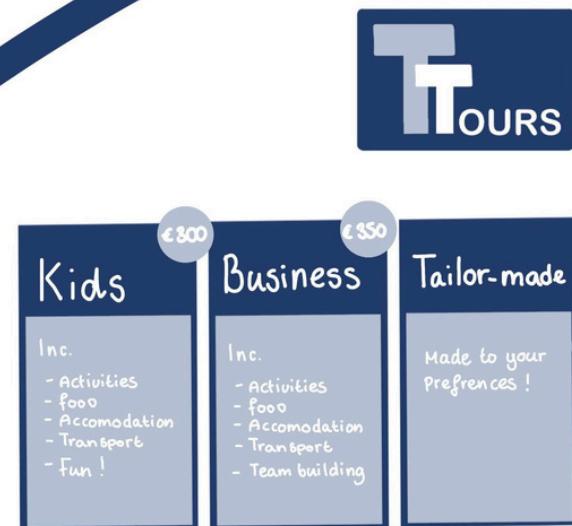
## Mechanism

*Loneliness compared to age*



*-95% are capable of using internet*





To present our services to the public, we have created a website where all the activities and complete trips can be booked.

We expect that our organization will attract more tourists in the off season, as we focus on groups that are more likely to visit outside of the summer. This will ensure a more stable revenue stream for the local entrepreneurs and they can use this extra income to renovate or innovate in either their properties or the maintaining of the island's nature and wildlife.

The island of Terschelling is dependent on the tourism streams that come to the island. Currently, the majority of the tourists visit Terschelling in the summer season, which makes the revenue stream unstable throughout the year. Terschelling wishes to overcome this issue by extending the summer season to the spring and autumn months.

In order to ensure that the season can be extended, Terschelling Tours offers three day group trips that include activities that can be done throughout the year. Terschelling Tours offers completely arranged trips, so your group does not have to worry about booking or reservations. Terschelling Tours works with local entrepreneurs to ensure the guests receive an amazing active, culinary and relaxing experience. Terschelling Tours focuses on schools, businesses and large groups in general.



# THIS SPRING ON TERSCHELLING



EVERY SPRING AND AUTUMN A NEW  
COLLECTION OF ART EXHIBITIONS SPREAD OUT  
ACROSS TERSCHELLING, ALL IN REACH WITH  
THREE SPECIAL BIKE ROUTES.

EVERY ROTATION ARTIST FROM NEW PROVINCE  
WILL GET THE OPPORTUNITY TO REPRESENT  
THEIR REGION THROUGH ART IN THE BEAUTIFUL  
NATURE OF TERSCHELLING.  
THUS CREATING THE PERFECT COMBINATION



# KUNST ROUTE

TERSCHELLING AWAIT DISCOVERY

# TOURISM ON TERSCHELLING

## General problem

Terschelling is a very "busy" holiday location in summer, not just because it is very crowded but also because there are limited housing opportunities for tourists. Next to that the level of tourism outside of the summer season seems to be very low.



## Our approach

When starting this project, there were a lot of different views on Terschelling from the students in class. Students from Friesland mainly said that Terschelling is a popular holiday island for teenagers that drink a lot of alcohol, leave trash and so on. Furthermore, there was a quote that stated: "Terschelling? is there even something to do there?". So instead of making a housing or other idea we decided to do something with this view that people have of Terschelling.



## Prototype

A prototype was made with two different sides of Terschelling. One side showed a lively, cozy and thriving Terschelling with terraces, shops, a lot of people. The other side showed a "boring" Terschelling with not that much to do and with a lot of teenagers that leave trash.



## Prototype testing

The prototype was tested just on Terschelling. All persons asked on the island chose the side of the lively Terschelling. Some additional questions about if they would like to see anything different or change on Terschelling were asked, but there was no clear line in the answers.



## Outcome

The outcome of this project is that people seem to have different views and ideas of Terschelling. People that already are on Terschelling or went to the island have had good reasons of doing so and all thought it was or is a beautiful island. Further testing in other areas of the Netherlands, especially the more southern part, is necessary to see if people that live further from the Wadden islands have different ideas or reasons for going or not going to Terschelling. With further testing, a plan could be made to make Terschelling a more popular destination for Dutch tourists.

The whole purpose of why we are doing this is because we want to improve the activity on Terschelling during the winter times. We want to help two groups of people, the remote workers and the entrepreneurs. For the remote workers we are creating a different working environment, so they can enjoy some peace and can experience another culture. We are helping the entrepreneurs by providing them with customers for their empty accommodations.

We are in a great position to provide this service, thanks to personal connections we know that remote workers have an interest in working in a different environment. Since the tourism entrepreneurs offer their accommodation at online channels then it will be doable to promote their services to remote workers.

## PURPOSE

## PEOPLE

Tourism entrepreneurs on Terschelling will provide accommodation and activities for remote workers in Randstad area during Winter.

By implementing this project, the number of tourists on Terschelling will increase which will provide steady financial opportunities for entrepreneurs as well as jobs for local habitant of the island in Winter. By providing such island life experience with working environment for remote workers will have positive effect on work-life balance of this target group. Finally, this project will fulfill both parties' needs and expectations.

### FEEDBACK: REMOTE WORKERS

- Secure and fast internet access
- Comfortable and productive working environments
- Provided working chairs, extra screens, keyboards, headsets, good quality computers
- Solo and group working places, work outside
- Social events and activities to interact with locals and other guests
- A silent house to sleep in peace
- Safe and secure neighborhood to walk around after work
- Biking, horse riding, walking in the island and at the coastal area
- Grocery store with a wide range product
- A bakery for good breakfast
- Restaurant with good quality and various food
- Vegan, vegetarian, Halal food options at restaurants
- Calm and cozy places for dinner and calm-live music
- Accessible healthcare services in case of emergency
- Fast travel to mainland in case of emergency
- Playground for children during working hours (for guests with their family)

During summer many tourists are going to Terschelling, there are many sleeping places available. In winter there aren't so many tourists, that's why all these places are empty. Due to this vacancy the owners will miss out on earnings. In order to earn money during this time another target group must be focused on. Our idea is to focus on remote workers. This target group can work from everywhere they want. After corona people do not want to work at fixed places all week long. We would like to offer them the empty places for a cheap price.

Accommodation owners should provide all the facilities the workers need. It isn't a large investment so the return on investment would be nice. The benefit for the owners is that the rooms are not empty anymore. Since the rooms are usually not rented out during winter the remote workers can negotiate a good price.

## PROFIT

## PLANET

Reduced commute: Flex workers don't have to commute daily between their home and the office. This reduces CO2 emissions from cars and the use of public transport, contributing to the reduction of the carbon footprint.

### FEEDBACK: ENTREPRENEURS

# context

- Low off-season tourism
- Limited room for expansion

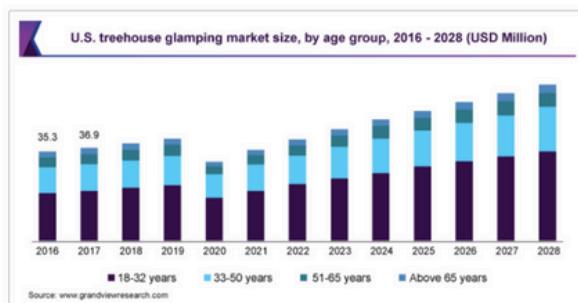


# intervention

- Treehouses with a sauna and Jacuzzi



# mechanism



# outcomes

- couples are definitely interested in the idea.
- sauna and Jacuzzi
- willing to spend between 100 - 170 euro a night



# HerTersch Fest CIMO



## Context:

The Municipality of Terschelling has tasked us with finding sustainable and unique ways to tackle their overflow of tourism during peak seasons while also preserving the island's cultural identity.

## Intervention:

HerTersch Fest is a three day weekend getaway taking place year round, aimed to highlight the cultural heritage of Terschelling. Attendees can expect to experience traditional dances, local delicacies, and beautiful landscapes during their stay. This is meant to offset tourism streams by allowing tourists to visit the island year round, as well as preserving and highlighting the island's cultural heritage.

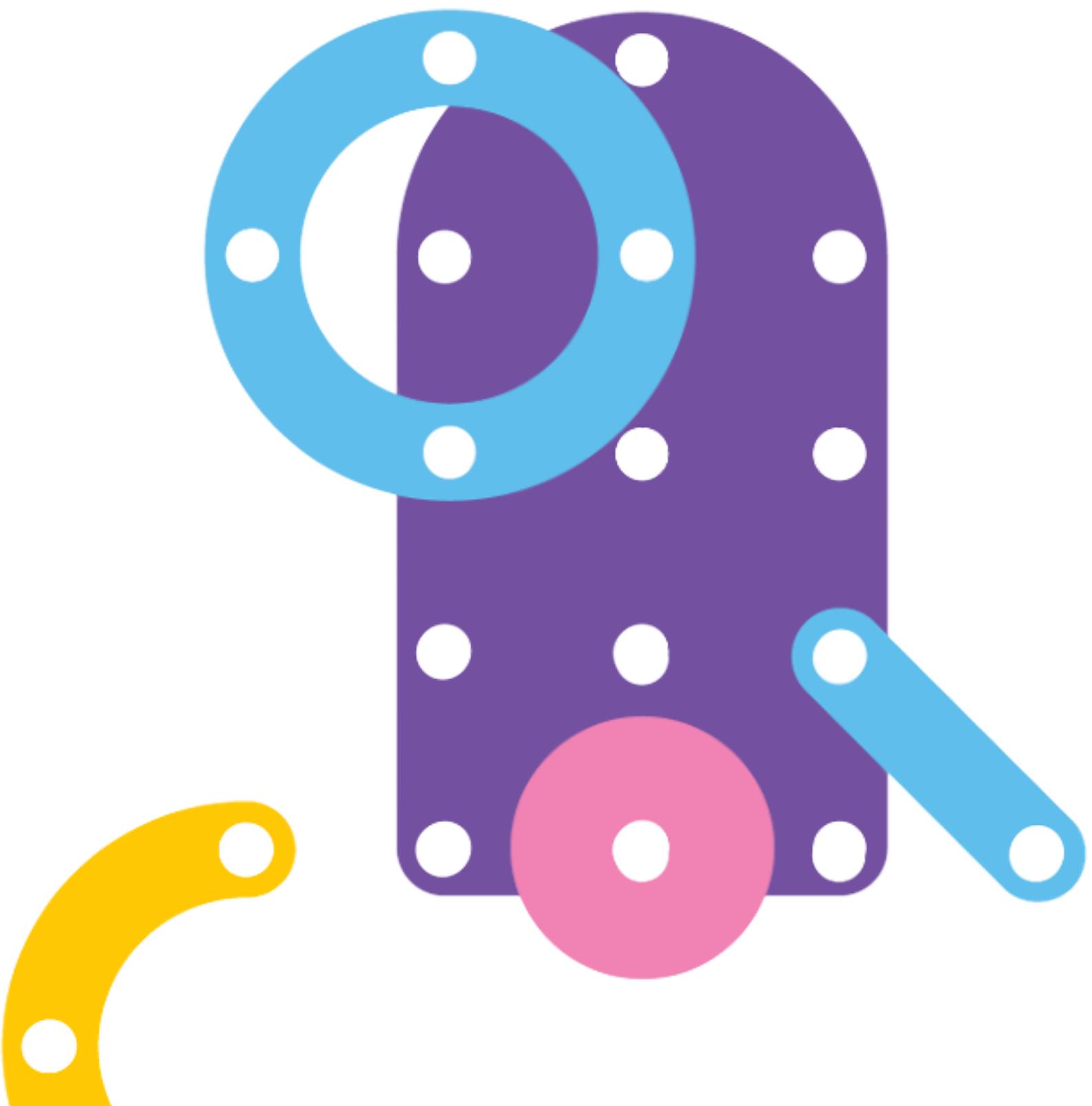
## Mechanism:

As of UNESCO one of the most successful ways to highlight the cultural and historical significance of an area is by providing a spotlight and medium to showcase the history which the HerTersch Fest aims to do.

## Outcomes:

The event is expected to increase appreciation and knowledge of Terschelling history and culture, while also controlling the flow of tourism to increase tourism during the off seasons.

# The participating minors of Community **BLØKHAUS**



Teachers:  
Sake Jan Velthuis  
Michiel Galama  
Diana Solfanelli

# NEUROMARKETING

A long time ago we thought people would make rational decisions. They would weigh costs against benefits and then choose for the most optimal outcome. We now know this is not the case. People don't experience the world as it is and they make decisions based upon intuition more than based upon logic.

We use knowledge from the field of neuroscience, behavioral science and (social) psychology to better measure, predict, understand and influence consumer behavior. We use new ways of measuring behavior using eye tracking technology and facial coding software to better understand consumers desires and why they do what they do.

We teach students the basics, where they acquire a profound understanding of all areas that are common in Neuromarketing today. We then train them to find and understand new knowledge based on scientific papers and other state of the art materials. The largest part of the semester is spent working on an assignment for a client. Here we use the steps of design doing to come to innovative solutions.

"Studying Neuromarketing at NHL Stenden means raising the bar for yourself and becoming an equal to most professionals in the field."

# SUSTAINABLE SOCIETY

In the minor Sustainable society students learn to look at problems in society, the so-called flaws in the fabric.

The minor consists of 4 modules:

- Energy transition: you will examine and describe how to develop a fossil-free based energy system on the level of cities / villages, starting with a small living area.
- Sustainable change: you will learn to transform society to a more sustainable one (in terms of planet, people and prosperity). A dialogue between people, communities and organizations needs to be organized to agree on the kind of changes necessary. Therefore you will learn some theories about change and transformation management and test them in case studies.
- Professional development: in this module we will look at you as a future professional. What do you need to develop and what do you wish to develop to become the professional you want to become. An important aspect are the RESFIA +D competences (Roorda, 2021).
- Project real-life-case: you will work on a real-life case. During the project you will frame it in terms of (one or more of) the SDG's. After analyzing the problem using the DBE phases , you will produce a solution which you will test with stakeholders involved.

An important part of the minor is about how to bring together stakeholders and how to ignite the change required to solve the problem. In the minor this is called sustainable change: durable change where no one is left behind.

Teachers:  
Eelco Schutter  
Rianne Kamerbeek  
Willem Eise Jongsma  
Michiel Galama  
Anne Klaver

# FUTURE READY BUSINESS

The world of today is frequently described as VUCA: volatile, uncertain, complex and ambiguous. The VUCA World will be therefore also the ecosystem where organisations operate in. Continuing trends will be internationalisation, digitalisation, sustainability and changing labour relations. In order to thrive in the VUCA world organisations employ future-ready practices. Future-ready business professionals have the mindset, skills and knowledge to effectively address the consequences of these trends.

The trends of internationalisation and digitalisation are inevitable and ever present. During the last decades the call for sustainable development has become stronger. Organisations are held accountable for CSR issues in their (global) supply chains and therefore they should take transparency, traceability and risk management very serious. The challenges of making the shift from shareholder value to performance in terms of the triple bottom line, circularity and sustainable development goals will be researched in "Value in Transition".

The nature of jobs is also changing in a rapid pace: more flexible job arrangements, the blurring boundaries of the organisations, cross-boundary project teams, the digital office, virtual organisations, employees seeking for fulfilment of needs higher in the Maslow pyramid and more recent the remote and hybrid workforce. The consequences for the management of organisations will be addressed in "Organisations in Transition". Organisational change is a continuous process in organisations in transition and teaming the most important verb. This influences how people coordinate, communicate, exercise control, learn and champion innovation.

Teachers:  
Marleen Zoon  
Mérijn Stam  
S.A. Manon Postma

# FUTURE DESIGN PLAYGROUND

In the minor FDP, teams of international and multidisciplinary students design the future, together with organizations and businesses in the region. They work in and for practice to create a sustainable and inclusive future, with themes such as Broad Prosperity, Future-Friendly Food Production, and Social Justice and Inclusiveness.

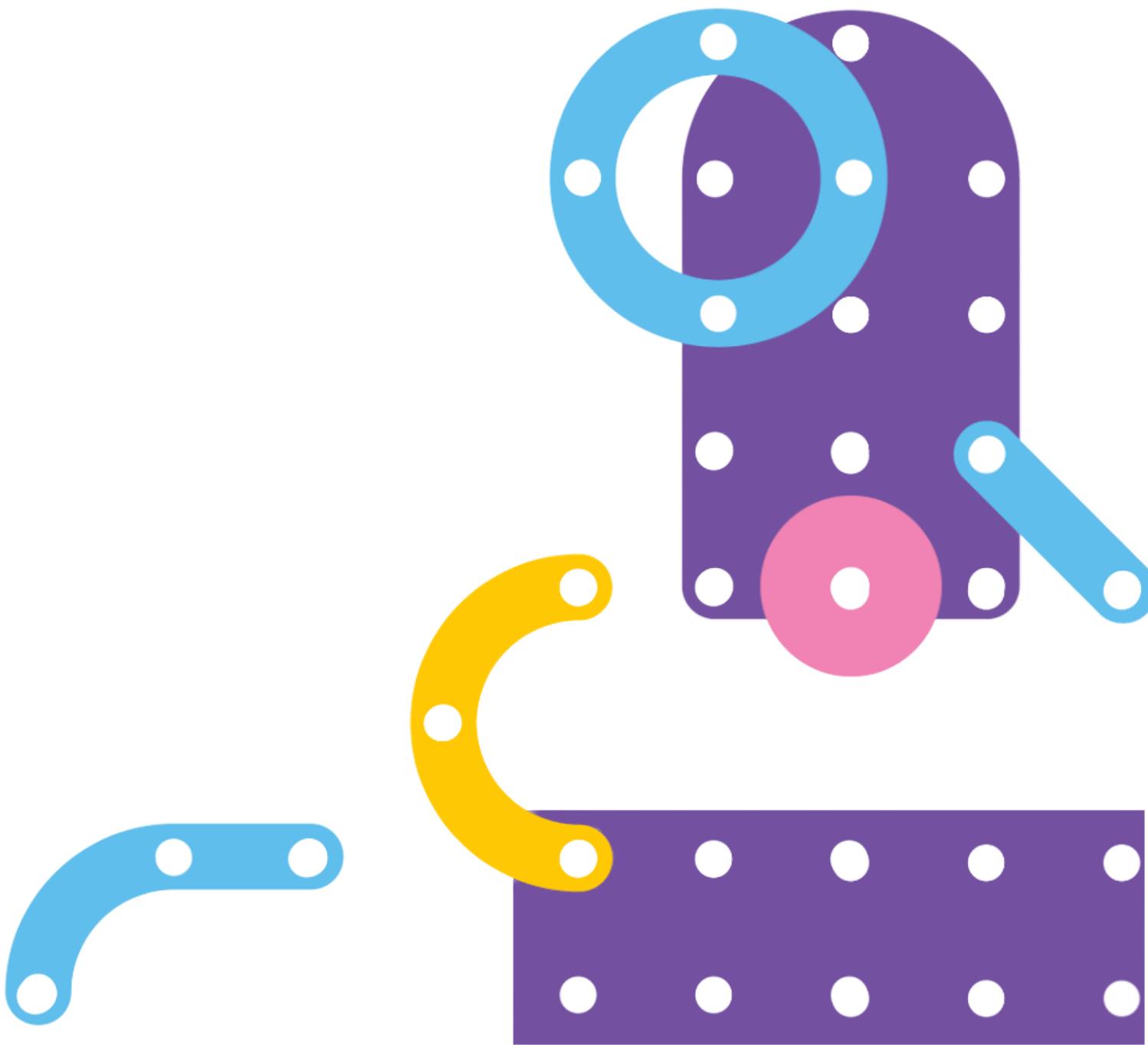
By innovating radically and methodically, students develop the mindset of a future thinker. The students keep that mindset even after the minor; they become future thinkers "for life."

Together with our involved partners students develop visions and solutions for the year 2050. Our unique method of Future Design will turn you into a real "future designer". You will learn to understand the complexity of "wicked problems" and discover the interests of all stakeholders. You'll implement global megatrends to create visions of the future that form the basis for tomorrow's changes.

Students contribute to the following themes over the next two years:

- Future of E- Health / healthcare delivery in Friesland
- Future of regional and sustainable agriculture
- Future of biodiversity in Friesland
- Future of broad prosperity in Friesland

"The future is not something we enter. The future is something we create."  
- Leonard I. Sweet



[www.futuredesignfactory.com](http://www.futuredesignfactory.com)