

# COMMUNITY BLØKHAUS

PRESENTS

## THE FUTURE OF WELLBEING IN FRIESLAND

February 2023

EDITION #3

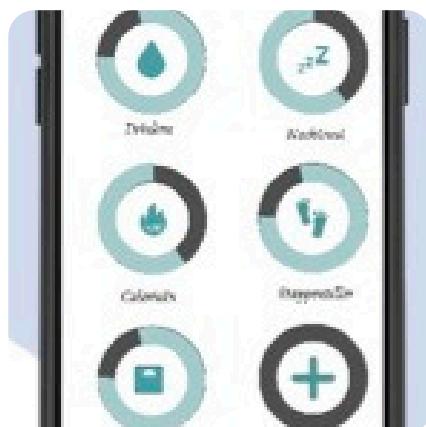
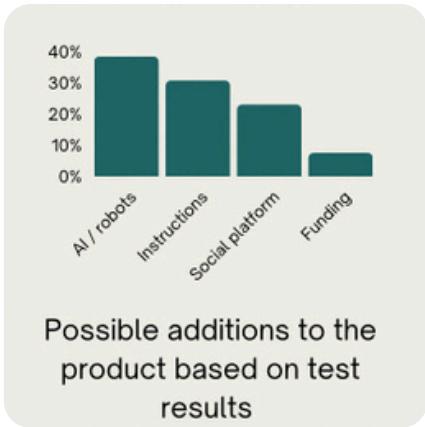
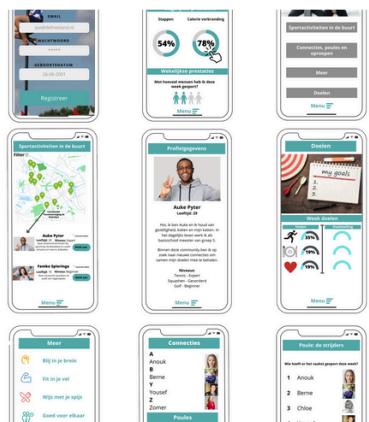
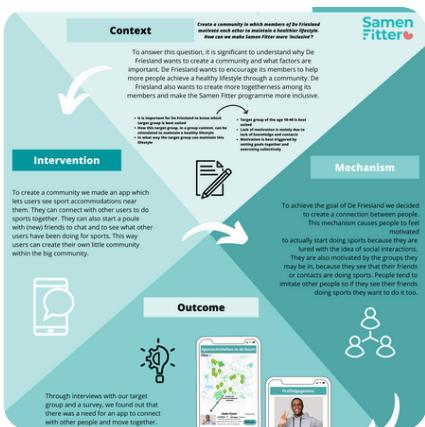
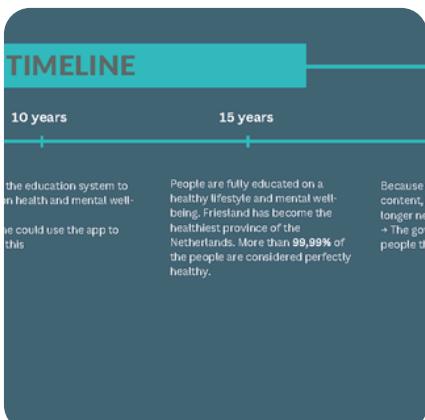




# SPARK THE MOVEMENT

Making the world more circular and sustainable!

SPARK aims to create a better world through circularity, united people can have bigger impacts on the circular sustainability of the world.



# THE FUTURE OF WELLBEING IN FRIESLAND

72 students. 5 days. 3 minors, 5 experts from the field giving context to the theme Wellbeing: Buurvrouw en Buurvrouw, Spark the Movement, program manager Vital Regions of NHL Stenden, health insurance De Friesland, and psychologycentre Maarsingh en van Steijn.

The Community BLØKHAUS students were asked to brainstorm on the contexts given, related to the Future of Wellbeing in Friesland and designed their solutions from the perspective of their own minors: Business Model Innovation & Leadership, Neuro Marketing, and Future Design Playground. This brought a multitude of perspectives to the table of looking at the problem, choosing a specific problem, and what a solution could comprehend. A perfect opportunity for our unique combination of students to work on their problem solving skills and communication skills.

A full week of Design Thinking, intrinsic motivation and participation of our international partners, the HAMK Design Factory from Finland, led to poster- and prototype presentations from all students. All visitors could vote for the Future Award winner of this week:

This document is a short but proud representation of the end-result of the work, imagination, and expertise of the participating students. The biggest wins are the interdisciplinary experiences, the inspiration for the experts, the process of Design Based Education and building a community together. Ofcourse we are already looking ahead for next semester: heads up for the Future of Traveling in Friesland!

We wish you happy reading!

# DE FRIESLAND ZORGVERZEKERAAAR



Fien



Tobi



Wilco

## Context

De Friesland is an insurance company in Friesland. Their challenge is to stimulate customers towards a healthier lifestyle.



## Mechanism

Due gamification we want to stimulate customers of de Friesland to reach their personal goals and be aware of their current lifestyle. We want to stimulate this healthy lifestyle with rewards from the app.



## Intervention

The projectgroup worked on a gamification project for de Friesland insurance company

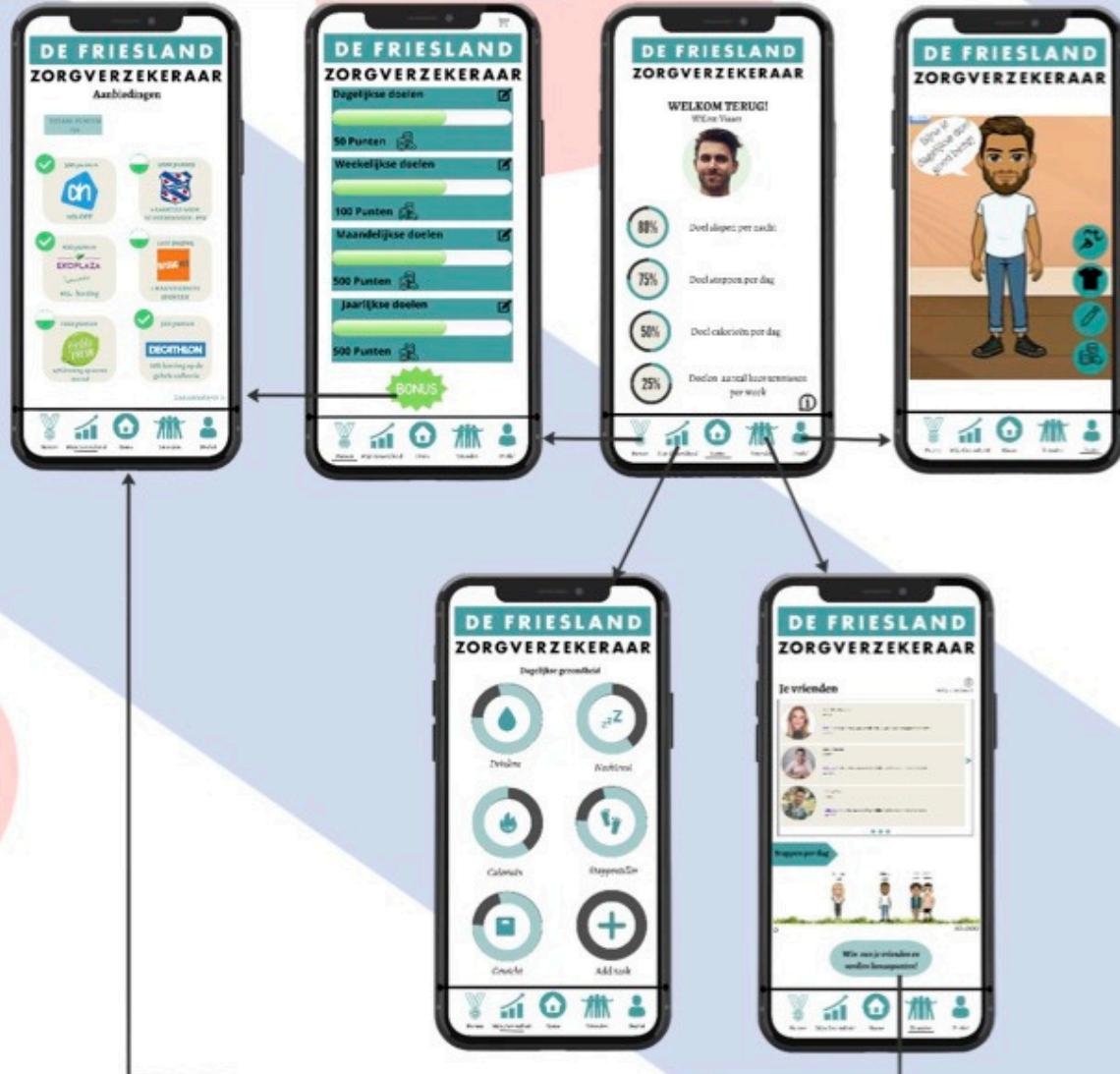


We build an app that motivates customers to live and stay healthy.

## Outcomes

The projectgroup wants to help costumers to start and maintain a healthy lifestyle. The costumer is able to adjust their personal goals and in this way the costumer works towards their rewards.

The costumers can choose their own rewards in cooperation with de Friesland



# S-oul Gardening

## 1 CONTEXT

Living in a big city is not always a bed of roses. It comes with busyness, stress, loneliness, pollution, and an unhealthy lifestyle. In that endless loop of life in a city, people crave fresh air, being part of a long-term community, and being more in touch with nature.

## 2 INTERVENTION

Gardening is a healthy type of social and personal therapy, and that is what S-oul gardening is about. We help people live healthier lifestyles through community gardening.

This is done by renting unused plots of land from the local government. Members of our community can use this land as a shared plot to grow plants and vegetables. This will be the offline community aspect of this project.

An online community aspect is also dealt with through an app. The app aims to connect our customers, rent or buy tools, and find available plots all over the Netherlands.

## 3 MECHANISM

The business model was elaborated through the design thinking method, where we ideate, prototype and test. There are two main components in our business model. The first one is about renting land plots while collaborating with many key partners such as the municipality, Gamma (for the tools), local farmers, and land owners. The second one is our app, where customers connect, and have access to our online store, as well as workshops, training...

## 4 OUTCOME

- Creating local ecosystems
- Interactive social community
- Healthier lifestyle
- Greener lifestyle



## Context

*Create a community in which members of De Friesland motivate each other to maintain a healthier lifestyle.  
How can we make Samen Fitter more 'inclusive'?*

To answer this question, it is significant to understand why De Friesland wants to create a community and what factors are important. De Friesland wants to encourage its members to help more people achieve a healthy lifestyle through a community. De Friesland also wants to create more togetherness among its members and make the Samen Fitter programme more inclusive.

- It is important for De Friesland to know which target group is best suited
- How this target group, in a group context, can be stimulated to maintain a healthy lifestyle
- In what way the target group can maintain this lifestyle

- Target group of the age 18-40 is best suited
- Lack of motivation is mainly due to lack of knowledge and contacts
- Motivation is best triggered by setting goals together and exercising collectively

## Intervention

To create a community we made an app which lets users see sport accommodations near them. They can connect with other users to do sports together. They can also start a poule with (new) friends to chat and to see what other users have been doing for sports. This way users can create their own little community within the big community.



## Mechanism

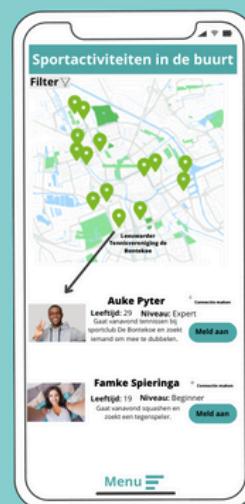
To achieve the goal of De Friesland we decided to create a connection between people. This mechanism causes people to feel motivated to actually start doing sports because they are lured with the idea of social interactions. They are also motivated by the groups they may be in, because they see that their friends or contacts are doing sports. People tend to imitate other people so if they see their friends doing sports they want to do it too.

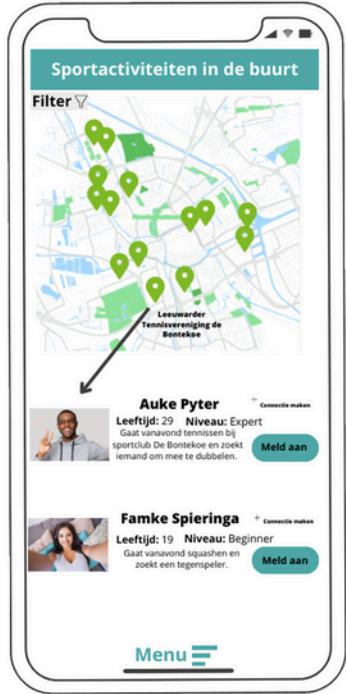
## Outcome



Through interviews with our target group and a survey, we found out that there was a need for an app to connect with other people and move together.

The feedback given was that the target group prefers not to share personal health data in the app with other people. In addition to this, that it works more pleasant to be able to filter in the app by types of sports and also to know who you will be exercising with. Lastly to also compete in a team of people you have met within the community and to be able to chat in a group chat.





# De Friesland

## CONTEXT

De Friesland is a health insurance company, their goal is to help the community living a healthier and happier life. To achieve this De Friesland wants to create an app called "Samen Fitter". The app is still in development, some of its features are already on the website.



To fully enable a healthy and happy lifestyle some features are still missing. These features include tracking your activity, a reward system to challenge your peers and lastly, the creation of a community through social media functions.

## INTERVENTIONS

- To create the ideal app, it should be able to track or import the activity tracker of your phone or smartwatch. The ideal health and wellness app would track your physical activity using your phone or smartwatch and allow you to compete with friends for rewards.
- You are able to choose an avatar and personalize it to your liking, with the reward system you are able to unlock new features and upgrade it. It would have a diet tracker to monitor your nutrient intake and suggest meal plans based on your workout routine.
- The sleep tracker would monitor your sleep patterns and phases.
- Rewards could be used for discounts on gym memberships, equipment, and healthy foods and activities.
- The app would also feature a social community for sharing progress, tips, and recipes, with the option to make your profile private or public.
- For members of De Friesland insurance, the rewards system is enabled, but the app is free to download for all, excluding the rewards.

## TIMELINE





## New pictograms:

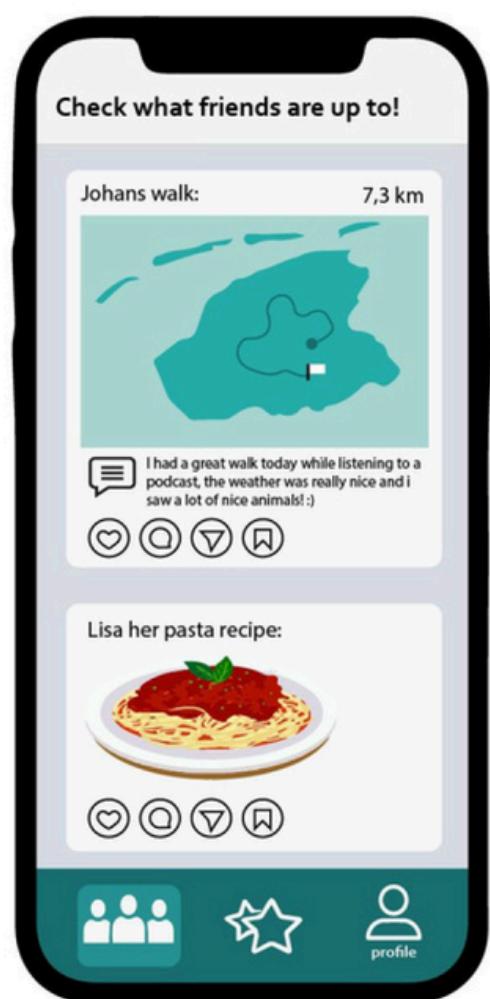
To add more of a community feeling to the app we decided to add two new sections, we have added a scoreboard section and a community section.



The scoreboard:  
With this function we want to keep the app competitive and fun, and by rewarding people they will be motivated to work even harder.



The community section:  
Here the people can post everything like their walks or recipes for their friends, this will create a great community feeling in the app.



## Context

Friesland has been experiencing rejuvenation and aging for some time, resulting in a decrease in population, because of this shrinking population there are not enough educated people to keep all the facilities running.

This so called (Brain drain) drainage of knowledge puts the supporting infrastructure (vital regions) under pressure.

This project attempts to solve this problem or at least raise awareness of the problem.

## What are vital regions?

Vital regions are the supporting infrastructure in a province or country like: Healthcare, schools and public transportation

## Intervention

In 2050 the world has become more online and connected, this development has created more possibilities for the sharing of knowledge. There will be a collective of universities, experts and businesses that move from location to location.

They will move to the province that is experiencing the most brain drain, and, in this way, there will be experts trained in these areas.

## Mechanism

This prototype will visualise the stress that vital regions will come under in the future.

During the game the player will be presented with the effects of the Brain drain, in a visual way you can see the knowledge and expertise leave different areas.

The target audience is local governments and municipalities.

## Future plans

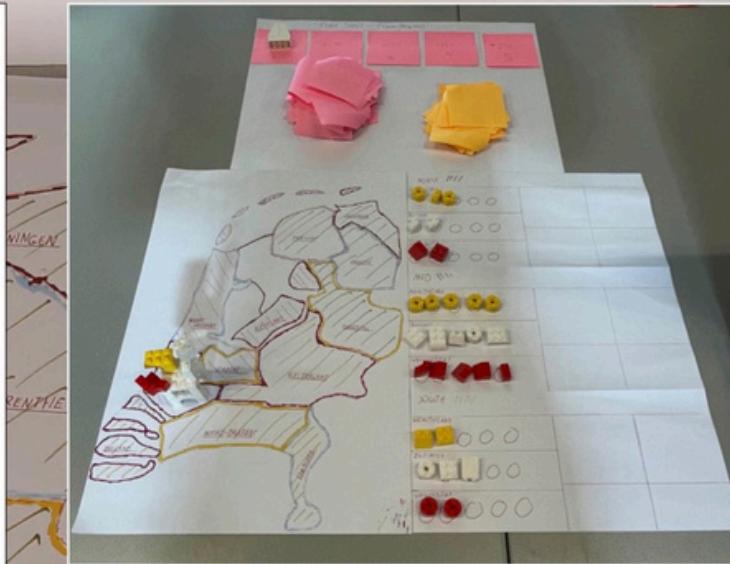
This prototype/ game is a way to visualise the problem and would be the first step to combat the brain drain.

The prototype can be made more detailed by adding specific scenarios and flavour text about current social issues.

This game could be distributed to different government bodies or schools to educate the people about this issue.

The prototype could be made digital in the future for easier distribution.

Prototype Rules
<b>Board setup</b>
Put a Lego brick in every circle with a dot.
Yellow in healthcare.
White in business
Red in universities
Shuffle the brain drain deck and shuffle the expert deck and place them on the corresponding squares.
<b>Turn process</b>
Draw 3 Brain drain cards.
Move the Expert collective if you want to. (you can not move this after drawing expert cards.)
Draw 2 expert cards.
Use the expert/movement cards to move the Lego bricks around (within the regions).
At the end of the turn, you move the Lego blocks from left to right to fill the expert cards.
Move the turn indicator.
If any brain drain cards are not filled you loose.
<b>Special rules</b>
<b>Expert collective</b>
You can sacrifice 1 expert card to draw 1 lego block from the expert collective.
(no longer a rule: 1+ to movement cards to this zone.)



# 11 KROEGENTOCHT

## 1. CONTEXT

Based on field research and surveys, we found out that students experienced the city of Leeuwarden as boring. Students leave Friesland after their studies, because there is not enough work and different events to participate in.

*"how can we create an experience to encourage young people to stay in Friesland after their studies?"*



## 2. INTERVENTION

We have designed an app that makes people feel more motivated to experience the city. This app can be used in the Frisian cities. Pub crawls can be traced back to the historic 11 cities tour in Friesland. With the usage of the app, they want to stimulate experiences among young people.



## 3. MECHANISM

Experiences become more stimulating by adding challenges and fun. This way people become less bored. With the help of Neuromarketing we have looked at how we can increase motivation among young people.

## 4. OUTCOME

By making the experience of students more positive, we have ensured that they can create "key memories". This creates a love for the city and province, which makes them more likely to choose to live here in the long term.

*The respondents are saying that they like this initiative and that they would participate.*





Nick Golestani



Bart Houwaart



Rein Kiebert



Jamie Yin

# SPARK THE MOVEMENT



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## INTERVENTION

Our idea is to spread knowledge about building, sharing and improving knowledge on how to grow vegetables and fruits by yourself. The main goal is to reduce emissions from transport, but also the usage of pesticides and to reduce food waste.

Gardening is known to have a positive impact on your mood and body, it allows you to be in nature and breathe fresh air. It is also a mindfulness practice allowing you to relax and feel in harmony with nature<sup>1</sup>. Excess grown foods can be shared with others.

We've created a modular gardening concept that will allow anyone to grow food in their own home and garden. The concept allows one to construct gardening boxes based on the available materials, space requirements and needs.



## CONTEXT

Circulair Friesland is a leading company working on the world's SDG's. Their primary goal is to become one of the circular sustainability frontrunners of Europe by 2025 and to eventually use the knowledge gained along the way to help the whole world.

Our project is focused on creating more circularity, sustainability and wellbeing in the consumption and acquisition of our food.



Possible additions to the product based on test results

## OUTCOMES

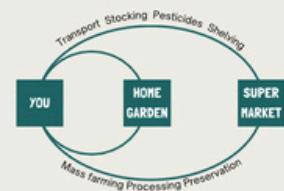
Based on the test results of our prototypes, it is clear that people are interested in growing and sharing the produce of their own gardens.

The main feedback points consisted of being unsure about having sufficient knowledge and the desire for automation of your garden by using AI/drones in the future.

## MECHANISM

The main logic is reduced emissions of transport, no shipping or other form of emissive travel is required to get vegetables and fruits to your plate. Being able to share any excess foods with people also improves overall society morale and further pushes back transport emissions.

Your carbon footprint is the estimated area of Earth you need to produce what is consumed and for the Earth to reabsorb what is thrown away, in hectares. Per human being 1.63 hectares is available. The average Dutch person uses 4.9 hectares! The benefits of having vegetable garden boxes will reduce emissions and in turn cause a smaller carbon footprint<sup>2</sup>.



**LEVEL  
UP**

# YOUNG ENTREPRENEUR COMMUNITY

## What we aim to solve

LevelUP is a establishment located in Amsterdam which aims to connect like-minded students interested in business with the highest level professionals in various fields. Helping students connect with one another and develop as business experts with the help of established figures. By coming to this event, students can be sure that the information they are receiving is of high quality and the people they meet along the way can be crucial figures in their professional development

## What do we offer?

LevelUP organizes multiple events each year. Each one with different high-profile experts giving valuable insights about their respective business field and sharing first-hand experiences. Additionally, entrepreneurial students have a chance to develop business ideas & pitch them to investors.

## How will we do this?

We will organize 4 events each year. Each event will be 3 days long. There will be conferences, networking hours, pitches for investors, special events and consultations for improving business models and pitching. We offer memberships which allow users to visit every event, use the establishment all year round and get access to recordings of each presentation.

## The desired outcome:

After visiting one of our events, or becoming a member of the LevelUP community, we promise you will:

- Learn valuable information from reliable sources
- Get your most burning questions answered
- Grow your network
- Improve your business model & make them a reality

# De Friesland MAKE YOUR MOVE

How can you use gamification to help people to work on a healthy life style?



Joran  
de Wit



Mirko  
Van dijk



Annemieke  
Veenstra



Tomas  
Prins

## CONTEXT

De Friesland is a company that sells health insurances. By encouraging greater exercise, they hope to keep individuals healthy. Due to the fact that many despise exercising alone, our research has led us to develop a solution.



## INTERVENTION

Our team designed an app to address this problem to connect people. You can specify who you are, when you can exercise, and the sports you prefer with this app. Your sports buddy must have also specified them for the app to pair you with them. You can join various sports groups in addition to being active alone or with a partner.



## MECHANISM

The time it takes to begin exercising is reduced by utilizing the app. There are numerous sports to choose from, countless contacts and friendship opportunities, and you can always find a sport buddy or group to exercise with and support one another.



## OUTCOME

The outcomes of the tests show that people prefer group exercise as well as exercising alone with a partner, therefore we have added the group feature to the app. Clicking the plus icon on the homepage displays that reaching out to someone is considerably more accessible than using the heart or dislike icons, for instance at Tinder. To make it simpler for the user, an automatic sentence is being generated to make the move!

A next step towards a gamified app is to implement a reward system, motivating the users to re-use. A feature where the user can collect points together with their connections. These points can be changed to discount at certain shops.

Lastly, the app will be free for customers of the Friesland. Because our team want to motivate all citizens of Leeuwarden, the app will also be for those who are not a customer, however for a payment.



# THE MINORS OF COMMUNITY BLØKHAUS

THE FUTURE OF  
WELLBEING IN  
FRIESLAND

# BUSINESS MODEL INNOVATION & LEADERSHIP

Keeping up with the times is becoming increasingly difficult for organizations. Developments are continuously speeding up and businesses find themselves stranded with outdated business models more and more. Pandemics, climate change, digitalization and other developments are affecting organizations all over the world. This creates a need for innovation. Businesses must learn how to come up with new business models that fit with the current times. In this minor we teach students how to do this: we unleash the power of design thinking in our Business Model Studio and design new business models for existing organizations in order to prepare them for the future. During the minor students will design an innovative business model for an existing company. Additionally students will master the skills involved to become convincing consultants and effectively cooperate in teams of fellow students.

Our approach for the Frisian Future Food Week: we are all about Business Modelling. We asked our student teams to come up with a Business Model for a company in 2040. The company should have a Business Model that deals with an aspect of the food industry and deals with one of the problems attached to it. Students used the double loop to make a design journey and end up with a business model canvas where all relevant aspects of the business were considered.

Each team used different canvases in each phase of the double loop to:

1. understand the issue they want to solve,
2. design creative solutions and ideas
3. build a business model prototype
4. validate the model

Our student teams pitched for their fellow students and eventually selected the best idea and pitch to represent the minor in the grand finale.

Teachers:  
Mérijn Stam  
Eric Voigt  
Marleen Zoon  
Margreet Kooiker

# 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."

In the Food week students were assigned to do the following;

- Define the problem after the briefing from the client
- Visualize a Future where this problem does not exist anymore
- What do you want to create in order to influence the HERE and NOW to come to that future
- Create a prototype in the workshop
- Check if your prototype is relevant and has value
- Pitch your work to the entire group

ye:



Teachers:  
Sake Jan Velthuis  
Michiel Galama

# NEUROMARKETING

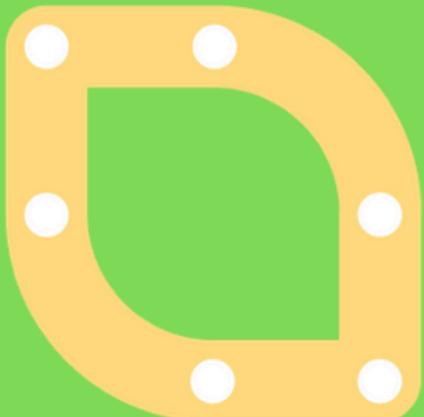
A long time ago we thought people would make rational decisions. They would weigh costs against benefits and then choose for the most optimal outcome. We now know this is not the case. People don't experience the world as it is and they make decisions based upon intuition more than based upon logic.

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."

For this week the students focussed on the behavioral aspects of dealing with changes in the environment. The design challenges for this week were: how to help your customers in making more healthy decisions? How to make people use less plastic packaging? How to change an attitude so people will have a more positive view on biological food?



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