

Systemic design as a tool for enhancing multimedia context: the VPRO Tegenlicht case.

Thesis abroad in cooperation with the Digital
Society School in Amsterdam.



**Politecnico
di Torino**

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Systemic design as a tool for enhancing multimedia context: the VPRO Tegenlicht case.

Thesis abroad in collaboration with
the Digital Society School in Amsterdam.

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Introduction

Abstract

Thesis Abroad

Digital Society School

Abstract

In today's contemporary digital society, media have a strong influence and ability to shape thoughts, ideologies, decisions and democratic processes. The reality in which we live is defined by many as hybrid: a reality of physical and digital environments in which it is possible to remain constantly connected. The media, if used consciously, can facilitate debate within the media environment, debate that must be innovative and democratic.

The concept of hybrid democracy is the search for conscious design for an increasingly innovative, and ever-changing democracy, a constant feature in today's society. The multimedia context can play an important role in this today, meeting citizens with issues that engage society, encouraging discussion about them.

This project thesis investigates how the multimedia context that raises awareness of sustainable, innovative, critical topics among its users can be designed to have multidirectional communication, enticing the user to bring input regarding

such topics. The primary objective of the project is to experiment with the systemic method in such a context by researching and proposing solutions and tools.

In order to work in a specific context, it was decided to initiate an internship program in the city of Amsterdam, which is famous for its innovative environment and very active in citizen debate. The internship took place at the Digital Society School in Amsterdam, a department of the University Hogeschool Van Amsterdam, where the multimedia theme was addressed with local partners: the television station VPRO, with its news program Tegenlicht, and the digital archive of the future Beeld & Geluid.

The ultimate goal, therefore, is to experiment with the systems approach in a very innovative multimedia context conducive to a new design that places the user at the center and fosters tools and reflections useful for the realization of a multidirectional communication that leads Dutch citizens to the awareness that they can shape their future.



(s.d.). imgix - Image Processing On-Demand, Served By CDN. <https://images.unsplash.com/photo-1643981896859-6025fe9dd3bc?ixlib=r-b-4.0.3&ixid=MnwxMjA3fDB8MHxwaG90by1wYWdlffHx8fGVufDB8fHx8&auto=format&fit=crop&w=870&q=80>

Thesis abroad

Master's thesis: Systemic design as a tool for enhancing multimedia context: the case of VPRO Tegenlicht. It is therefore based on a thesis project abroad, precisely an internship project at the Digital Society School in Amsterdam, a department of the University Hogeschool Van Amsterdam, Amsterdam, the Netherlands.

The decision taken by us, Ilaria Casa di Bari and Irene Giardina Papa, to conclude the study path with a thesis abroad was made in order to be able to apply the systemic method, learned during two years of our master's degree at the Politecnico di Torino, to a real project working in a multidisciplinary and international context.

Taking this decision together we thought it would be possible to conduct the project according to our method and especially with the opportunity, to do an internship abroad to take advantage of this great possibility to enlarge our curricular background.

The choice referring to the city of Amsterdam was dictated by the innovation and consideration of design as a very important practice for the development of the city and companies on the national scene. Another attraction of the city is the strong internationality, the minds of different designers and therefore different methods and approaches to it meet to work on projects in a multidisciplinary way, Systemic Design is in fact known and highly appreciated as representative of a sustainable, innovative and conscious method. Because of this, it was very interesting for us, especially at the beginning of our research for our thesis project, it was exciting to find out how many internship programs in the field of design were in our ropes. Most of all, the Digital Society School program we decided to enroll in to work on a project on which we based this thesis.

 Amsterdam



Digital Society School

This institution within the University of Amsterdam offers courses of study, internships with the intent to develop and share skills that investigate today's digital society.

DSS seeks to have an impact on society through technology and innovation, through the core practice of Transformation Design seeks to implement the practice of transformation, as in design implement, with respect to projects that present challenges to Dutch society.

An important aspect for the Digital Society School is the international element, in fact they believe that teams in addition to having multidisciplinary skills, if they have components from all over the world they will have different observation skills including cultural ones.

Sharing one's knowledge is the basis of transformation, and this motto was definitely a factor in our decision, as Italian designers we know how renowned the Polytechnic is for its method and approach and it was important for us to try it abroad, sharing and learning new methods as well. Like transformation design.

Within the digital Society school, transformation design is the approach to projects used; it is very similar to systemic design in terms of in fact intervening desirable and sustainable changes within processes, systems, organizations and individuals. It is human-centered and user-centered and is aimed at observing what can be transformed for innovation and sustainability.

Transformation design is applied to open projects within the Digital Society School, real projects with briefs given by local partners, each of which belongs to a specific task.

Topics

1 Hybrid democracy

a topic in which challenges faced by democratic societies are discussed, in the physical and online context.

2 Digital twin

through the application of data analysis and advanced artificial intelligence the digital twin will be a virtual representation of a project.

3 EdTech for Social Change

investigates individual learning and training, exploring accessible education for socially vulnerable people.

4 Design across cultures

building on the United Nations Sustainable Development Goals solutions and ideas will be sought to create meaningful connections for research.

5 Beyond mixing

research and investigation of the meeting of physical and online context for redesign.

6 Sharing systems

considers systems for sharing that can meet sustainable UN developments.

7 From digital to physical

investigation of the future intelligent context and how intelligent artifacts will evolve in society.

8 Data-driven transformation

design and research on the possibilities of topics sensitive to today's society and problematic issues.

The task we worked on with our internship project is Hybrid democracy. This topic really struck us because of the link to design for society and the citizen, so we could have applied a contextual study very well with user observation at the center of our design, but more on that later in this drafting. The project that was entrusted to our team is called Keeping It(alive) and was carried out for 5 months, starting on September 1, 2022 and as a conclusion, end of January 2023.



(s.d.). Fast, Affordable Cloud Storage & Secure Data Protection
- Wasabi. <https://cdn-az.allevvents.in/events5/banners/cbaf61f-386f8cd7ebe6f604fa56c9722f586c7d684033a66b5faeace1fb1b-b16-ring-w1200-h793-gmir.jpg?v=1669313908>

Method

Agile methodology

Team

Systemic design

2

2.2

Team

Key aspects for the Digital Society School are internationality and interdisciplinarity. In fact, within each team, in addition to having members with multidisciplinary skills, from design to research in more scientific or humanistic fields, everyone comes from a different place in the world. In this way, each project can be observed and approached through multiple different points of view.

For this reason, our team consists of four people of different backgrounds, ages and nationalities:

Ilaria Casa from Bari and Irene Giardina Papa, communication and system designers, from Italy. Ilaria is also an illustrator and graphic designer, Irene is a content creator and digital

marketer. Arash Shahbazpoor Shahbaz, academic researcher, from Iran. He's an ideator and creative problem solver. Harrison Ogagaoghene Imugba, disaster risk reduction expert, from Nigeria. He's a researcher, geographer and expert in social media.

The team was supervised by coach Esther Hammelburg, researcher, lecturer in media and culture. Thanks to her the relationships with partners were facilitated, interaction and order within the team, meeting with external professionals from useful fields for the research and development investigation and especially for the overall organization of the project and its development.

Members



Ilaria Casa di Bari
Communication designer, Systemic designer, Illustrator, Graphic Designer.



Irene Giardina Papa
Communication designer, Systemic designer, Content Creator, Digital Marketer.



Harrison Ogagaoghene Imugba
Disaster Risk Reduction, Resilience Expert, Researcher, Geographer, Social Media.



Arash Shahbazpoor Shahbazi
Academic Researcher, facilitator, ideation and creative problem solver. Teaching.



Esther Hammelburg
Researcher, lecturer of media and culture

Systemic Design

Having chosen to investigate the Dutch multimedia context with a systemic approach, we were able to follow a process and method known to us. So we decided to use Systemic Design to approach our project. We conveyed the value of this method and all its steps and facets to the other members of our team. This choice allowed us to address and investigate a very broad challenge within a territory and context that our team did not know in depth, namely the Netherlands and the multimedia context that characterizes it.

Systemic design is interdisciplinary design method that can provide concrete tools and elements to approach a project, operate in coherence with nature to consequently achieve

deliverables that are environmentally, socially and economically sustainable and strongly related and connected to the territory. By looking at a specific context, its structure, stakeholders and their relationships, it is possible to investigate possible opportunities and challenges and lay the design foundation for a strategy to solve a project challenge. A main in-depth research was defined, followed by a selection of potential solutions and finally their prototyping. Arriving at solutions, it is hoped that Systemic Design can truly emphasize the Dutch multimedia context, specifically that of our Project Partners, with tools and features that enhance it.

Systemic process

holistic diagnosis

Assess

Definition of a customized research, based on:
(1) scope of the project, (2) system boundaries, (3) research topics, (4) data categories.

Research

Quantitative and qualitative data based on: (1) desk research, (2) field research.

Collect

Assembling data in a database, with detailed references.

Visualize

Design a clear visualization of the collected data in infographics.

Interpret

Interpretation of the scenario and definition of relationships.

challenges & opportunities

Challenges

(1) Analysis of the issues of the territory from an environmental, economic, social and flows point of view.(2) Analysis of the criticalities of the company internal process.

Opportunities

Challenges are turned into new opportunities for the whole system.

Case studies

For each system challenge, multiple possible solutions are identified through case study.

Best practices

Definition of ideal interventions to be followed to improve the whole system.

systemic project

SD principles

Selection of the most suitable different opportunities through the five Systemic Design principles: outputs>inputs, relationships, autopoiesis, act locally, human centered design.

Implementation

Implementation in the system of the selected opportunities to determine new relationships, actors and boundaries of the system, in a shift from a linear to a systemic model.

study of the outcome

Outcomes

Evaluation of the outcomes from the environmental, sociocultural, economic and logistic points of view.

Scale

Definition of possible project outcomes at micro (individual initiatives), meso (group of initiatives) and macro (regional, national and international policies) scales.

Timeframe

Prediction of project impacts in the short, long and medium term.

Brief

Design challenge

Outcome

3

Design Challenge

How can we keep the debate alive?

How can we facilitate ongoing public debate on societal issues by interlacing Tegenlicht's meetups and meetup communities, its television programing, and its online Archive of the future?

VPRO Tegenlicht is in the process of redesigning its format, and wants to move from a broadcast-centric format, with a bi-weekly television program followed by several meet-ups across the country where the broadcast is discussed, to a new hybrid/mixed format that revolves around monthly issues that are discussed through a mix of monthly broadcasts, physical meet-ups, and online content and discussions. So far, however, there has been little contact between meetups nationwide, even though they often discuss the same topic at the same time. Moreover, because each meetup deals with a different topic, discussions are often very active around one meetup and then die down as soon as the focus shifts to another.

The goal of our project is to facilitate the ongoing debate in Tegenlicht meetups to revitalize community engagement. This is because these are communities of people who are open to being actively involved in debates on social issues, and so there is great potential in keeping debates on these issues alive. These debates also serve as a tool to connect different target groups such as designers, entrepreneurs, students, teachers, and policy makers that Tegenlicht intends to engage, as their purpose is not only to address future issues but also to inspire action to shape the future in a positive way.

Secondary questions brought to light by partners:

What are the strengths and weaknesses of meetups, television, and archive?

Which other touchpoints does VPRO Tegenlicht have that might be good to include?

What are the meetup communities like?

How can we use user-generated content?

How have meetups been organized during COVID-19 induced lockdowns and what can we learn from that?

What are strengths and weaknesses of on-demand and live elements?

What are strengths weaknesses of mediated and face-to-face?

How can we promote interaction?

How can we involve new partners?

How can we prevent dependability on commercial platforms and ensure transparency concerning data-use and privacy?

3.2

Outcome

The desired outcome was a hybrid format that smartly uses online and offline settings, and on-demand and live content to involve the audience.

From the brief, it appeared that the ideal outcome of this project would be a hybrid format that stimulates and facilitates ongoing public debate by interweaving Tegenlicht's meet-ups and meet-up communities, their television programming, and their Online Archive of the Future. Specific attention directed toward the intelligent use of on-demand and live content to engage audiences and also the use of online and offline environments was also required.

However, the partners were very open and willing to collaborate on the design and possible redefinition of the final outcome in a second phase. This is because the importance of following a step-by-step method of research and investigation to officially define the users and open up a range of different design possibilities was emphasized.

The final design choice of possible prototypes, products, services was then free and defined over time, based on the directions chosen by the team, advice from the coach, insights from experts and practitioners, and feedback from partners during sprint reviews.

We therefore began to approach this project with a precise focus in mind, that of enhancing, emphasizing and investigating the multimedia system by first meeting the users and then the partners' desired outcomes. In this way, it was possible to define all the steps of the process with the Systemic Design method and ultimately determine how it affected this project, the advantages and limitations incurred.



from our archive - photograph of a meeting with partners at Digital Society School.

Territorial analysis

Territorial analysis

Potentials and characteristics

Trust in media

Multimedia system

Territorial analysis

In order to carry out the territorial analysis of the territory, we analysed data analysis reports from the following sources: StatLine - a Dutch data analysis database, Statista - an established website that allows the viewing and comparison of data collected from institutions from a total of 22,500 sources, other reports obtained through the two previously listed databases. Each source will be cited in the Bibliography and in the graphs.

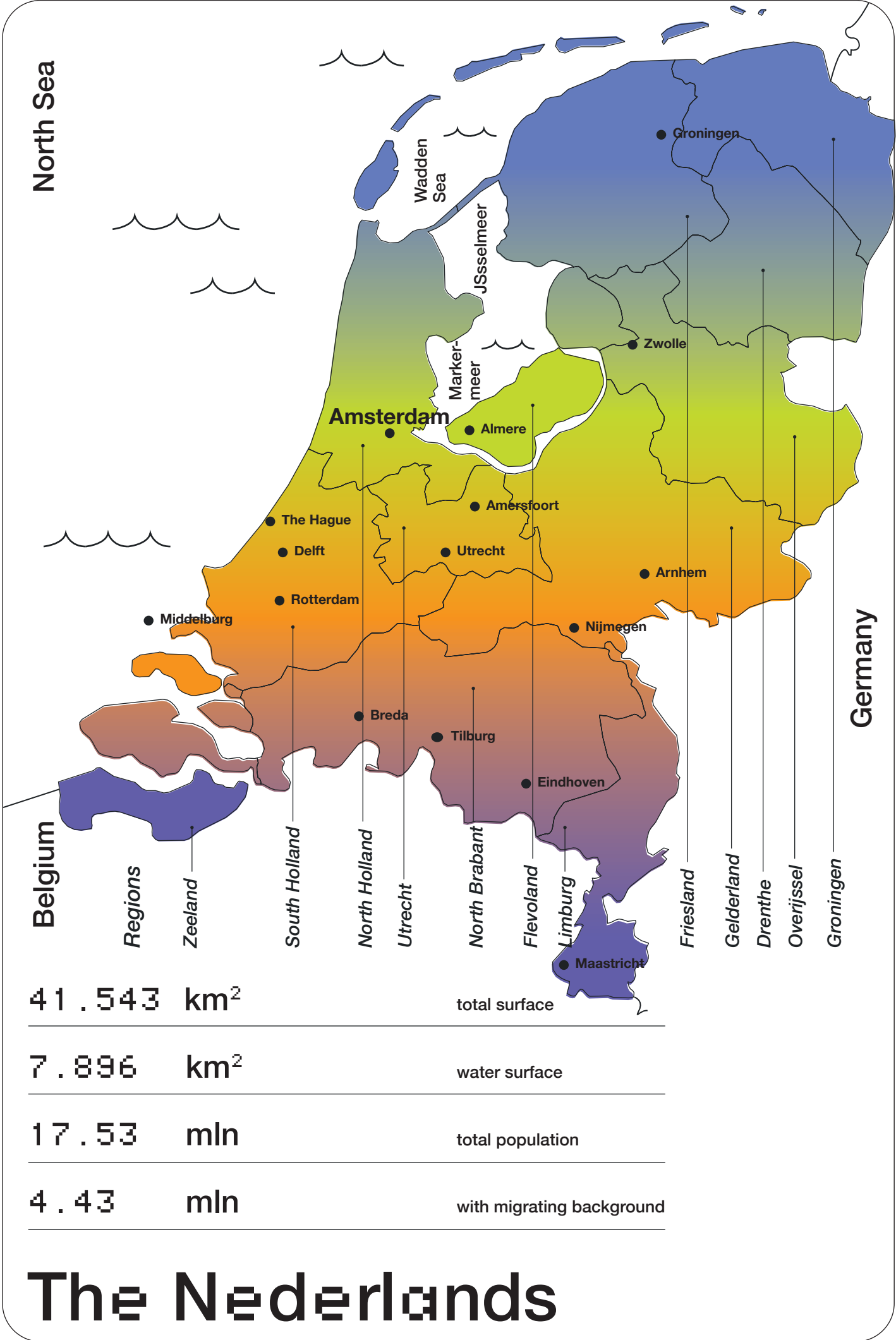
Carrying out a territorial analysis was very important in order to understand a context and a territory unknown to us. In fact, the systemic design method provides for this first spatial analysis, within the holistic survey, so that we can understand the territory in which the project is contextualised.

The Netherlands has a population of 17.53 million and the territory has a surface area of 41,543 km² of which the green of nature is flat¹. The average altitude is only 30 metres above sea level, which is why they are called the Netherlands.

The strong presence of water includes canals, smaller watercourses, lakes and the North Sea with which it borders. Further borders are those with Belgium to the south-west and Germany to the south-east. Among the most populated cities is the capital, Amsterdam with a population of 905,234, followed by Rotterdam with 656,050². While the Queen's residence and the seat of the Dutch Parliament are located in The Hague, as the Netherlands is a parliamentary constitutional monarchy.

¹CBS Statline. (s.d.). CBS Statline. <https://opendata.cbs.nl/statline/#/CBS/en/navigatieScherm/thema>

²Statista - The Statistics Portal. (s.d.). Statista. <https://www.statista.com/search/?q=netherlands&qKat=search&newSearch=true&p=1&p;activeTab=statistics>



Regarding mobility in the Netherlands, the total transport area is 1.151 km² of which 1.038 km² are main roads¹. Dutch citizens are very famous for their use of bicycles as a means of transport, compared to an interview on the annual mobility of the population the data shows 915 trips per person per year, of which we know that as many as 232 trips of the total were made by bicycle ². This figure confirms one of the best-known characteristics of the Dutch, who are famous for their bicycles with which they can move around an impressive 32.000 km of cycle paths.

Culturally, we know that the Netherlands is a very touristy destination, mainly because of the capital, Amsterdam, which attracts many tourists with its museums and cultural experiential offers. There will be 631 museums in 2020 and 334 cultural organisations in 2021³. A very interesting number concerns the active participation of Dutch citizens, with 4.122 visitors to artistic performances in 2021⁴.

Economically speaking, the Netherlands has a GDP of 1.013.000.000€ in 2021 with a GDP per capita of 41.860€⁵. The inflation rate in 2021 compared to previous years was 2.8%. While the figure that affects our area of interest, i.e. the media environment, we know that the money invested in the entertainment and media industry is €4.706 in 2022 and €4.893 is expected in 2023 ⁶.

¹CBS Statline. (s.d.). CBS Statline. <https://opendata.cbs.nl/statline/#/CBS/en/dataset/70262ENG/table?ts=1675693007205>

² CBS Statline. (s.d.). CBS Statline. <https://opendata.cbs.nl/statline/#/CBS/en/dataset/84710ENG/table?ts=1675692971187>

³ One moment, please... (s.d.). One moment, please... <https://longreads.cbs.nl/the-netherlands-in-numbers-2022/how-many-museums-are-there/>

⁴ CBS Statline. (s.d.). CBS Statline. <https://opendata.cbs.nl/statline/#/CBS/en/dataset/70077eng/table?ts=1675337443090>

⁵ Country facts - EUROSTAT. (s.d.). Language selection | European Commission. <https://ec.europa.eu/eurostat/cache/countryfacts/>

⁶ Netherlands: entertainment & media expenditure 2013-2023 | Statista. (s.d.). Statista. <https://www.statista.com/statistics/595870/media-and-entertainment-expenditure-in-the-netherlands/>



1.151 km ²	transport area
1.086 km ²	main roads
915	trips per person per year
232	made by bicycle

613	museums
4.122	visitors to artistic performances

1.013.000.000€	GDP
4.706€	money invested in multimedia

D. N. (2017). Photo by Daria Nepriakhina on Unsplash [Imagine]. Beautiful Free Images & Pictures | Unsplash. <https://unsplash.com/photos/TVzrLrQHVBQ>

Potentials and characteristics

There are various potentialities and characteristics of the area, the ones we want to refer to by pointing out the important aspects concerning the focus of our project and our research with respect to the media sphere especially with respect to the TV context.

The Dutch use of media in 2022 with respect to Digital Music Content, Digital Visual Content, TV, Radio, Podcasts, Music on hard copies, Audiobooks, Video on hard copies, etc.. Digital music and visual content accounts for 80%, while TV usage is around 74%¹.

Therefore, by looking into the area of television and investigating further, we see that the daily scope of the television audience emphasises three age groups of which more than 70% of the audience belongs to, the following age groups are 35 - 49 years, 50 - 64 years, and 64 years and older².

Thus, we note that only 31.3% of Dutch people between the ages of 13 and 19 have watched at least one minute of television. We continued to question which exact television programme was the most popular, especially to check the public

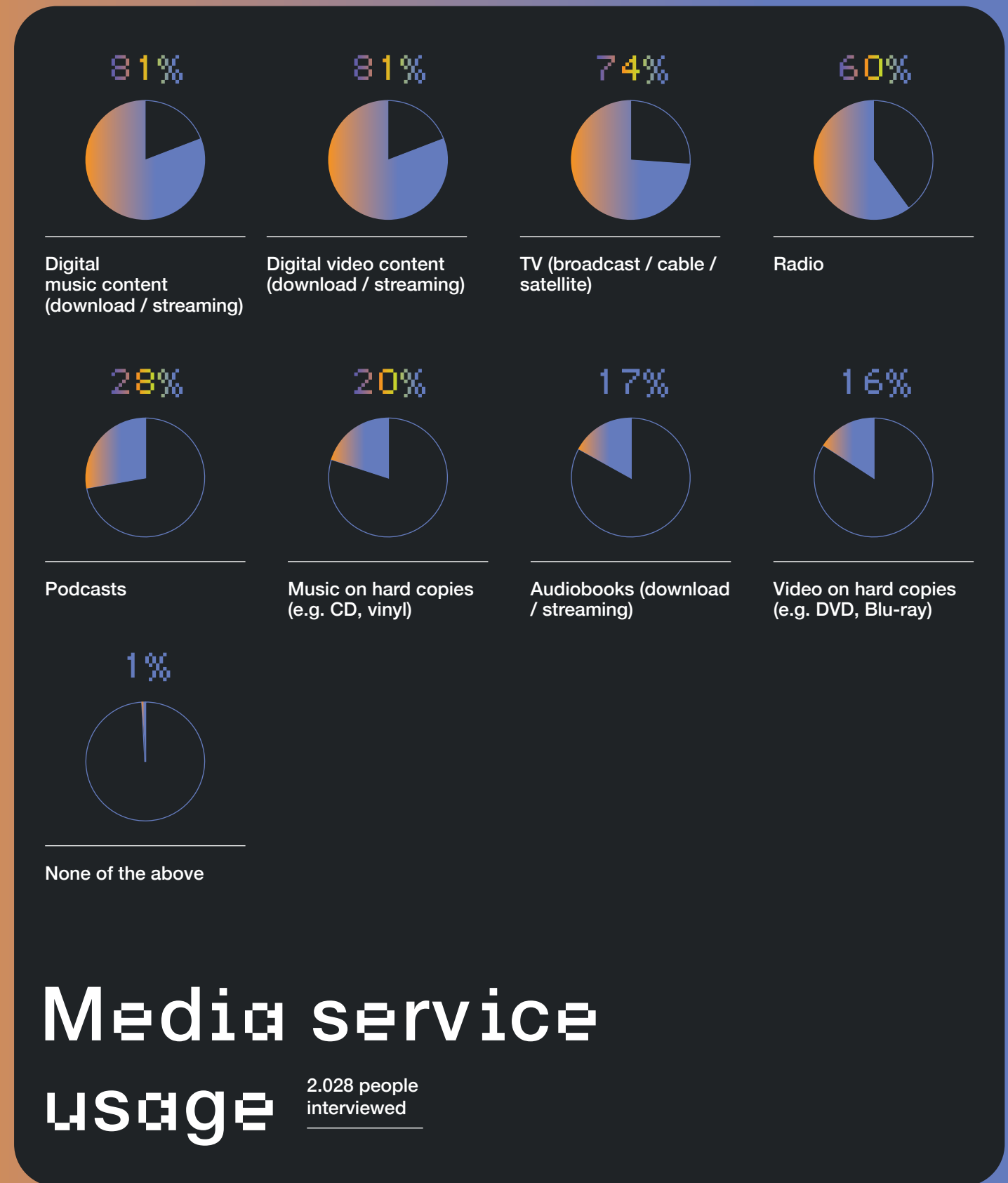
channels. In fact, looking at this data there is confirmation that the national public television, NPO, is the one with the largest audience with several NPO channels such as Journaal Extra, Nationaal Aftelmoment, Journaal 20 uur and so on³. Therefore, looking at different TV channels, we can see that NPO is the TV broadcaster with the highest market share according to this data⁴.

¹Biblioteche di Ateneo - DigProxy. (s.d.). Biblioteche di Ateneo - DigProxy. <https://www-statista-com.ezproxy.biblio.polito.it/forecasts/1226874/media-service-usage-in-the-netherlands>

²Biblioteche di Ateneo - DigProxy. (s.d.). Biblioteche di Ateneo - DigProxy. <https://www-statista-com.ezproxy.biblio.polito.it/statistics/937904/audience-reach-of-television-in-the-netherlands-by-age-group/>

³Biblioteche di Ateneo - DigProxy. (s.d.). Biblioteche di Ateneo - DigProxy. <https://www-statista-com.ezproxy.biblio.polito.it/statistics/557979/leading-tv-shows-in-the-netherlands/>

⁴Biblioteche di Ateneo - DigProxy. (s.d.). Biblioteche di Ateneo - DigProxy. <https://www-statista-com.ezproxy.biblio.polito.it/statistics/541350/audience-market-share-of-television-watching-in-the-netherlands-by-channel/>





Trust in media

What role does the media play for the population?

Does the population contribute information and generate ideas to problems or concerns that affect their society?

We investigated the data concerning television more because it was interesting for us to learn different data about it. The one that moved us most towards that area was in relation to the trust that the Dutch population places in the media, which tends to trust media such as Radio and Television while mistrusting Social Networks and the Internet¹.

From this data we can assume that the Dutch population tends to trust a media with which they can empathise than the person spreading the news or talking about it. Therefore, elements such as voice, expression, human presence lend more credibility to the media in question. Media such as television and radio investigate and debate news and topics in much greater depth, with expert opinion contributing to the debate. Whereas for Social Networks and the Internet, which the population tends not to trust, we can assume that this is due to the strong presence of fake news in which users have to disentangle themselves in order to obtain factual information, or the impersonality of the news read online neglects the empathetic effect that the user seeks. But we ask ourselves,

is it fair to assume that information is only deemed more credible if it is personally discussed by people? What role does the media play for the population? What power do they have over the population, and above all, does the population contribute information and generate ideas to problems or concerns that affect their society?

The data showed that the Dutch population relies heavily on national radio and television, NPO. Therefore, our research will try to investigate the structure of this television station and why the population trusts it so much.

By understanding the structure of the broadcaster we will also come to investigate our project partners in order to lay the foundation for understanding the holistic context of the project.

¹Biblioteche di Ateneo - DigProxy. (s.d.). Biblioteche di Ateneo - DigProxy. <https://www-statista-com.ezproxy.biblio.polito.it/statistics/1244880/trust-in-media-format-luxembourg/>

Tend to trust

77%



Radio

73%



Written press

73%



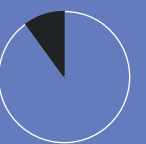
Television

31%



Internet

10%

Online
& Social
Networks

Tend not to trust

85%

Online
& Social
Networks

64%



Television

25%



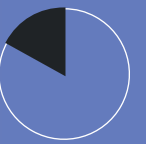
Written press

25%



Internet

17%



Radio

Don't know

6%



Radio

5%

Online
& Social
Networks

5%



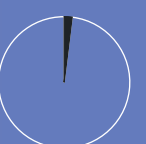
Television

2%



Internet

2%



Written press

Dutch people's trust in the Media

510 people
interviewed

Multimedia System

Nederlands publieke omroepbestel is the Dutch public broadcasting system, consisting of the Nederlandse Publieke Omroep (NPO) foundation. In the Netherlands, the aim of the media is to listen to every social group in society across religious currents, political orientations and so on. The Ministry of Education, the Ministry of Culture and the Ministry of Science finance the public broadcasting system, which costs each citizen EUR 45 per year.

In the early 1920s, we know that the very first groups of associations of religious currents such as Catholic Christians, Protestants and the socialist political orientation were the first to have media broadcasting associations. The liberal AVRO, the Protestant NCRV, the Roman Catholic KRO, the socialist VARA and the liberal Protestant VPRO.

In 1967, a Broadcasting Act was passed to give the public all information about cultural and educational forms of entertainment. While in 1988 broadcasters had to start producing 25% news and information programmes, 25% entertainment and general programming, 20% cultural, 5% educational.¹

In 1990-2000 the media system became open, any company could from then on become a broadcasting organisation, and in 2002 the Dutch public broadcasting system was no longer under the control of the NOS but by the NPO Nederlandse Publieke Omroep, appointed as the governing organisation

of the Dutch public broadcasting system to this day. From the point of view of the digital evolution of the modern era, public service broadcasters must constantly adapt in order to remain relevant for their audience in the future ².

In conclusion, it can be said that NPO is the public broadcaster that as an administrative body acts as an umbrella for the following different independent broadcasters with a broadcasting licence ³

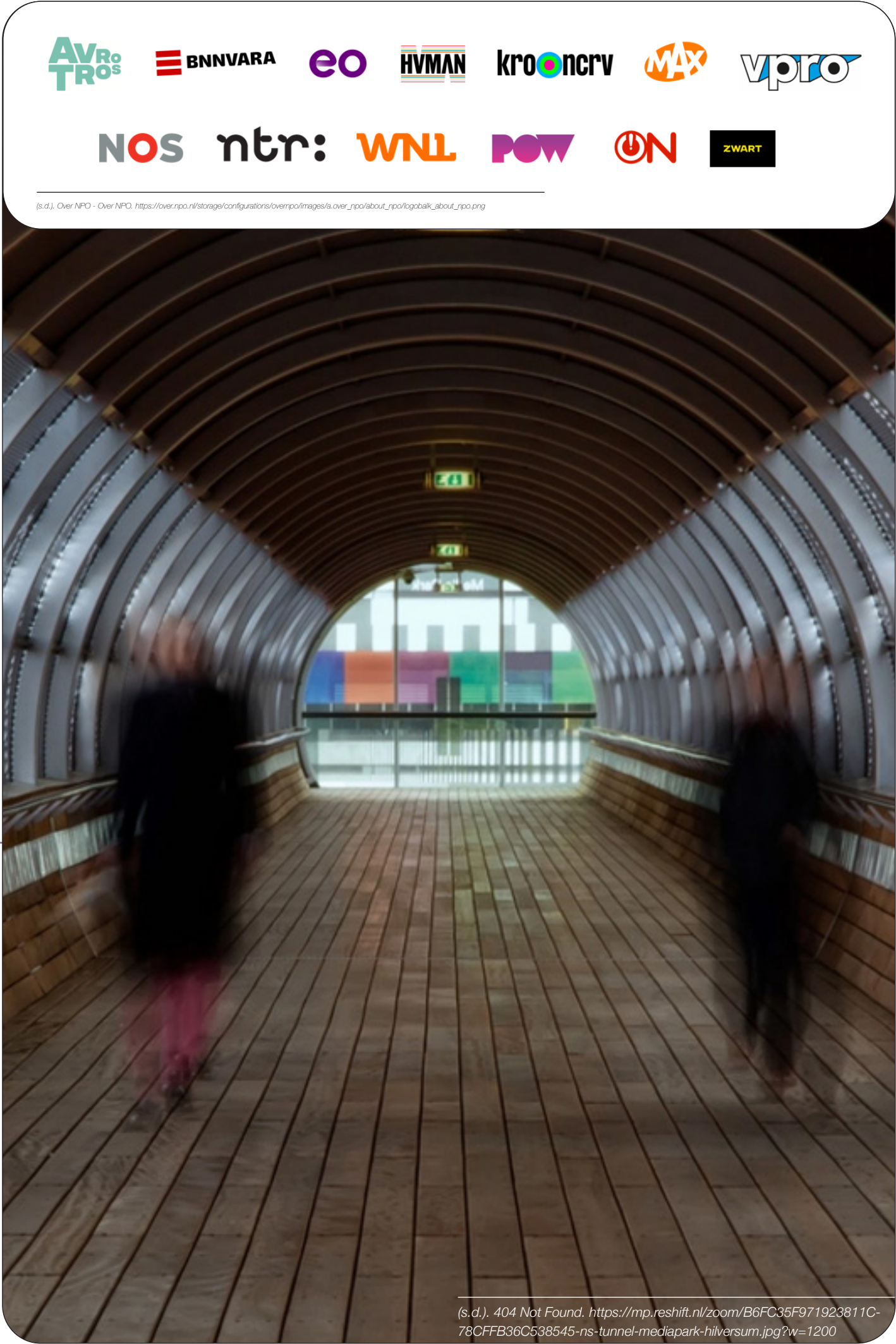
Mediapark Hilversum, The Netherlands

Large business park in the Dutch city of Hilversum . This site is home to numerous Dutch broadcasters and media companies and is the headquarters of the national public broadcasting system NPO.

¹Contributors to Wikimedia projects. (2003, 22 novembre). Dutch public broadcasting system - Wikipedia. Wikipedia, the free encyclopedia. https://en.wikipedia.org/wiki/Dutch_public_broadcasting_system

²https://over.npo.nl/storage/configurations/overmpo/files/npo_jaarverslag_2021.pdf

³NPO - Our organisation - Over NPO. (s.d.). Over NPO. <https://over.npo.nl/organisatie/about-npo/our-organisation>



(s.d.). 404 Not Found. <https://mp.resift.nl/zoom/B6FC35F971923811C-78CFFB36C538545-ns-tunnel-mediapark-hilversum.jpg?w=1200>

Company analysis

VPRO and VPRO Medialab

VPRO Tegenlicht

Beel & Geluid

VPRO and VPRO Medialab

The partners in this project are media companies from the Dutch landscape, which collaborate through a series of projects to continuously innovate their services to the public.

VPRO, Vrijzinnig Protestantse Radio Omroep, is a Dutch radio and television broadcaster that is part of NPO, Nederlandse Publieke Omroep.

VPRO is a private company, part of the public radio and television system and has an integrated and innovative programming that spans various genres, from journalism, documentaries, culture, knowledge and fiction, of interest to both adults and children.

VPRO's mission is to inspire audiences with creative, independent, innovative and diverse programming.

The organisation is liberalist and has no political affiliations. VPRO also includes the Medialab, a department that has been exploring new ways to reinvent the TV station itself since 2015. It researches new technological topics such as virtual reality, augmented reality, robotics, smart devices and so on. The aim is to discover whether these new areas can ever become resources for creative and innovative storytelling.

The main activities of VPRO are:

1 Multimedia offer

Providing a comprehensive multimedia offer.

2 Magazine

Publish a multimedia programme magazine, as well as an association periodical for members.

3 Meetings and communication

Organise meetings and provide other forms of communication with members and the public.

organisatie. (s.d.). VPRO. <https://www.vpro.nl/over-de-vpro/organisatie.html#2fc8ef13-7362-429d-97e4-9e18e25b6895>



MVRDV - Villa VPRO [Imagine]. (s.d.-a). MVRDV - Architects. <https://www.mvrdv.nl/projects/172/villa-vpro>



Wim T. Schippersplein 1, 1217 WD
Hilversum, Netherlands

OMROEPVERENIGING VPRO

company name

Vrijzinnig Protestantse Radio Omroep

former name

Lennart van der Meulen

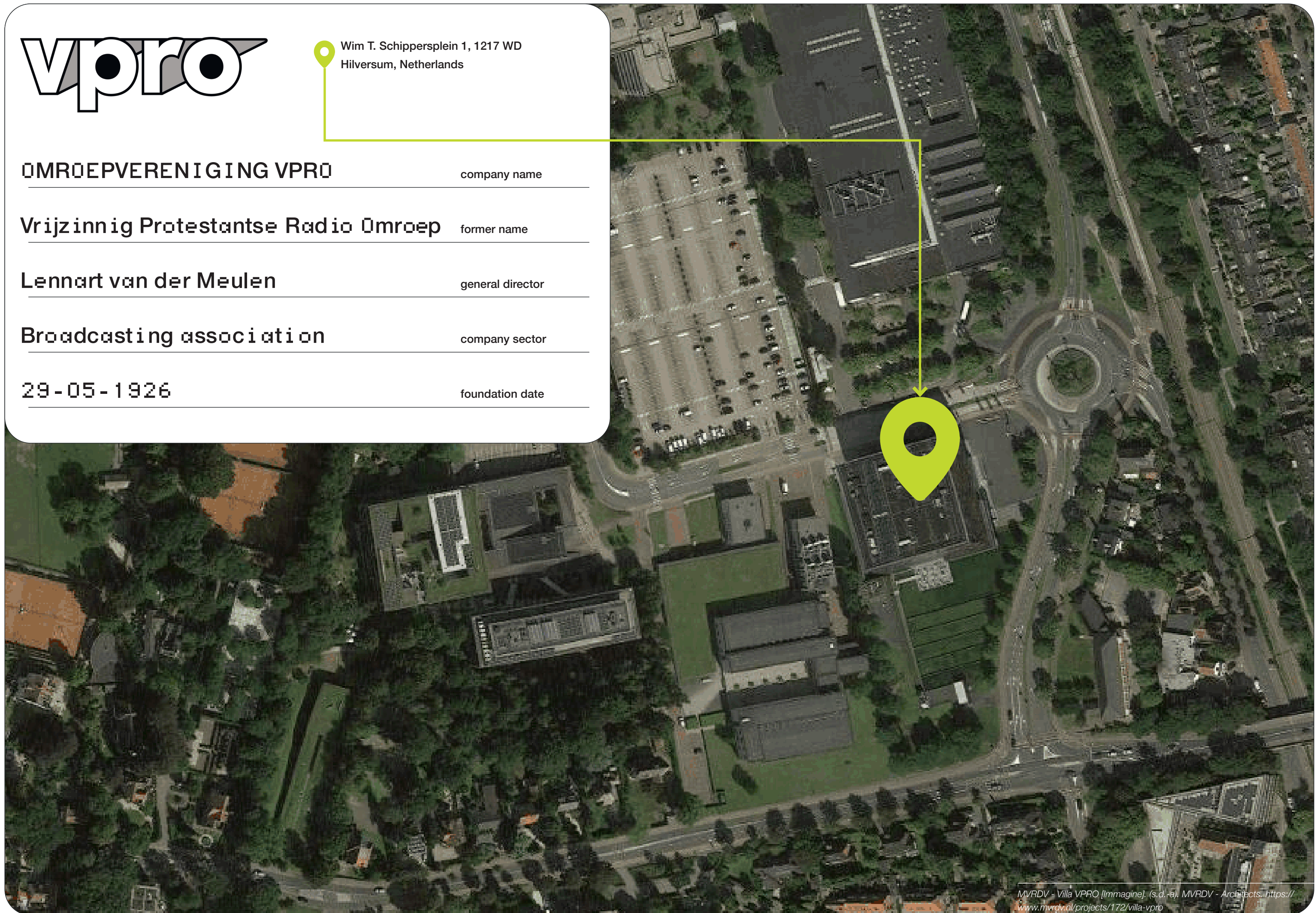
general director

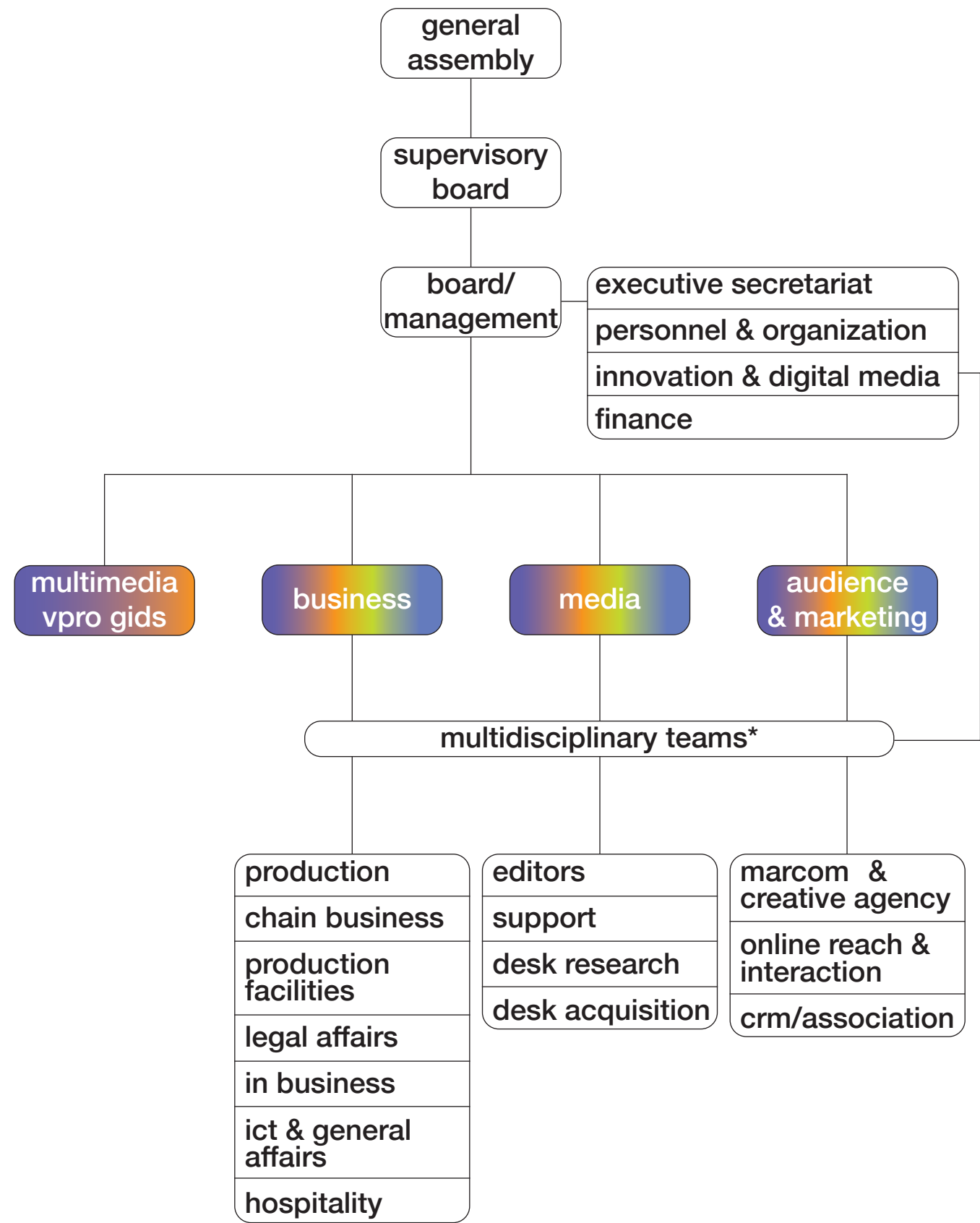
Broadcasting association

company sector

29-05-1926

foundation date





Organizational chart



Workforce

Number of employees divided by departments in 2021

374 total employees

6 personnel & organization

50 audience & marketing

165 media

94 business

23 multimedia guide

11 finance

4 management and board secretariat

21 innovation & digital media

A total of 374 people work within VPRO in 8 departments: 4 people work in the management and administrative secretary, 165 people in the media team, 94 employees in the business department, the audience and marketing is composed by 50 people, 23 people are into the multimedia guide team, 21 people in the innovation and digital media, 11 employees in finance and 6 people into personnel and organization. Of the 374 employees, 216 are women and 158 are men, thus the ratio is 58% women and 42% men.

The age of the staff starts from 20 years old and goes up to 60+, the age group with the most people is 50-59, while those with the fewest people are the youngest 20-29 and the oldest 60+.

During 2021, 18 employees were internally transferred to a new position or received a raise.

In 2021, 82 trainees were hired by VPRO and 58 of them (70.7%) are doing editorial traineeships. In addition, during the year, VPRO worked with 1645 freelancers. In 2021, VPRO had 195 full-time employees (52.1%) and 179 part-time employees (47.9%). Among contracts, on the other hand, 124 were fixed-term (33.2%) and 250 were permanent (66.8%), and in general, in program-related positions the average number of permanent contracts is lower than those related to other functions.

Within the company, most of the workflow (89%) involved program management and only 11% other functions. 216 job positions were related to program management and 158 to other positions.

VPRO Jaaroverzicht 2021. (2022, 11 april). VPRO. <https://www.vpro.nl/over-de-vpro/jaaroverzicht-2021.html>



216 women

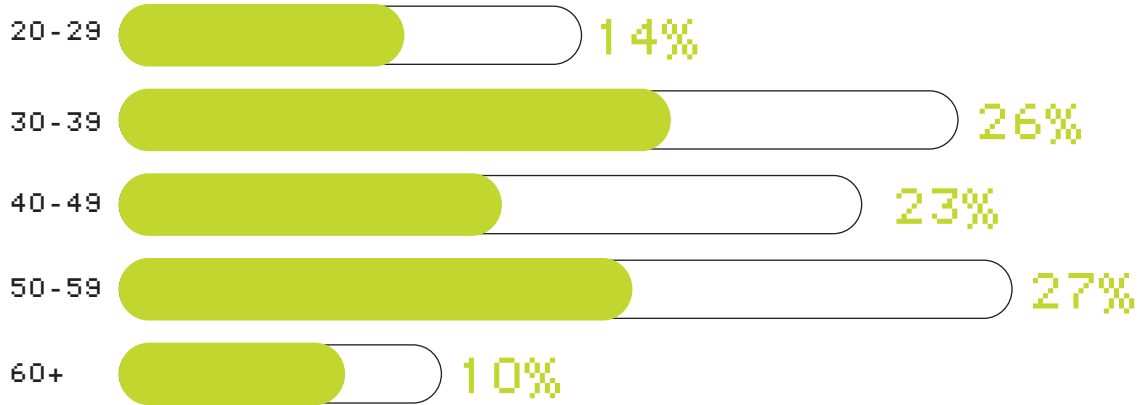
158 man

Genders

Gender of employees in 2021

Workforce

Division of employees into age groups and gender until 2021

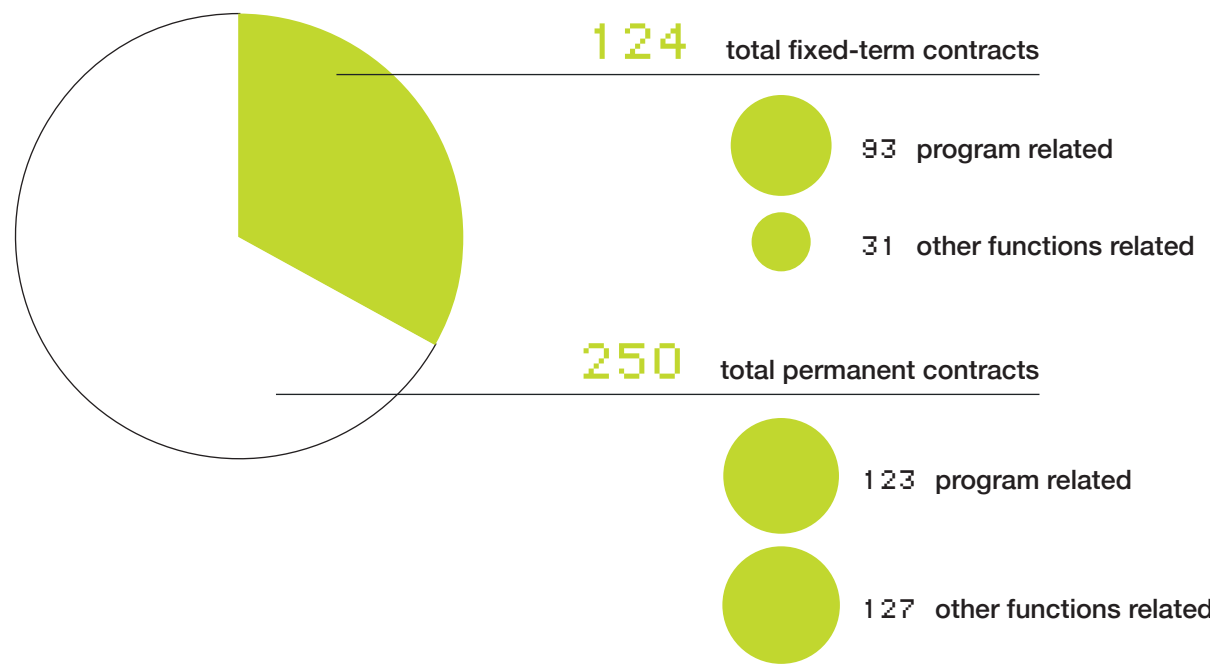


0% employees under 20

27% employees 50-59

Contracts

Contract types based on activity until 2021

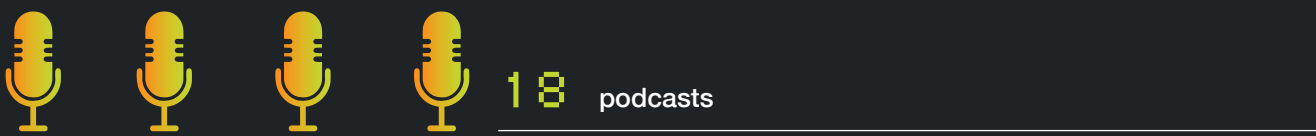


144 tv programs

90,9% of Dutch people have watched VPRO



11 radio programs



18 podcasts

Titles

VPRO production in 2021

In 2021 VPRO produced around 200 titles, divided among 144 titles for television, 11 for radio, and 18 podcasts. During the year, 90.9 percent of Dutch people watched VPRO, which broadcast programs for 1156 hours, while streaming views totaled 44,122,696. On the radio side, however, 100,092 minutes of programs were broadcast and podcasts were played 25,646,551 times.

VPRO Jaaroverzicht 2021. (2022, 11 april). VPRO. <https://www.vpro.nl/over-de-vpro/jaaroverzicht-2021.html>



VPRO financial overview

VPRO receives financial support from public funds such as the Ministry of Education, Culture, and Science, from running TV commercials, organized by STER (Stichting Ether Reclame, in English: “Foundation for Ether Advertisement”), although very limited compared to commercial networks, and from members who are part of the association and pay a monthly fee. Because of these funds VPRO produces high-content programs.

In 2021, VPRO spent about 4,1 million euros on its activities, mostly in programming, including new productions, innovation, and development of radio, TV, and digital programs.

In 2021, VPRO’s revenues dropped to 59.4 million euros, compared to 62.4 million euros in 2020. This difference of €3.1 million from budget was mainly due to a reduction in media sales, caused by the fact that, due to the pandemic, some programs were canceled and programming planned for 2021 was postponed to 2022. This figure did not cause problems on operations, and program costs changed along with the decrease in sales.

In addition, 2021 ended with an operating deficit of 96,000 euros despite a budget of 397,000 euros. This positive difference of 301,000 euros between budget and realization was mainly due to the results brought by new donor recruitment campaigns, increased views on NPO Start Plus, and reduced organizational costs.

VPRO’s financial organization is based on the management of:

1 Program production costs

VPRO aims to ensure that program production costs do not exceed subscription revenues and third-party funding.

2 Organizational costs

VPRO is concerned with covering the costs of running the building, facilities, and support services, which are financed by the organizational cost offset established by the NPO and the allocation of actual costs to the association and guide.

3 Own contributions

VPRO uses its own contributions to support major programmatic initiatives and make them stronger in terms of content, to innovate, to support initiatives that can generate new financial flows, and to promote cross-media working methods.

organisatie. (s.d.). VPRO. <https://www.vpro.nl/over-de-vpro/organisatie.html#2fc8ef13-7362-429d-97e4-9e18e25b6895>

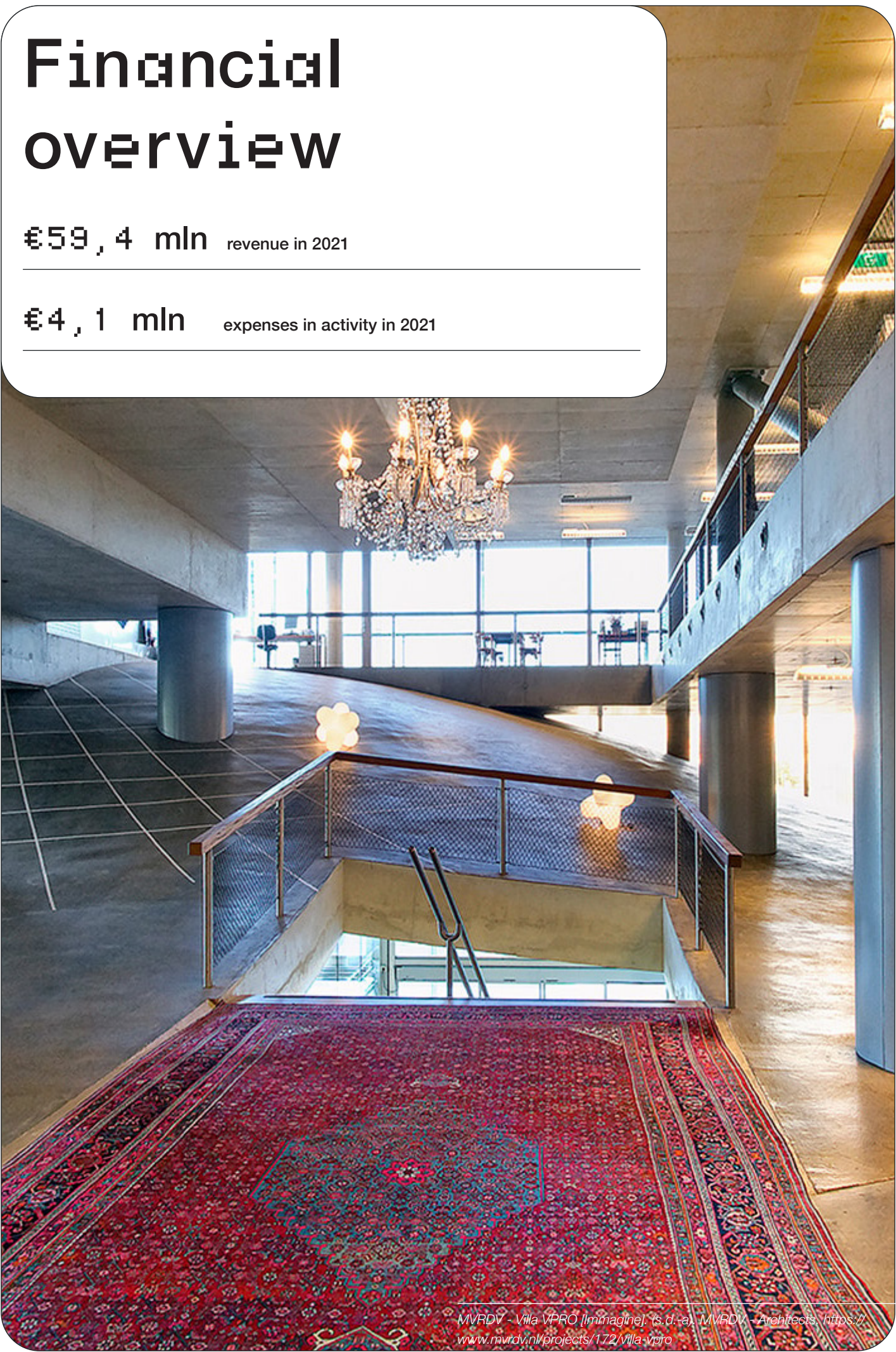
Financial overview

€59,4 mln

revenue in 2021

€4,1 mln

expenses in activity in 2021



MVRDV - Villa VPRO (Imagine). (s.d.-a). MVRDV - Architects. <https://www.mvrdv.nl/projects/172/villa-vpro>

VPRO Tegenlicht

VPRO Tegenlicht, Backlight in English, is a 50-minute, future affairs-program and a platform of the Dutch public broadcaster VPRO. It is produced by a group of researchers, filmmakers and storytellers to focus on social issues with a forward-looking aspect, with the help of their background stories, the future is explored.

It was created in 2002 as a television program based on storytelling and critical journalism on topics concerning society, and the first episode was broadcast on September 8 of that year. In documentary style, each episode is broadcast on television and later there is an option to review it on demand on the NPO streaming platform. The intent of the filmmakers and journalists who make the reports is to observe modern society with a focus on new trends and ideas in the political, economic, social, and scientific fields.¹

Until 2022, episodes were issued every two weeks, with a total of 24 episodes per year. While starting in 2023, only one episode per month is broadcast to allow people to delve more deeply into the topics covered. In this way, in addition to broadcasts, new cross-media content are created around the themes, reaching each target group in different media.²

50 minutes program duration

24 episodes per year

8-09-2002 original release

¹Samen vergroenen — vpro tegenlicht. (2023, 11 gennaio). VPRO. <https://www.vpro.nl/programmas/tegenlicht/home.html>

²Het nieuwe Tegenlicht wil sprankjes hoop geven. (s.d.). VPRO Gids. <https://www.vprogids.nl/2023/2/inhoud/artikelen/p15-Inspireren-en-active-ren.html>

Topics

1 Economy

2 Energy

3 Europe

4 Money

5 Geopolitics

6 Health

7 Identity

8 Internet

9 Climate

10 Media

11 Migration

12 Education

13 Politics

14 Protest

15 Religion

16 Society

17 Technology

18 Food

19 Work

20 Living



(s.d.). VPRO. https://www.vpro.nl/imaging/mte/vpronl/opengraph/dam/vpronl/programmas/t/tegenlicht/meet-ups/breda/nft_mania.jpeg/jcr:content/nft_mania.jpeg

vpro
tegen
licht

Tegenlicht

program name

Documentary television

genre

VPRO

production company



Archief van de toekomst

VPRO Tegenlicht collaborated with Beeld & Geluid, Het Nieuwe Instituut to create Archief van de toekomst, the Archive of the Future. Through research by designer and artist Richard Vijgen on the role of artificial intelligence in opening up digital heritage collections, this online archive was created. Through artificial intelligence it allows users to search through all of the more than 500 episodes of Tegenlicht, on 20 different topics, made from 2002 to June 2022 ¹. Users can search for desired snippets, quotes and images thanks to algorithms that turned each individual episode into a dataset. The Future Archive also led to the creation of an interactive installation at Het Nieuwe Instituut in Rotterdam. ²

¹Meten is onderzoeken - 20 jaar Tegenlicht in data. (s.d.). All stories | Media Suite Data Stories. <https://mediasuitedatastories.clariah.nl/tegenlicht-20-years/>

²Archief van de toekomst. (s.d.). VPRO. <https://www.vpro.nl/programmas/tegenlicht/kijk/archief-van-de-toekomst.html>

Episodes in numbers

Tegenlicht numbers until June 2022

526	total episodes
20	different topics

eye

category

confidence

Select an artificial eye

people

artifacts

natural objects

(s.d.). De toekomst door kunstmatige ogen | The Future Through Artificial Eyes. https://tegenlicht.hetnieuweinstituut.nl/sites/default/files/styles/pages_slider/public/4_15.jpg?itok=sT8l_Lf8



Beeld & Geluid

Beeld & Geluid (Sound & Vision) is one of the largest digitized media archives in the world. It collects daily media from radio, television, YouTube videos, podcasts, written press, objects and games. Its mission is to highlight current events from a media-historical perspective, showing how media tell stories and influence society.

It collaborates with various partners, such as creative media creators, interested experts, universities and many others, and offers the public an overview of this collection through the museum's premises at the Media Park in Hilversum, the Netherlands.

Beeld & Geluid's mission is to enhance people's interaction with media by archiving, exploring and contextualizing. Fundamental in this is the freedom of thought and expression of words, images and sounds.

The most important activities of Beeld & Geluid are:

1 Archive management

Beeld & Geluid preserves its ever-expanding media collection as an eternal cultural heritage.

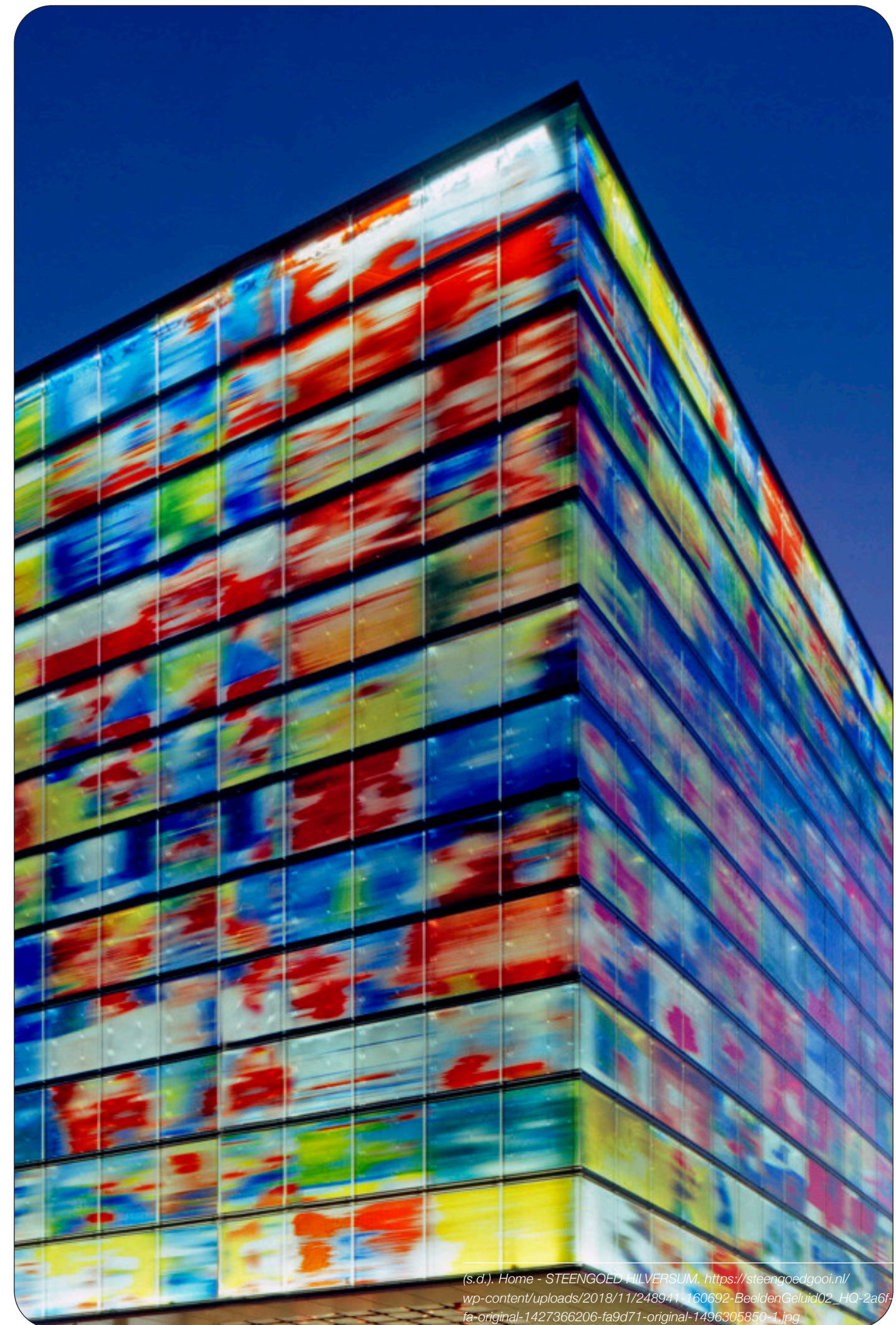
2 Organizing activities

The company organizes numerous public activities, debates and conferences for all kinds of targets. It also offers workshops dedicated to media education in schools.

3 Encouragement of research

Beeld & Geluid is dedicated to encouraging academic and journalistic research to always expand its archive.

Beeld & Geluid. (s.d.). Home | Beeld & Geluid. <https://www.beeldengeluid.nl/>



(s.d.). Home - STEENGOED HILVERSUM. https://steengoedgool.nl/wp-content/uploads/2018/11/248941-160692-BeeldenGeluid02_HQ-2a6f-fa-original-1427366206-fa9d71-original-1496305850-1.jpg



Media Parkboulevard 1, 1217 WE
Hilversum, Netherlands

Beeld & Geluid

company name

Eppo van Nispen tot Sevenaer

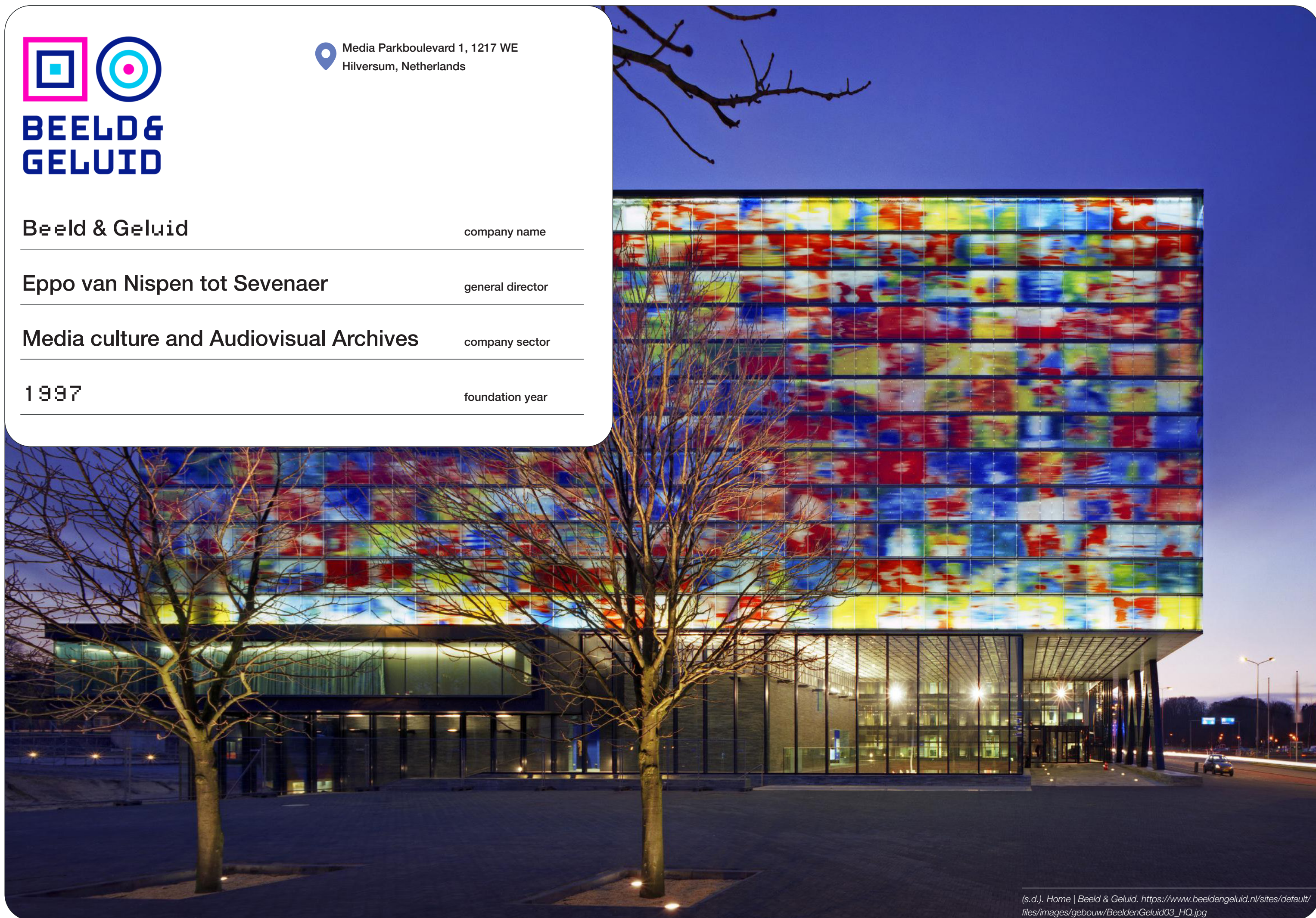
general director

Media culture and Audiovisual Archives

company sector

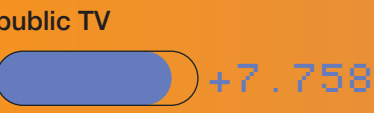
1997

foundation year



Archive

Increase in TV and radio programs in hours



Audience appreciation

values relative to 2021

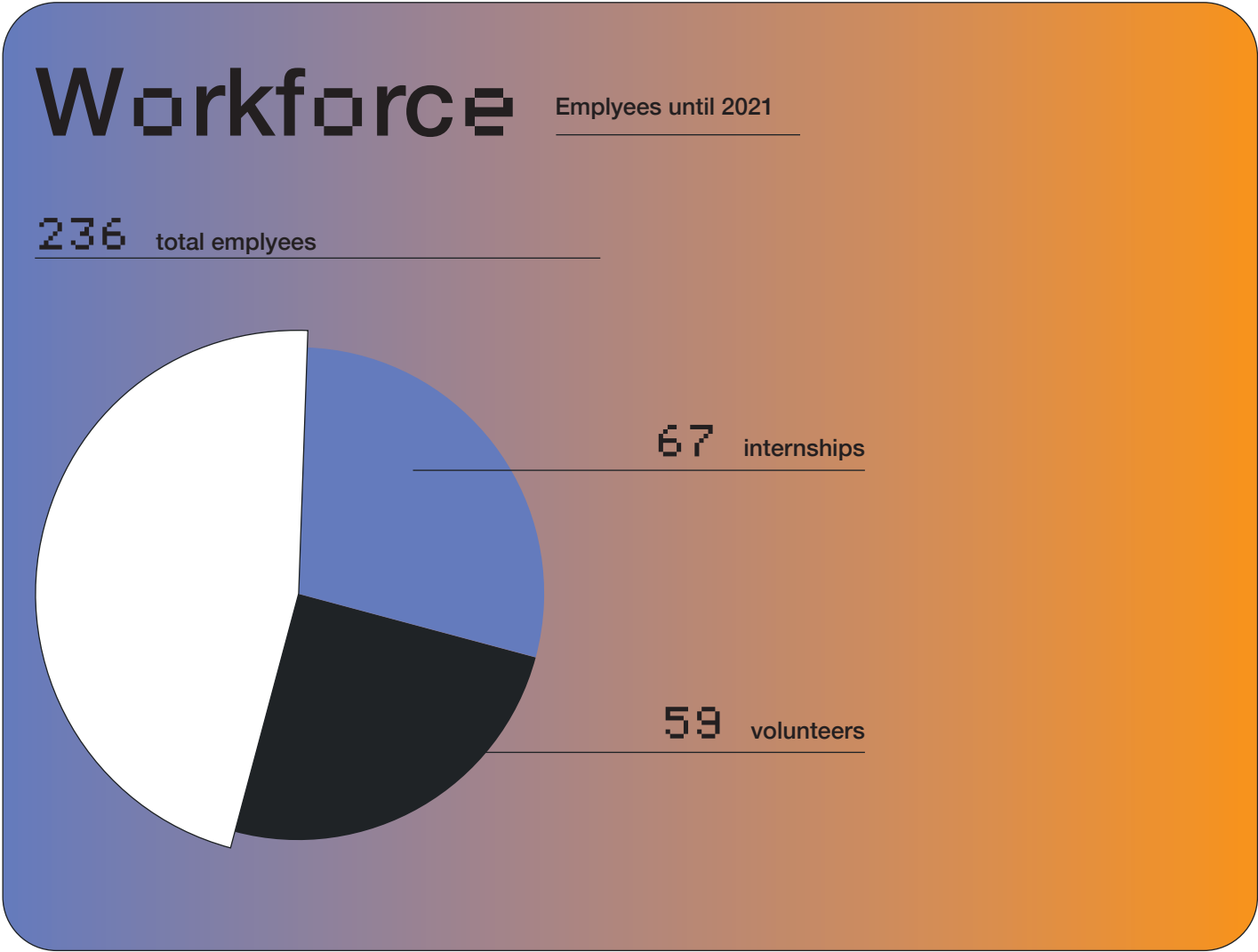


About 500 hours are selected each year from TV channels, with preference given to Dutch productions. In 2021, 525.5 hours of commercial television programs and 709 hours of commercial radio programs were selected.

In 2021, with the latest acquisitions of the archive, 100% of Dutch material broadcast on television and radio became part of Beeld & Geluid.



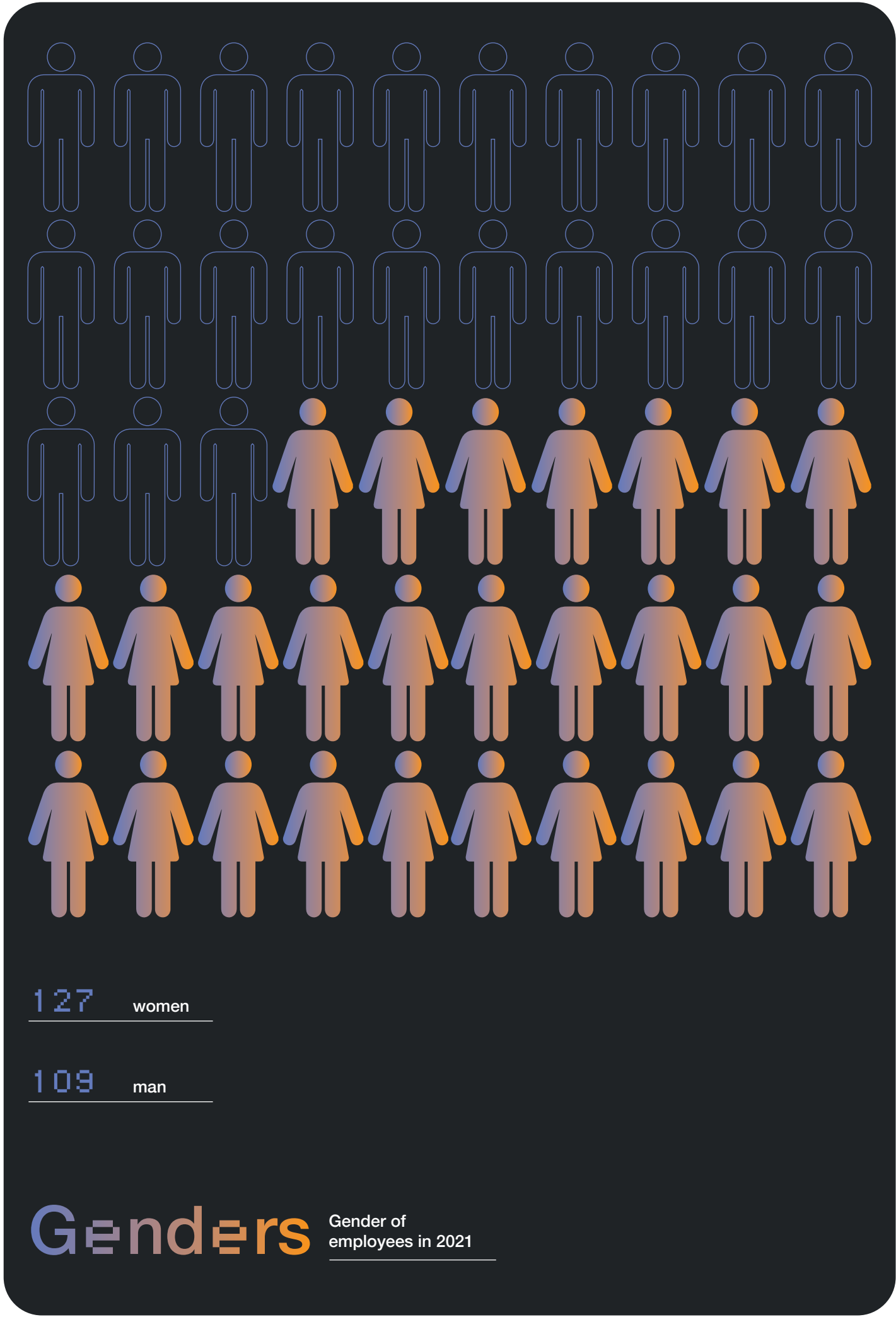
(s.d.-b). Wikimedia Commons. [https://upload.wikimedia.org/wikipedia/commons/thumb/f/fd/Nederlands_Instituut_voor_Beeld_en_Geluid_\(3\).JPG/2560px-Nederlands_Instituut_voor_Beeld_en_Geluid_\(3\).JPG](https://upload.wikimedia.org/wikipedia/commons/thumb/f/fd/Nederlands_Instituut_voor_Beeld_en_Geluid_(3).JPG/2560px-Nederlands_Instituut_voor_Beeld_en_Geluid_(3).JPG)



Beeld & Geluid receives public grants from the Minister of Education, Culture and Science to maintain and manage the national public broadcaster’s multimedia archive. It also receives grants from the European Commission and other institutions and funds, and also additional temporary funding for earmarked projects from other governments, agencies and charitable funds. In addition, Beeld & Geluid receives revenue from sales to third parties, while the percentage of revenue intended for 2021 was 28 percent.

At the end of 2021, Beeld & Geluid had 236 employees, of whom only 67 were on fixed-term contracts. There were 67 active trainees and 59 volunteers. 54% of Beeld & Geluid’s employees are women, and the average age of employees is 45. In 2021, 47 employees were hired and 27 employees were terminated, and 59 employees underwent individual training.

Voorwoord | Jaarverslag 2021. (s.d.). Jaarverslag 2021. <https://jaarverslag2021.beeldengeluid.nl/voorwoord>



Stakeholders

Stakeholders

Users

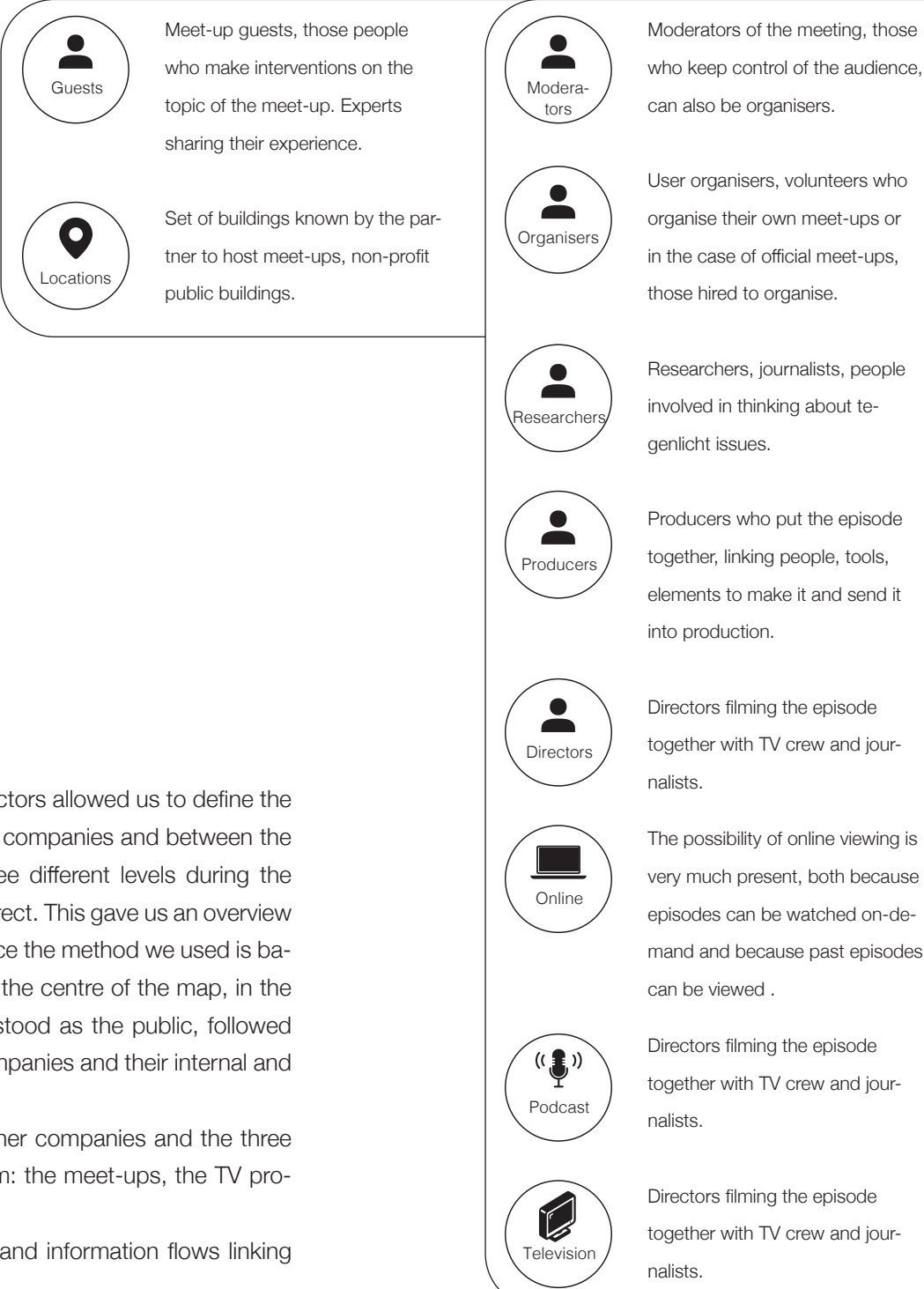
Users research

Personas

User Journey map



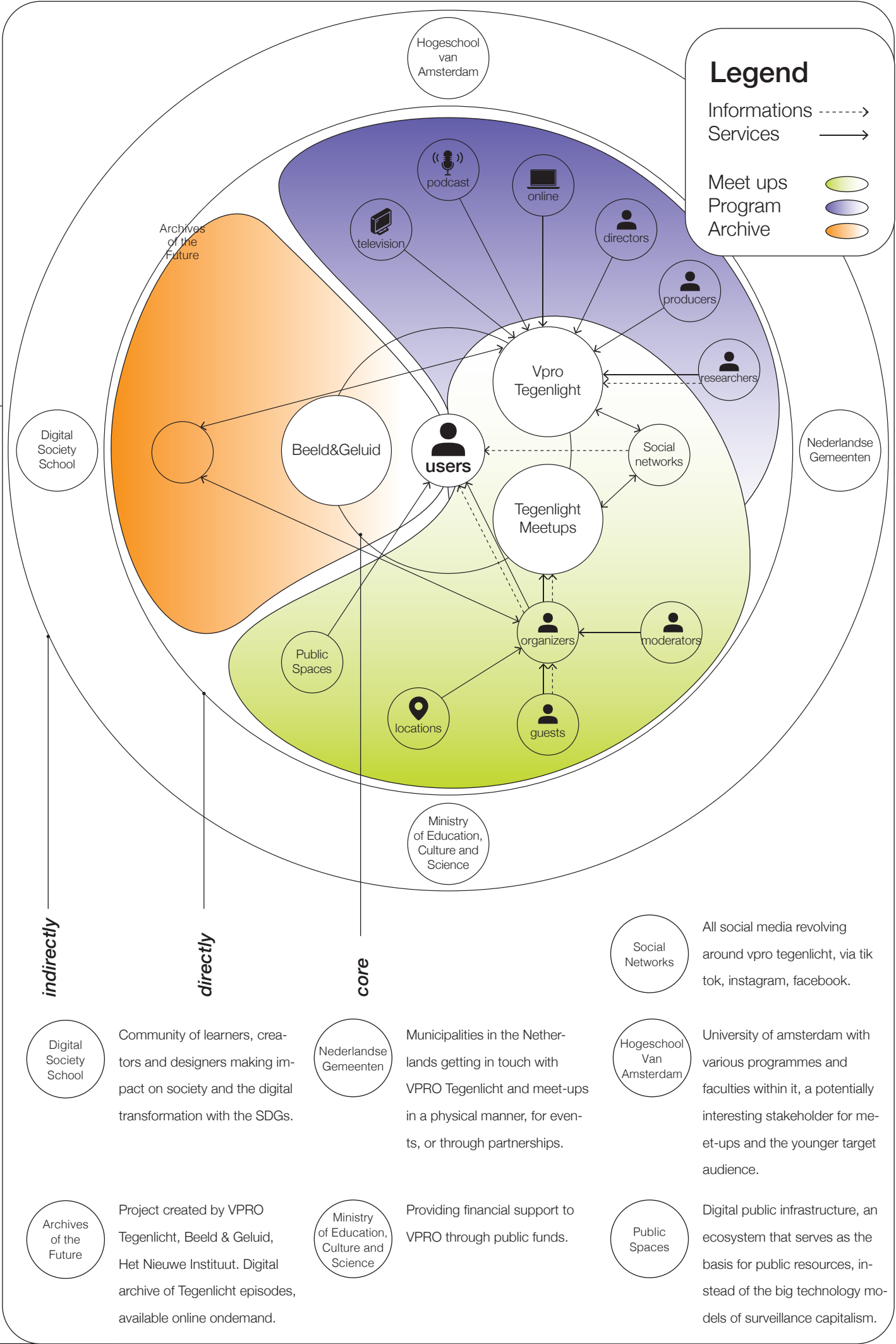
Stakeholders map



The map of stakeholders and actors allowed us to define the links between the three partner companies and between the different actors involved at three different levels during the process: central, direct and indirect. This gave us an overview of the system in its context. Since the method we used is based on user-centred design, at the centre of the map, in the core, we see the users, understood as the public, followed directly by the three partner companies and their internal and external actors.

The map shows the three partner companies and the three different contexts involving them: the meet-ups, the TV programme and the archive.

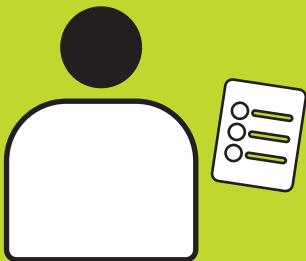
We have identified the service and information flows linking the three different areas.



Users



1
End user, part of the TV audience is part of the Dutch citizens who follow the TV programme Tegenlicht. Within the context of meet-ups are also those people who participate as spectators, who perhaps interact with other users after listening to or watching an episode of Tegenlicht or after reading about the scheduling of these events in the city where they live.



2
User organiser. A very important factor to bear in mind is the fact that most meet-ups are self-organised by Tegenlicht users. The organising users are volunteers, they are not commissioned by Tegenlicht to organise their own meet-ups, they are people who are enthusiastic about the programme and above all eager to continue the debate arising from the topics of the episodes with other people. The intent of an organiser is often to organise something for their own community, in their own Dutch city, by appealing to the opinions of experts whom they can contact to share the opportunity to discuss a topic with the audience. These are people interested in exchanging opinions and organising intellectual and debating events, willing to do this for free under the image of Tegenlicht meet-up.

From the stakeholder map and thanks to the systemic design that puts the human being at the centre, we were able to focus our attentions more closely on the users. Our user study in fact investigated the audience of the Meet-ups extensively, actually identifying two groups of users: the end user; and the organising user of the Meet-ups. Being an end user does not preclude one from also being considered an organising user, because as we shall see, organising users became such precisely from the audience like all other users.

Clarifying this distinction in users was essential to our research because it allowed us to decide which tools to use in order to better understand the people in these two groups, and also to start targeting the project. To investigate our user study, we did extensive research on users, using design thinking tools and methods. This made it easy for us to organise the work and continue the user research phase.



(s.d.). https://images0.persgroep.net/rcs/HB7TidID-avmvDHDSVpVjwUf0QY/diocontent/142880947/_fill/1350/900/?appld=21791a8992982cd8da-851550a453bd7f&quality=0.9

Users research

A day in the life

We had the opportunity to participate in two meet-ups to observe the participants in place and context to understand the dynamics.

The first meet-up we attended was “Trust me, I’m a journalist!”, on 28 September 2022, at the Pakhuis de Zwijger, in Amsterdam. In this location, the meet-ups are very professional, there is a stage equipped with cameras and microphones on which the moderator and speakers discuss and interact with a large audience who, by raising their hands in turn, can intervene with comments and questions. In this relaxed and inspired atmosphere, the goal of social change is possible because this type of community allows people to share their thoughts on issues that affect them. At this meet-up we had the opportunity to disseminate a Qr code, which we will discuss later, with the audience and the meet-up organiser.

Second day in the life

The second meet-up we attended was ‘Fake news’, on 23 November 2022, at Pletteij in Haarlem.

There the atmosphere was more informal and the audience consisted of fewer people, about twenty. Here the organiser spontaneously organised a hybrid session with cameras recording the session to broadcast it live on Youtube Live Stream and save it for publication on the same platform. At this meeting, we had the opportunity to interview the organiser and obtain many interesting insights for our project, as well as engage the audience through the feedback posters.



from our archive - photograph of the Meet-up Trust me I'm a journalist in Pakhuis de Zwijger, Amsterdam

Surveys


As mentioned earlier during our participation in the meet-ups, we shared surveys with the audience in order to begin to get to know the users.

For this reason, we defined and structured all the necessary questions to investigate the system more closely and understand it through the eyes of the users themselves.

At this stage, we decided to divide the form into two different paths: the one for users intended as the meet-up audience and the one for organiser users.

We made a Qr Code linked to the Form and distributed them first among the audience of some meet-ups we attended and then, with the help of our partners, we attached them to the newsletters that the organisers themselves send to their audience.

The total number of people we managed to reach with the survey is 19, of which 17 are from the public and 2 from the organisers. The survey allowed us to learn more about the people we were planning for, gathering information to better understand who they are and what they are there for.



Scan this QR code and help us with our project!

Answers from the survey:

19 Total replies

2 meet-up organisers
17 meet-up participants

Relevant and interesting answers from the organisers:

Do you share feedback of the meet-ups with VPRO/Tegenlicht?

1 yes
1 no

Are you in touch with other communities of meet-up?

2 yes

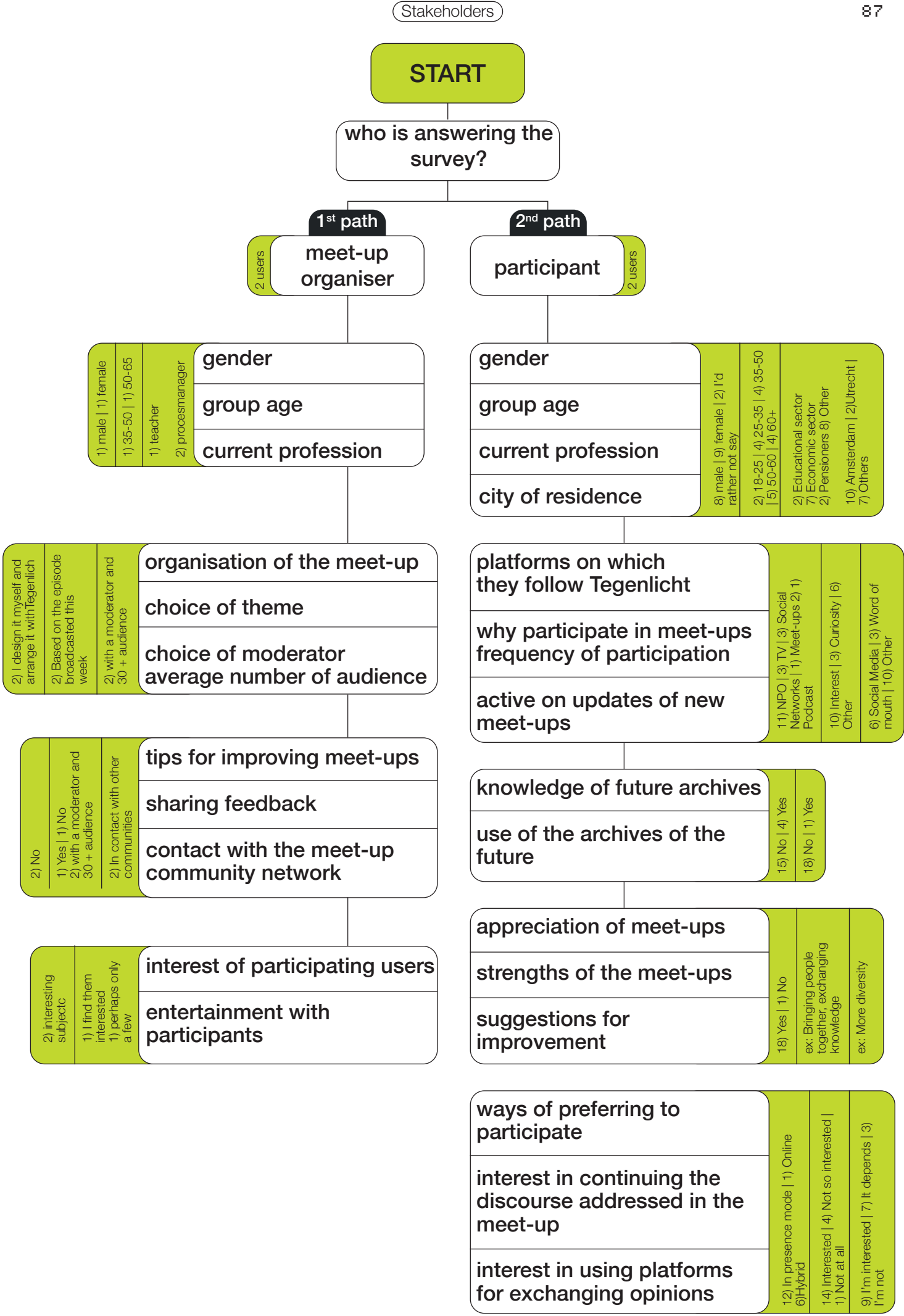
Salient and interesting answers from the participants:

Why did you decide to attend the meet-ups?

Majority replied for interest and curiosity

If you want to change anything about the meet ups what would you change?

More interactive, choice of room matters
Focus on what citizens can do about the topic



Replies from the room

5 responses in total

1) Would you like to participate in a meet-up workshop where you could collaborate with experts?

4 YES

1 NO

2) Do you have any projects in your mind that you would like to investigate with the help of experts in the same context as meet ups?

1 YES

3 NO

3) If you had the opportunity to exchange opinions (online) on the topics covered by Tegenlicht with other people participating in the meet-ups, would you use it?

1 MAYBE

4 NO

4) After participating in a meet-up did you ever feel the need to go deeper into some of the topics discussed?

1 MAYBE

4 YES

5) Do you think it could be useful to have a technological implementation that would help to collect feedback from you about Tegenlicht?

4 NO

6) Would you share your opinion about the Tegenlicht meet-ups, knowing that your opinion would be taken into account as feedback?

2 MAYBE

3 YES

7) Would you start organising your own meet-ups if you have some 5 help, guidelines, resource for it?

5 NO

8) In which kind of meet-up do you prefer to participate?

4 live

1 hybrid

Feedback poster

At the meet-up we attended in Haarlem, we created an interactive feedback poster to maximise the opportunity to reach out to users. In order to get immediate and engaging feedback, we invited those present to use stickers to indicate whether or not they found the proposed ideas interesting. In this way, we were able to deepen some topics and validate some ideas that had arisen from the insights already gathered.

With this activity, we reached an average of five answers per question. All respondents disagreed with the use of technology implementation to obtain input from them and refused to discuss the topics with others participating in the online meet-ups. Four respondents agreed to engage and collaborate with the experts, while one declined the invitation to

participate. Furthermore, one respondent stated that he had a project in mind that he would like to pursue with the assistance of specialists in the same field. Furthermore, four respondents expressed a real interest in doing further research on the topics presented after participating in a meetup, while one was unsure. Three respondents were interested in providing their thoughts on the meetings, provided their comments were taken into account, while two respondents were not interested in offering their opinions. All respondents were unwilling to organise the meet-ups themselves, even if they were provided with assistance, instructions and resources.

In terms of meeting style preferences, four respondents preferred face-to-face meetings, while one preferred hybrid meetings. Finally, participants did not respond to the question of which platform to use to maintain contact with other members of the Tegenlicht community.



from our archive - photograph of the Meet-up Fake News at Plettej, Haarlem

design process considerations

In order to create a community, it would be useful to find a point of contact with the users, proposing a new unified platform for all to promote the meet-ups and do institutional communication and reach out to all people in the Netherlands.

In order to take project directions, we saw how the research of both users is parallel. It was therefore equally important to interview two meet-up organisers: Badel Bayrak, organiser of the Pakhuis de Zwijger in Amsterdam, and Marcel Boon, organiser of the Pletteij in Haarlem.

The interview with Badel allowed us to learn a lot about the structure of meet-ups and their organisation. In detail, Badel can be regarded as one of the most professional organisers, as he was hired by VPRO Tegenlicht specifically for the meet-ups at the Pakhuis in Amsterdam.

The individual interviews were important to gather useful insights for the project, in particular the one with Marcel allowed us to understand the direction to take for the project and is the interview we intend to focus on.

He pointed out to us the communication problem between Tegenlicht and the organisers themselves, due to the nature of the partnership. There is a lack of organisation Marcel

pointed out the differences in the organisation of meet-ups in all locations and the fact that they are not uniform because each organiser organises their meet-up in their own way. Furthermore, the toolkit provided on the Tegenlicht website is not very useful for everyone, especially since it seems to be made only for those who want to organise meet-ups in libraries.

Marcel suggested implementing and updating the toolkit with more specific and easy-to-follow guidelines, depending on the level of competence of the organiser or venue. According to Marcel, a lack of knowledge or motivation on why and how to organise other types of meet-ups and workshops on the part of organisers would lead to a lack of interest in using these tools.

Marcel also mentioned that the meet-ups organised in Amsterdam and Utrecht, as professional debate venues and external partners of Tegenlicht, organise well-organised meet-ups less than two days after the broadcast of each episode.

The possibility of doing the same for other locations in other cities, providing more details and help to the organisers, could be a good way to improve the meet-ups and increase the number of participants in other locations rather than in Amsterdam and Utrecht.

Finally, communication issues with the public are also very strong from Marcel's point of view, because the organisers themselves do not communicate with more than 90% of the participants.

In order to create a community, it would be useful to find a point of contact with the users, proposing a new unified platform for all to promote the meet-ups and do institutional communication and reach out to all people in the Netherlands.

Marcel Haarlem meet-up organiser

Needs as organiser:

- 1) most up-to-date advice
- 2) how to keep an audience of unpleasant people
- 3) have direct contact with VPRO

Insights from meetings:

- 1) The format is not uniform in Pakhuis de Zwijger and local meet-up organisers have fewer possibilities to manage the event
- 2) The toolkit can be implemented / revisited with more specific and easy-to- follow guidelines
- 3) An effective contact method needs to be established

Personas

We used Personas as a tool to survey the users of our project. We represented a group of possible users who share common goals, attitudes and behaviours regarding the enjoyment of Tegenlicht episodes, participation in meet-ups and the use of the Future Archive.

We collected data on users through observation, a survey and numerous interviews on several occasions.

Since the identified users were divided between organising users and end users/participants, we decided to represent example personas for both groups.

Final users/ participants

Mathij Jensen, Ellen Bakker and Sem Van Leeuwen. They are three Dutch people from different cities in the Netherlands, with different backgrounds and different generations, but united by their concern for their future and their ambition to make it better.

Final users participants of meet-ups

Mathij Jansen

Mathijs is curious in nature. His curiosity and love for information made him pursue a career in Journalism. He loves to meet people and enjoys talking about everything and anything. He has an interest in topics that affect humanity.

Needs

- Feeling motivated
- Give his opinion
- Don't waste time

Goals

- He wants to contribute with his skills and profession to solving some of society's most difficult problems.
- He wants to learn more about journalism and new methodologies for working in the field.

Frustrations

- It is not easy for him to listen to an opinion that is not similar to what he believes.
- He does not like the fact that there is a lot of misinformation in his community.
- They do not like it when a person speaks without knowledge of the topics.
- He finds it difficult to find new motivation to distract him from his point of view.



Age | 38

Occupation | Journalist

Location | Drenthe

Family | Married, kids

Extrovert | 85%

Thinking | 70%

Intuition | 60%

Judging | 80%

Preferred channels:

NPO, YouTube, Twitter, Spotify Podcasts, Reddit

Final users participants of meet-ups

Ellen Bakker

Ellen is a sunny girl who lives in Delft with her parents. She studies industrial design in Amsterdam and takes the train every day to get around. In the meantime, she watches social media where she follows different information channels because she likes to keep up to date with news.

Needs

- Feeling comfortable
- Being entertained
- Getting to know other people

Goals

- Knowing what is new in your field of study, design in particular.
- Obtaining notions of other categories of fields far from its own.
- Improving oneself as a person.

Frustrations

- She feels that sometimes it is difficult for her to have an opinion on a topic because she feels ignorant about certain topics
- He is not always able to make his feelings count, which is why he has difficulty in expressing her thoughts.

Age | 25
Occupation | Industrial Design Student
Location | Delft
Family | Lives with parents
Extrovert | 65%
Thinking | 80%
Intuition | 80%
Perceiving | 90%
Preferred channels:
NPO, Instagram, Spotify Podcasts



Final users participants of meet-ups

Sem Van Leeuwen

Sem loves to debate. He is passionate about creating a healthy living environment where people are able to express themselves without judgment. He has a career at the government as a policy advisor on sustainability. He likes going to meetups where people challenge the norms of society.

Needs

- Stepping outside his own sphere of knowledge to have more overall awareness.
- Contribute and actively participate discussions.

Goals

- Discuss the views of the general people regarding sustainability.
- Meet like-minded professionals who are passionate about the SDGs.
- Staying up-to-date on company news and issues.

Frustrations

- There is too much reliance on social media platforms to discuss or relay information among people.
- He believes that many people do not care about societal issues as much as he does.

Age | 51
Occupation | Sustainability Policy Advisor at Rijksoverheid
Location | Amsterdam
Family | Divorced with kids
Extrovert | 67%
Thinking | 85%
Intuition | 90%
Perceiving | 70%
Preferred channels:
NPO, Facebook, Twitter



Organiser user of meet-ups

Ilse Dijkstra

Ilse is a highly motivated adult woman, she likes to debate and address topics that concern her. She organises meet-ups in her city and always tries to do something to entertain her audience, but she is not so good with technology so she does not always get the result she would like.

Needs

- Being able to ask someone for help to improve
- Having access to a network of people you can invite as guests
- Get advice on using technology

Goals

- Getting to know new people with whom to create a community that meets regularly
- Being a reference point in your city for interesting events
- Having always new proposals for her events

Frustrations

- Not knowing how to use technology well
- Not knowing many people within the meet-up context

Age | 56
Occupation | Librarian
Location | Apeldoorn
Family | Single

Extrovert | 75%
Feeling | 80%
Intuition | 50%
Judging | 65%

Preferred channels:
NPO, Facebook



Organiser user of meet-ups

Willem Van der Vegte

Willem is a person very attached to his own culture, which is why he cares so much about society and especially the problems he encounters. For the past 10 years, he has been organising meet-ups in his town of Breda, where he involves friends and acquaintances in discussion and conversation with the experts he invites to his meet-up.

Needs

- Receiving advice and feedback from VPRO Tegenlicht in order to improve their meet-up
- Get to know other organisers to take inspiration and compare notes
- Feel valued for the volunteerism and commitment they put into organising valuable meet-ups for their audience

Goals

- Personally improve one's knowledge
- Create a network of interesting people with whom to
- Dialogue and chat about current affairs and one's own culture
- Succeed in doing something good for his own city

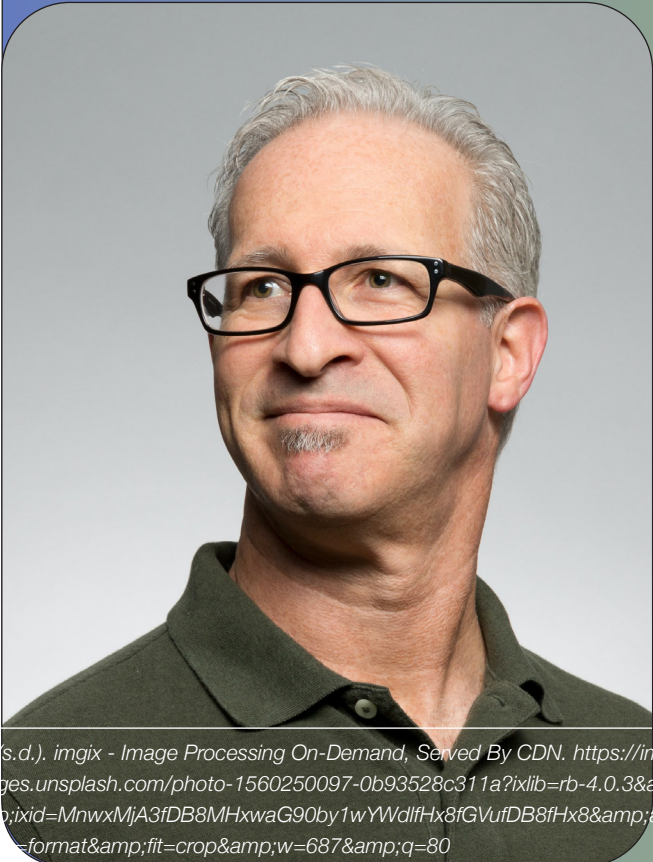
Frustrations

- Not having the means and tools to create an increasingly interesting event
- Feel far removed from the meet-up context that is present in Amsterdam

Age | 68
Occupation | Pensioner
Location | Breda
Family | Married, kids

Extrovert | 90%
Feeling | 60%
Sensing | 70%
Perceiving | 85%

Preferred channels:
NPO, YouTube, Facebook



Users journey map

Part of the in-depth user research was also the documentation and visualisation of the user's experience when approaching meet-ups as either a participant user of the events or an organiser user of them.

We identified the different stages that make up the process that the user goes through in chronological order, starting from when he or she sees the episode until the end of the meet-up. In the case of the organising user, the moment he sees an episode and decides to hold a meet-up. Part of the process was also the emotional experience that users go through to empathise with the people we were working for and the touchpoints, i.e. the tools used to approach the service.

The tools used by both to get in touch with the meet-ups are technological, television for listening to and discovering meet-up episodes and the Tegenlicht website mainly for consulting the company and organised events.

How can a design intervention be structured?
At which touch points?

Participating user



SEES/HEARS

Exposed to the broadcaster via television, radio, internet or social media



DISCOVER

Listen and learn about the broadcast, the topics



INFORM

Research to find out more about this programme and its services



INTEREST

1) Is interested and wants to find out about all the topics
2) Discovers meetups



PARTICIPATES

1) Choose a location and registers at the event. Join the meet-up



INTERACTS

Listens and interacts with other participants at the meet-up after the event

Organiser User



SEES/HEARS

Knows the TV programme and has already organised meet-ups



DISCOVER

Sees a new topic and is impressed by it



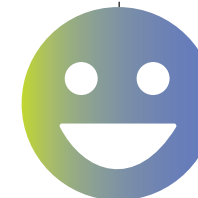
ORGANISES

start deciding how to structure his meet-up, get in touch with Tegenlicht



CONTACT

contact all speakers and if you want a moderator, formalise the event



HOST

hosts the meet-up, checks that everything goes as planned and has a great time



END OF THE EVENT

do some networking, talk to guests after the event and to the audience. He exchanges opinions and views on the impressions everyone got from his event.

Tools used by both:



Television / NPO TV Programs



Tegenlicht's website



Tegenlicht's website



Toolkit for the organiser

Challenges & opportunities

Categories of study

C&O list

Cases studies

Best practices

Solutions



Categories of study

The Holistic Diagnosis enabled us to obtain a broad view of the scenario in which the project comes to life, both in terms of the territory and the company. This made it possible to identify the multiple challenges that intervene in the current scenario and that need to be examined in a new light so that they can become opportunities capable of making relevant changes to improve the whole system. Indeed, for each challenge there are multiple possible solutions.

Therefore, at this stage, our research converges on a general observation of everything we know about the context of our project in order to look for more defined design directions. To define these directions, it was necessary to look at the challenges related to the area and partners in order to define the related opportunities.

To analyze the challenges, it was necessary to define some study categories related to the areas of interest established up to this point. This made it easier to delve deeper into the related challenges that emerged during our research, being able to focus on each category individually and then return to converge the analysis.

These specific categories were selected for their influence with respect to the project context, i.e., the Tegenlicht meet-ups.

We then examined the challenges for each of them, i.e., the elements in each category that needed to be considered because they were considered possible threats, problems or weaknesses unfavorable to project implementation. Each challenge was explored in depth individually during the research phase.

From the challenges we were able to identify related opportunities, which emerged both in response during the context and user research phases. Each opportunity could make improvements to the category in question and influence the others, becoming part of a possible design solution or project direction to follow.

To present this research to partners and visualize our process, we created the following table in which there is an infographic representation of this information that we can look at before going into the specifics of each piece of information.

Cathegories



1 Meet-up

Structures and dynamics of the physical event, potential topics and form of discussion.



2 Archive

Archive of the Future, visualisation of innovation and technologies.



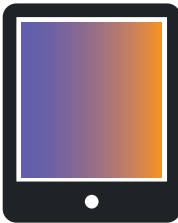
3 Community

Tegenlicht community of meet-ups, rights, opinions, experiences and needs.



4 Communication

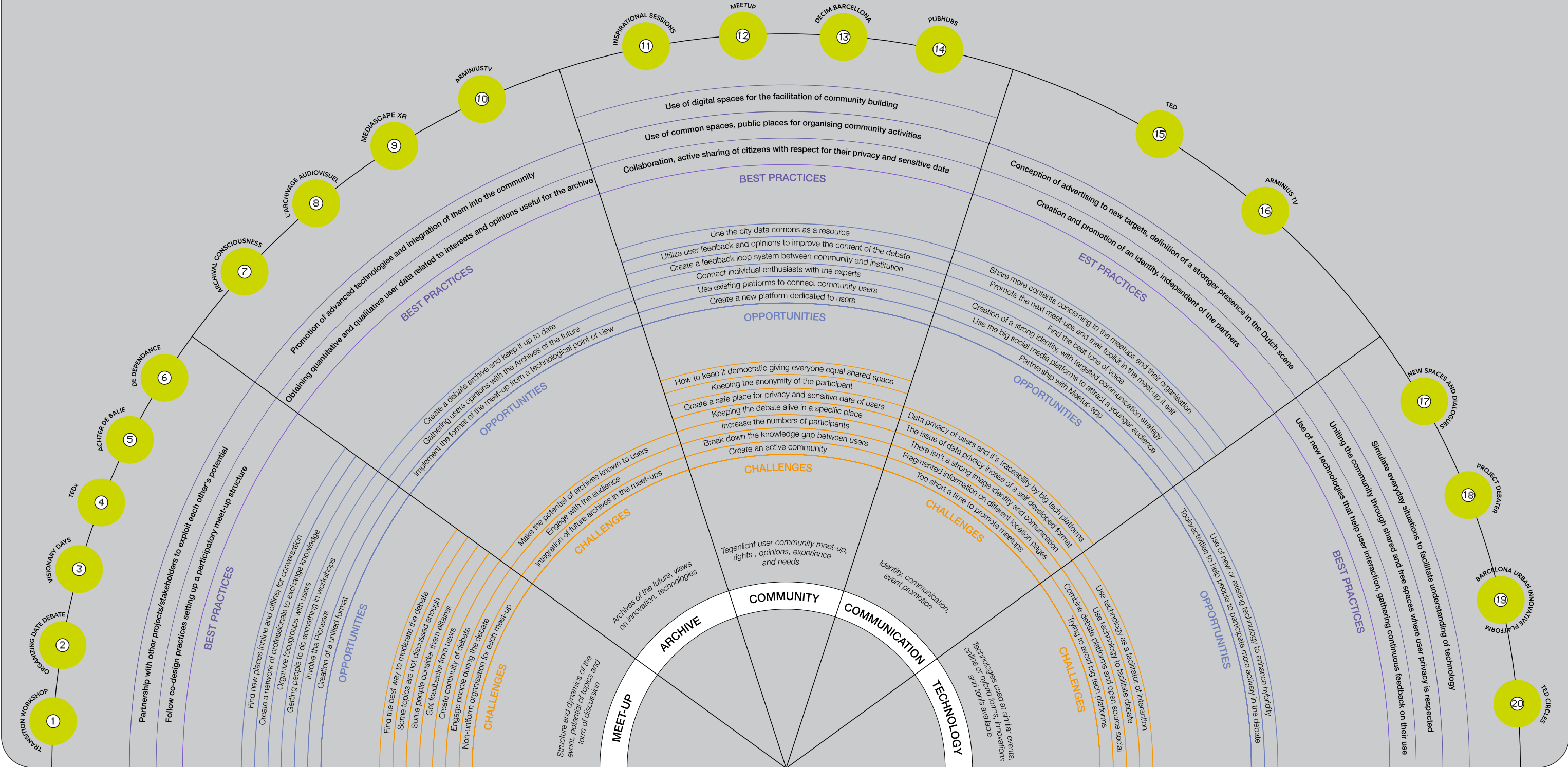
Identity, communication, promotion of the event.



5 Technology

Technologies used in similar contexts, online and in hybrid form, innovation and tools available for it.

Challenges & Opportunities



C&O list

For the Meet-ups, the Challenges and Opportunities that emerged were:

Challenges

1

Non-uniform organisation for each meet-up in the country

2

Engage people during the debate

3

Create one big continuity of debate

4

Get feedbacks from users

5

Some people consider them élitaires

6

Some topics are not discussed enough

7

Find the best way to moderate the debate

Opportunities

1

Creation of a uniform and identifier format

2

Involve the Pioneers

3

Getting people to do something in workshops

4

Organise focus groups with users

5

Create a network of professionals to exchange knowledge

6

Find new places online/offline for conversation

For the Archives category, we mean the digital archives of the partner Beeld & Geluid and the respective C&O that emerged were as follows:

Challenges

1

Integration of future archives in the meet-ups

2

Engage with the audience

3

Make the potential of archives known to users

Opportunities

1

Implement the format of the meet-up from a technological point of view

2

Gathering users opinions with the Archives of the future

3

Create a debate archive and make it rechargeable

The Community category means Tegenlicht meet-up users who want to be reached and whose community is to be created. Here are the following C&Os:

Challenges

1

Create an active community

2

Break down the knowledge gap between users

3

Increase the numbers of participants

4

Keeping the debate alive in a specific place

5

Create a safe place for privacy and sensitive data of users

Opportunities

1

Create a new platform dedicated to users

2

Use existing platforms to connect community users

3

Connect individual enthusiasts with the experts

4

Create a feedback loop system between community and institution

5

Exploit user feedback and opinions to improve the content of the debate

6

Strengthening the partnership with Public Spaces

We identified in the communication category an important aspect of each project, namely its communication, understood as information exchanged with the user and partners but also as a strategic tool for VPRO Tegenlicht. The Challenges and Opportunities are as follows:

Challenges

1

Too short a time to promote meetups

2

Fragmented information on different location pages

3

There isn't a strong meet-up image identity and communication

Opportunities

1

Partnership with Meetup app

2

Promoting meetups in the big social media platforms to attract a younger audience

3

Creation of a strong identity, with targeted communication strategy for promotion

4

Find the best tone of voice

Case studies

With technology, on the other hand, we tackled an important study related to context. Combining the preferences of the partners regarding attempting a digital innovation of the context of Tegenlicht meet-ups. The following Challenges and Opportunities seek to bring to light important aspects of this:

Challenges

1

Trying to avoid big tech platforms

2

Have a tool that combines forum and debate platforms with a usable open source social

3

Use technology to facilitate debate and unite the community without pushing it aside

4

Use technology not as a substitute for interaction but as a facilitator

Opportunities

1

Tools/activities to help people to participate more actively in the debate

2

Use of new or existing technology to enhance hybridity

To address the complexity of the design challenge, we chose to continue our research through the identification of a number of case studies. Researching the case studies was helpful in making us aware with respect to the multiplicity of possible solutions and approaches to meet our design challenge. In addition, it was useful to draw inspiration and observations with respect to the consequences and impact generated by each project. The case studies are further research conducted to investigate examples of projects that are similar to what ours might be and successful. For each of the five categories, we studied the current and past global landscape to see how each theme was present in other projects with similar characteristics, dynamics, and goals to the Tegenlicht meet-ups.

The selection of the case studies was first made based on our design goal of revitalizing debate and engaging the public. The case studies we selected are divided among projects with themes and dynamics directly similar to those of Tegenlicht meet-ups, while others refer to individual aspects that can become guidelines for implementing theoretical techniques and physical tools.

The case studies we observed thus come from all over the world and have similar dynamics to Tegenlicht meet-ups, fall into all categories, and are as follows in the next page.

Meet-up category:

TEDx
Sapling Foundation, USA



Event organised by volunteers from the local community, and just like TED events, it lacks any commercial, religious or political agenda. Its goal is to spark conversation, connection and community.

Update Browser. (s.d.). TED: Ideas Worth Spreading. <https://www.ted.com/about/programs-initiatives/tedx-program>

(s.d.). Missouri S&T – News and Events. <https://news.mst.edu/files/2022/03/20211029-TEDx-Missouri-ST-NR-19-1.jpg>

Date Debate
Arminius Debatpodium, Rotterdam



Short debate sessions. Every 15 minutes one person is matched with another to discuss the topic of the meeting, then pairs continue to change until the end of the evening.

Voorpagina - Arminius. (s.d.). Arminius. <https://arminius.nl/>

(s.d.). Arminius - debat- en evenementenlocatie. <https://arminius.nl/wp-content/uploads/2020/06/WEB-KLEIN-Zaalverhuur-datbat-podium-Rotterdam-Arie-Kers-317.png>

Transition Collaboratory
Commons Network, Amsterdam



Temporary space, both physical and metaphorical, where participants experience workshops and innovative workspaces while meeting progressive thinkers and pioneers.

Network VSO. (s.d.). <https://www.commonsnetwork.org/transition-colaboratories/>

De Dépendance
Gemeente Rotterdam, Rotterdam



A platform for urban culture and public debate. International speakers address today's major urban issues to discuss the challenges of our time and our future.

icon-facebook. (s.d.). icon-facebook. <https://dedependance.eu/>

(s.d.). icon-facebook. <https://dedependance.eu/wp-content/uploads/2022/05/Dependance-9-1620x1080.jpg>

Visionary Days
Visionary, Italy



Collective brainstorming of thousands of young people addressing various topics related to the future. Talk sessions, tables where each group of people debates the topic with the help of a moderator.

Visionary Days 2022 - A Bergamo od ovunque tu sia | 3 dic. (s.d.). Visionary Days 2022 | 3 Dicembre. <https://www.visionarydays.com/> (s.d.). <https://api.ogrtorino.it/wp-content/uploads/2020/11/Visionary-days3.jpg>

Archives category:

Archival Consciousness
Marina Lanari and Remco van Bladel, for libraries and archives in cultural institutions, Amsterdam



Collaboration with archivists to implement methods and infrastructure to turn their collections into data.

Archival Consciousness. (s.d.). Archival Consciousness. <https://www.archivalconsciousness.org/> (s.d.). <https://framerusercontent.com/images/5rrtVRXPxyObe5GNqa-Epri9Fc.jpg>

De Baile Podcast
Achter deBalie, Amsterdam



A 90 minutes podcast series in which program makers tell what happens behind the scenes.

De Balie Podcast Live - De Balie. (s.d.). De Balie. <https://debalie.nl/programma/de-balie-podcast-live/?search=Achter%20De%20Balie>

L'archivage audiovisue
Institut National de l'Audiovisuel, France



Collects, digitalizes, preserves and promotes archives radio and audiovisual broadcasting for national program companies and all types of partners.

Institut national de l'audiovisuel | INA. (s.d.). ina.fr. <https://www.ina.fr/>

Mediascape XR
Beeld & Geluid + CWI, Netherlands



Allows visitors to interact with Beeld & Geluid artefacts in a shared virtual space with other remote visitors, perhaps from multiple parts of the world, while enabling real-time social interactions with each other.

MediaScape | Sound & Vision. (s.d.). Home | Beeld & Geluid. <https://www.beeldengeluid.nl/en/knowledge/projects/mediascape>

(s.d.). <https://d21buns5ku92am.cloudfront.net/26692/images/451302-TransMIXR-557ca2-original-1668606315.jpg>

ArminiusTV
Arminius Debatpodium, Rotterdam



An on demand platform in which all the recordings of the most important debates are contained, with a small summary of the content.

ArminiusTV - Arminius. (s.d.). Arminius. <https://arminius.nl/tv/>

Community category:

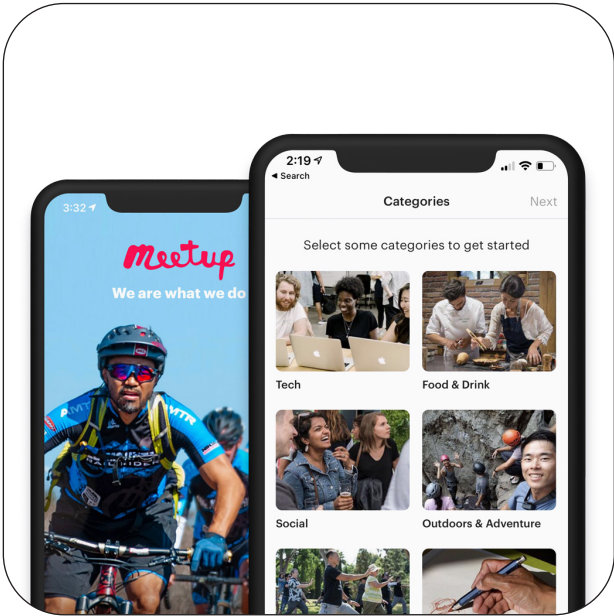
Inspirational Sessions
Commons Network, Amsterdam



Inspiration sessions, somewhere in the country, to share their knowledge. People can decide between a number of inspiration sessions or they can propose a subject.

Netwerk VSO. (s.d.). <https://www.commonsnetwork.org/nl/inspiratie-sessies/>

Meetup
Meetup LLC, Online based



Network of self-organised clubs and community groups. It helps people connect face-to-face with other people who have similar interests and hobbies. Users can join groups or organise their own.

Meetup - We are what we do. (s.d.). Meetup. <https://www.meetup.com>

Decidim.Barcellona
Ajuntament de Barcelona, Barcelona



Decidim Barcellona is a democratic platform for citizens participation. A digital space forming part of a participatory process to debate, respond and gather proposals. Open-source software and open code.

decidim.barcelona. (s.d.). decidim.barcelona. <https://www.decidim.barcelona/>

Decidim Barcelona. (s.d.). Barcelona Digital City. <https://ajuntament.barcelona.cat/digital/en/digital-empowerment/democracy-and-digital-rights/decidim-barcelona>

PubHubs
José van Dijck and Bart Jacobs, Netherlands



A new open and privacy friendly community network that connects people in different hubs, focusing on reliable information.

PubHubs. (s.d.). PubHubs. <https://pubhubs.net/en/>

(s.d.). Welcome to your Strapi app. https://confapi.publicspaces.net/uploads/medium_2022_05_18_Launch_Pub_Hubs_Public_Spaces_Conference_JRS_103_8a8f60c5b5.jpg

Communication category:

TED
Sapling Foundation, USA



TED talks are open to the public, initially dedicated to technology and design, science, culture and academia. Neat and uniform format, strong visual identity and positive communication strategy.

TED: Ideas worth spreading. (s.d.). TED: Ideas Worth Spreading. <https://www.ted.com>

Arminius
Arminius Debatpodium, Rotterdam



Strong and identifiable communication of debate podium events through poster and flyer communication.

ArminiusTV - Arminius. (s.d.). Arminius. <https://arminius.nl/tv/>

Technology category:

New Spaces and Dialogues
Commons Network, Amsterdam



Safe and free spaces
for horizontal and
democratic conversations
where everyone feels
comfortable enough to
participate.

Network VSO. (s.d.). <https://www.commonsnetwork.org/spacesand-dialogues/>

Barcelona Urban Innovative Platform
Barcelona Digital City, Barcelona



Short debate sessions.
Every 15 minutes one
person is matched with
another to discuss the
topic of the meeting,
then pairs continue to
change until the end of the
evening.

Urban Innovation Platform. (s.d.). Barcelona Digital City. <https://ajuntament.barcelona.cat/digital/en/digital-innovation/bit-habitat-i-lab/urban-innovation-platform>

Project Debater
IBM, USA

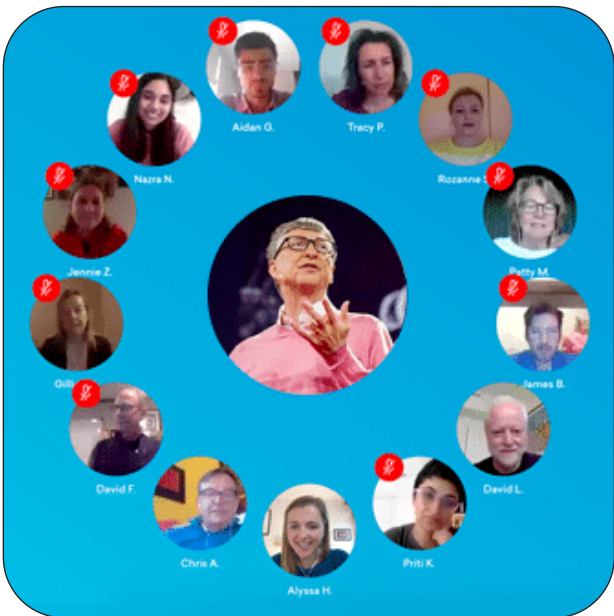


Autonomous debating
system that can engage
in a competitive debate
with humans. Machine
learning techniques
to extract arguments
from statements,
returning feedback and
observations from the
conversation.

IBM Research AI - Home. (s.d.). IBM Research AI. <https://research.ibm.com/interactive/project-debater/>

(s.d.). IBM Research. <https://research.ibm.com/interactive/project-debater/images/background-bottom-feature.jpg>

TED Circles
TED + Circl.es, online base



A platform for urban
culture and public debate.
International speakers
address today's major
urban issues to discuss
the challenges of our time
and our future.

(s.d.). <https://tedxmilano.com/tedcircles/>

Best practices

In conclusion, for each category we have suggested best practices, a set of suggestions, procedures, and activities that can provide a starting point as a foundation for achieving desired results. Each best practice defined is derived from our research regarding the case studies and from design reflections and observations.

Regarding the meet-up category, one line to follow concerns co-designing solution practices, in which community members are treated as equal collaborators in the design process. In this way, it is possible to work with and for users, establishing a participatory and engaging meet-up structure for the public. In addition, it is important to expand corporate relationships by finding new connections with other stakeholders in the area in order to tap their potential.

Another fundamental aspect concerns the integration of the Future Archive, which can be used to obtain quantitative and qualitative data on users, their interests and habits. This col-

lected data, obviously respecting their privacy, can be placed within VPRO's database to create content close to the audience.

Speaking of community, today we can only speak of a hybrid community that must have the possibility to meet as much in communal and public spaces as in digital spaces. This fusion of analog and digital must be done consciously so that everyone can enjoy equal rights, no matter where they are. Technology that can enhance hybridization plays a key role in this area. We observed how some technological tools can be implemented by Tegenlicht directly or through collaboration with other stakeholders who, through technological innovation, could bring different benefits to meet-ups.

Communication is also key and must be an element of independence and uniqueness for Tegenlicht but at the same time it must be consistent to establish the partner in the Dutch media scene.

Meet-up

- 1 Follow co-design practices by establishing a participatory meeting structure.
- 2 Partnership with other projects/stakeholders to tap the potential of each.

Archive

- 1 Obtaining user data, quantitative and qualitative with respect to interests and opinions useful to the archive.
- 2 Promoting advanced technologies and integrating them into the community.

Community

- 1 Use of digital space for building the community.
- 2 Use of common spaces, public spaces for organizing community activities.
- 3 Collaboration, active sharing of citizens while respecting their privacy and sensitive data.

Technology

- 1 Tools/activities to help people participate more actively in the debate.
- 2 Use of technologies to improve hybridization.

Communication

- 1 Creation and promotion of an identity, independent of partners but in line with their communication.
- 2 Conception of advertising for new targets, a stronger presence in the Dutch scene.

Solutions

The analysis of the challenges and opportunities led us to the definition of some solutions suitable for the partners and the Dutch territory.

So at the conclusion of this phase we selected the best opportunities for our scenario, due to which we defined project proposals. These directions included the involvement of all five categories but with different scopes, and in their definition we took into consideration the research from the holistic analysis and the five principles of systemic design, especially those concerning relationships between actors and humanity centered design.

In this way we began the process of co-creation with the partners, suggesting to them some design possibilities with the aim of narrowing the scope that the broad question “how to keep the debate alive?” had defined and focus the design.

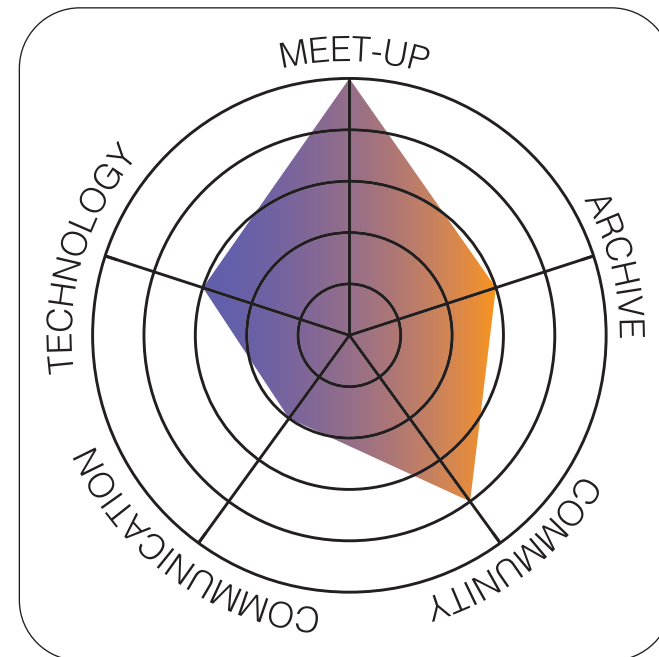
All of the chosen solutions were consistent with the initial re-

quests of the partners, who confirmed their intention to focus primarily on the sections concerning the physical events of the Tegenlicht meet-ups and technology implementation for the community. We were then asked to carry forward the intention to engage pioneers within the meet-ups and to find new online and offline venues for conversation, creating a continuity of debate. The partners were also very interesting about designing a dedicated platform for users where they could create an active community.

A salient point for the design was also the definition of a feedback loop system between community and institution in order to be able to continuously improve the service.

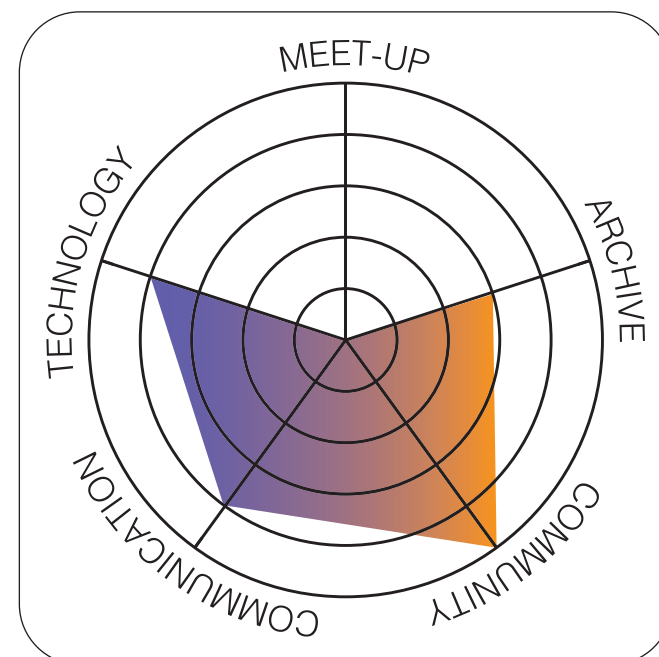
Therefore, the partners asked us to continue with the first two solutions: meet-up format and online format. This allowed us to make the first design choices and begin the prototyping phase.

Meet-up format



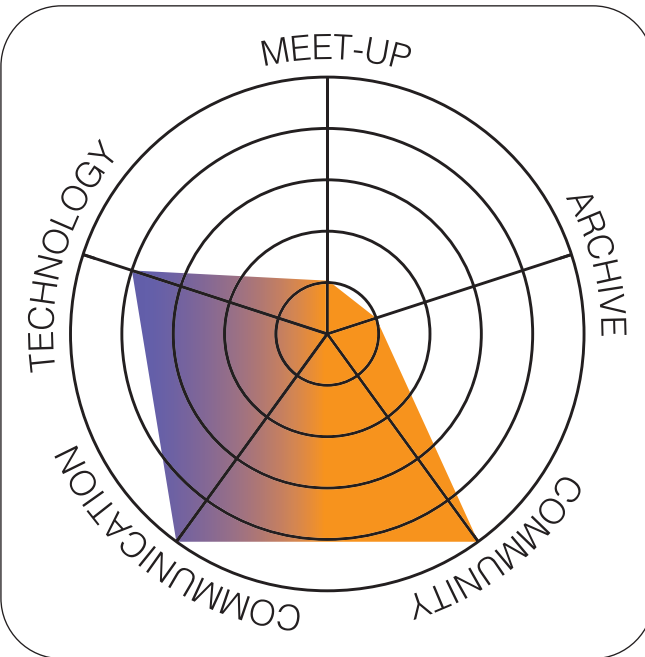
Rethinking the meet-up format in a more participatory way for users. Strengthening the current system with small targeted interventions.

Online format



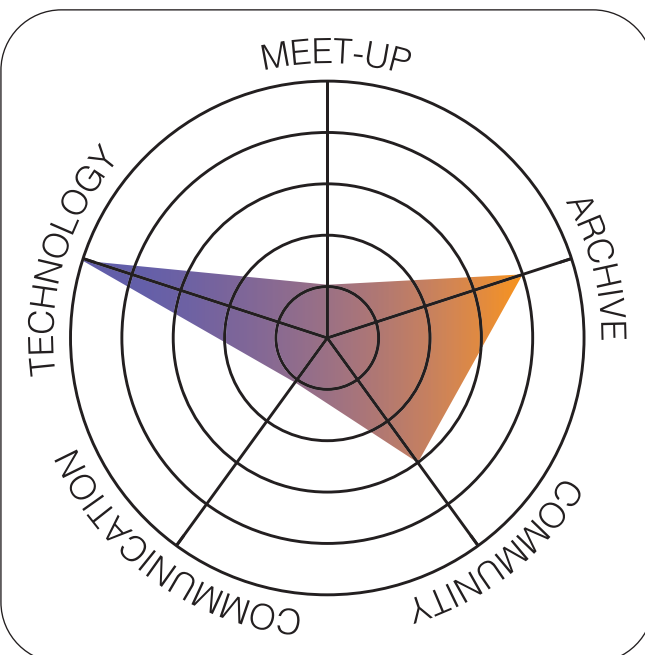
Creating a new online place to connect the community and give it a specific space for each need.

Communication strategy



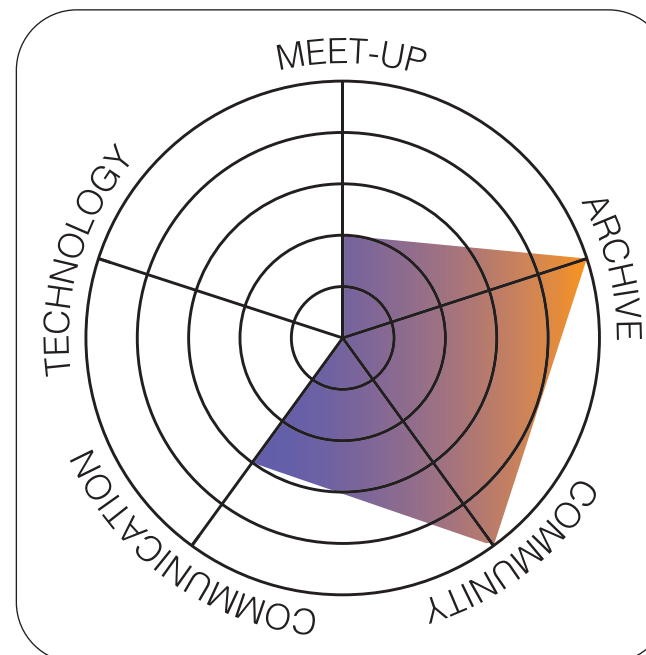
Strengthen the promotion of meet-ups and their communication strategy, making it more target-oriented and cross-media.

Visual format



Encouraging the current community to be more active on an online existing format, providing assistance in a form using the archive and current technology.

Stakeholder involvement



Involving potential stakeholders (like libraries) hosting special meetup events and activating passive stakeholders (like schools or Universities).

Project

Important observations

Concept

Action 1: New meet-up format

Action 2: Online format

Current and implemented system

Redefining solutions

Warm up session



Important observations

Thanks to the whole initial research phase and continuous feedback with the partners, who also came up with more specific directions, it was possible to approach the project and start thinking about it in a more practical way.

Research on the context was parallel to research on the user, as explained above through the tools used. The human centred design research method allowed us to focus our research on the users and to understand very important observations that laid the foundations of our concept.

The design challenge we have been given relates to a very broad question: "How can we keep the debate alive?", which brought up several observations such as : How can we find a solution to such a broad topic?

The answer to this question is simple: by planning several smaller solutions (actions) to achieve a big change on several fronts.

In this way, it would be possible to look at the entire project system and above all lay the foundations for the realisation of the initial design challenge.

But despite the first design choice referring to actions, another question followed us, namely: What solutions can we implement to maintain a debate, if there is no defined community? This gave rise to a second reflection: to whom can we address our solutions if we first have to build a community?

If user organisers could access tools and support to organise their own meetings and encourage debate after the meeting, they could lay the foundations for networking and community building in their city. Reaching out to their audience and creating a bond with them could help Tegenlicht Meet-up have a solid community to work with to keep the debate going afterwards.

From these reflections we came to the conclusion that the best proposal for our project was to focus on the organising user.

The user organiser is in fact a valuable resource for VPRO Tegenlicht, firstly because he is a volunteer with no financial intentions and secondly because he, as a user, also knows the opinions of the public and is in close contact with them, being able to organise meetings himself.

How can we keep the debate alive?

How can we find a solution to such a broad topic?

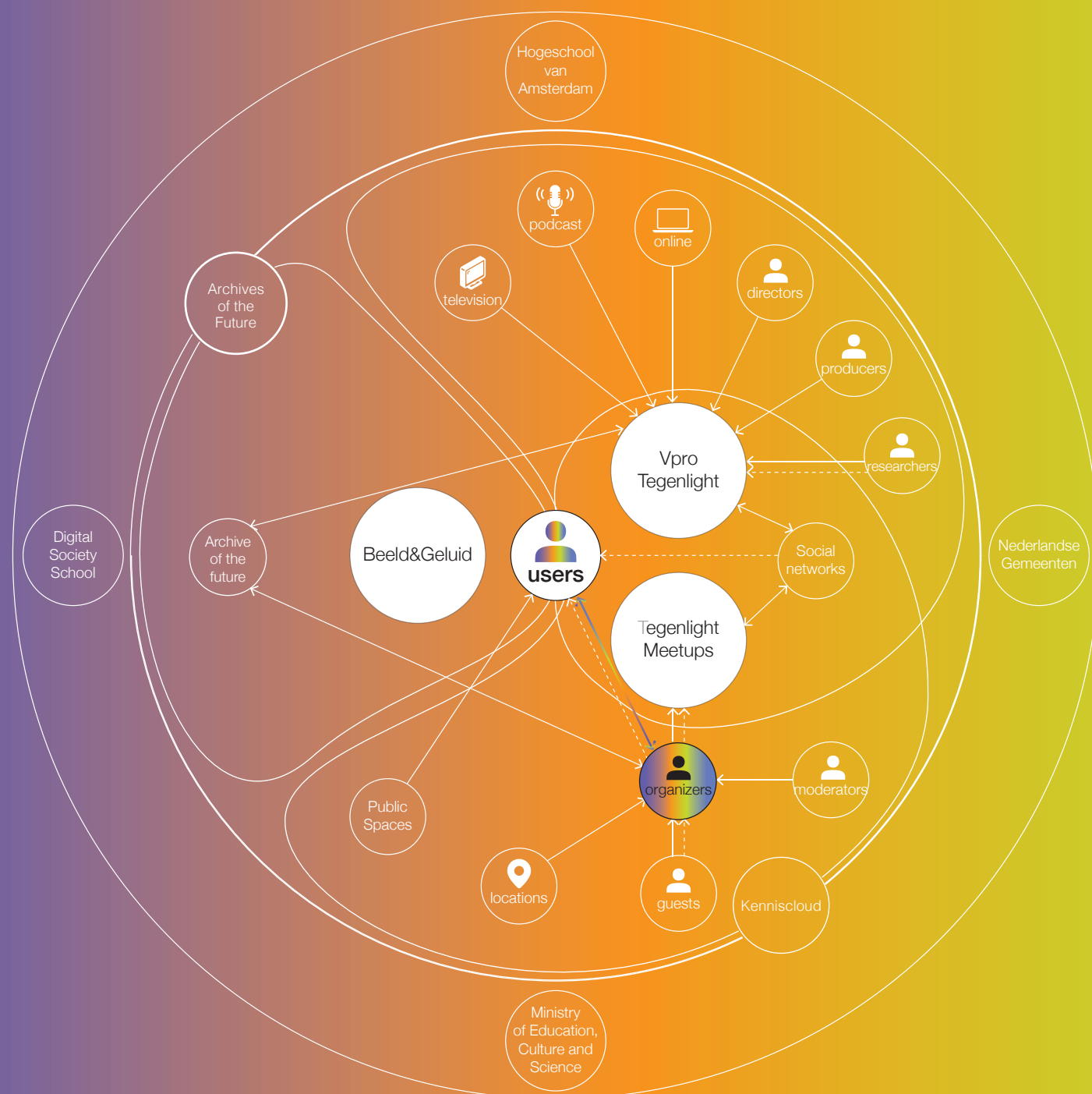
What solutions can we implement to maintain a debate if there is no defined community?

On which users is it important to focus?

How can we create a community that values the potential of these people who are motivated and happy to interact to create something?

How can we facilitate and create a connection between these people and Partners VPRO and Beeld & Geluid

Concept



The concept of the project is to think about the whole system in terms of its structure and contact points with final user, **focusing on the organising user.**

As explained earlier, it is important to think in terms of several actions because thinking of solving a problem with only one solution does not solve complex problems.

Thinking therefore of a way to make the organiser user an intermediary between Tegenlicht and the end-user, and taking into account the design indications received from the partners' feedback, it is necessary to consider the elements of the system that could be implemented.

Considering a way to make the organiser an intermediary between Tegenlicht and the end-user and taking into account the design directions received from the partners' feedback, it is necessary to consider the elements of the system that could be implemented.

Considering the design directions chosen by the partners, i.e. the Meet-up format and the Online format, we started to work in detail **to propose detailed actions** to be followed by the partners in order to further narrow down the field of possibilities.

Action 1 : New meet-up format

We thought of an action to redesign the meet-up format through some proposals that would offer new ideas to the partners regarding the physical event and its organizing users.

a) Suggested types of meet-ups:

Designing three different types of meetup allows the debate to be revitalised by investigating new forms and methods to facilitate discussion. In this way, the organisers can choose the mode they prefer and which they feel best suits the needs of the participants and their engagement, and not only choose the type of meet-up that suits their technical equipment and the physical space of the meet-up, but also find new ways to expand the audience.

The types of meet-ups suggested are as follows:

Standard meet-ups

The dynamics are the same as meet-ups as they are currently understood, including the possibility of holding a meet-up in different types of venues.

A conversation between one or more moderators and one or more guests with a QA part so that participants can ask questions.

Technological meet-up

The important area to focus on would be the use of technology to get people to participate more actively in the debate, using tools to help the organiser(s) and Tegenlicht gather feedback directly from participants and moderate the debate itself. In this type of meet-up, a hybrid mode is developed that allows the physical audience to interact with the online audience.

Workshop meet-ups

People participating in the workshop are involved in a group activity with the help of an expert. They can also exchange opinions and ideas with them and the rest of the participants, even if they need expert advice on certain personal projects. The experts also come from the Tegenlicht Pioneer project and are matched to the workshop topics to involve them.

What this action includes

- Organisational structure.
- Guidelines for each type of meeting.
- Indication of potential collaborations with projects or stakeholders.
- Indication of venues and their set-up.
- Tools and suggestions for use.
- Suggestions for audience management.
- Suggestions for invited guests.
- In the case of a hybrid event, instructions on how to use the platforms.

Opportunities seized

- Provide organisers with context-specific ideas and advice to standardise the type of event
- Find new ways for users to interact and achieve new goals.
- Revitalise debate by studying new forms and methods to facilitate meet-ups
- Provide new ideas to the organisers.

To complete action (a) and facilitate the implementation of new types of meet-ups, it is important to once again consider the focus on the organiser.

Indeed, interviews and feedback posters with organisers revealed that not all organisers would be willing to easily organise new types of meet-ups on their own.

Therefore, it is important to find a way to allow easy adaptation to new format proposals.

The solution to this dilemma is a training for organiser users.

b) Training courses for organisers

Annual or bi-annual meetings of meetup organisers from all over the country, with specific workshops on topics on how best to manage the organisation and dynamics that occur in a meetup, such as new possible forms of debates and meetups, or how to avoid conflicts with stoners, or how to handle participants who want to keep the thread of the conversation. In these training courses, new organisers will be shown all the tools available to them and their audience.

What this action includes

- Definition of the training organisation.
- Fundamental aspects for an organiser.
- Guidelines/suggestions on what can and cannot be done.
- Explanation of tools that can be used in different types of meetings.
- Explanation of online spaces available for users and for direct contact with partners.
- Opportunities to create a community for cross-meetup activities from different places.
- Sharing of opinions and experiences and peer pitching of what they did and how they did it as a learning experience for the organisers.

Opportunities seized

- Exploitation of the organisation's users as a resource.
- Maintaining a uniform format.
- Strengthening the bond between partners and organisers.
- Networking between organiser users.
- Security of an organiser's preparation.

Action 2: Online format

We renamed the online format with a more appropriate redefinition to Community area, so that the scope of the action and its direction is already clear. Transformation of a unidirectional site into a multidirectional platform.

This action envisages the transformation of the current Vpro Tegenlicht website maintaining all its current functionality and structure, but adding parts of it. The implementation of the site to the platform includes several new sections/additions to the site in order to facilitate the organiser user in different situations

a) Organisers area in the website

New organisers/current organisers can register on the Tegenlicht website to have access to their personal area, a place with a dual function: a network of organisers and a tool to improve and facilitate the organisation of meet-ups. This function will bring several advantages, such as a more uniform organisation of meet-ups, better communication between the partner and the organisers, a collection of useful feedback from users, and the possibility to connect meet-up communities.

What this action includes

- Definition of website implementation.
- Definition of features.
- Explanation of the content management system.
- Wireframe of the structure.
- Webdesign of the prototype.

Opportunities seized

- Staying up-to-date on the organisation of local meet-ups, knowing all the information in real time.
- Use the organisers as an important resource, as they are close to the public, to obtain feedback and opinions.
- Use specific functionalities to connect the organisers and consequently the meet-up communities to finally create a network.

The user space is a place within the website where the debate initiated during the meetups can finally survive and continue. In this space, the Tegenlicht community comes to life, users can keep in touch with each other and with experts in dedicated channels. People can also create their own content or feedback and share it with the community to feed the debate continuously, also creating a feedback loop between community and institution. The space is intended to be developed by VPRO Tegenlicht or some other free social platform that can collaborate.

b) User spaces

The user space within the site is a place where the debate that took place during the meetups can finally survive and continue in greater or lesser depth at the discretion of the users and their interests. In this space the Tegenlicht community comes to life, users can keep in touch with each other and with experts in dedicated channels. People can also create their own content or feedback and share it with the community to continuously feed the debate, also creating a feedback loop between community and institution. The space is intended to be developed by VPRO Tegenlicht or some other free social platform that can collaborate.

What this action includes

- Definition of website implementation.
- Definition of the form of communication, or platform in which to collaborate.
- Definition of the features.
- Wireframe of the structure.
- Webdesign of the prototype.

Opportunities seized

- Possibility of direct communication by users both with the partner and between other users.
- Possibility of use also during certain types of meet-ups.
- Encouragement to continue discussions after the meet-up.

c) Online meeting platforms for meet-ups

If people cannot attend the meet-up in person, a live stream of the meet-up as it takes place is a good option, if the organizer has all the necessary technical equipment. Following an analysis of the potential platforms available, we have selected a few that need to use more or less attestation and allow for a more or less professional live stream. In each case the audience has the opportunity to follow the speech and also participate more or less actively in it.

The platforms chosen for streaming sessions are:

Youtube Live Stream: It is possible to stream the session live and online participants can ask questions in the Q&A area. It is possible to create a co-session with another YouTube channel and the session's recorded version would also be available on the YouTube channel.

Twitter Space: Up to 12 individuals can become speakers and the listeners can request to speak. It is also possible to organise a Twitter space for meetings with up to two co-hosts.

Twitch: It is possible to broadcast a meet-up where there is the opportunity to moderate the online audience by running commentary of the live event.

What this action includes

- Definition of the platform to be used for an online.
- Meet-up design of a space within the site platform in which to include this function.
- Organisation/participation guidelines.
- Sharing the recorded session of the debate for the Archive of the Future.

Opportunities seized

- Allow participation in meet-ups without going to the site.
- Make it easier for organisers to stream the meet-up.
- Avoid creating a specific platform for streaming.

This solution is designed to make meet-ups more democratic and allow everyone to participate, whether in-person or online. The format of meet-ups becomes hybrid.

From observation of the current pdf toolkit on the Tegenlicht website and feedback received from organisers regarding their dissatisfaction with the toolkit, we sought a solution. The toolkit as a resource is very useful if designed properly, the current pdf version is just a not-so-accurate list of different pages addressed to the meet-up organiser in the libraries. So we thought we would present several, designed as follows.

d) Implementation of Toolkit

Within the site, organisers can easily access the toolkit presenting all the guidelines and advice related to organising a meetup.

Improve the toolkit by creating different versions to suit the needs of different target groups of organisers with different levels of expertise or organisers from different locations.

What this action includes

- Definition of a form to collect the registration of a new meet-up organiser.
- Designing an area in the organisers' area for access to the toolkit.
- Organisation of a step-by-step system for using the toolkit specific to the type of event.
- Visualisation of the guidelines.
- Wireframe of the module.
- Web design of the module and toolkit access area for non-new organisers.

Opportunities seized

- More uniform organisation with precise indications.
- Automatic obtaining of important information for the partner.
- Exploitation of the existing potential of the toolkit in a simpler system for the organiser.
- Availability of up-to-date materials.

Current and implemented system

When applying the systemic method, it is important to define the process of a system and characterise it according to important factors and points of contact. Usually, systemic design is used to study production processes, so the model of this system will certainly be different from matter flows and information exchanges.

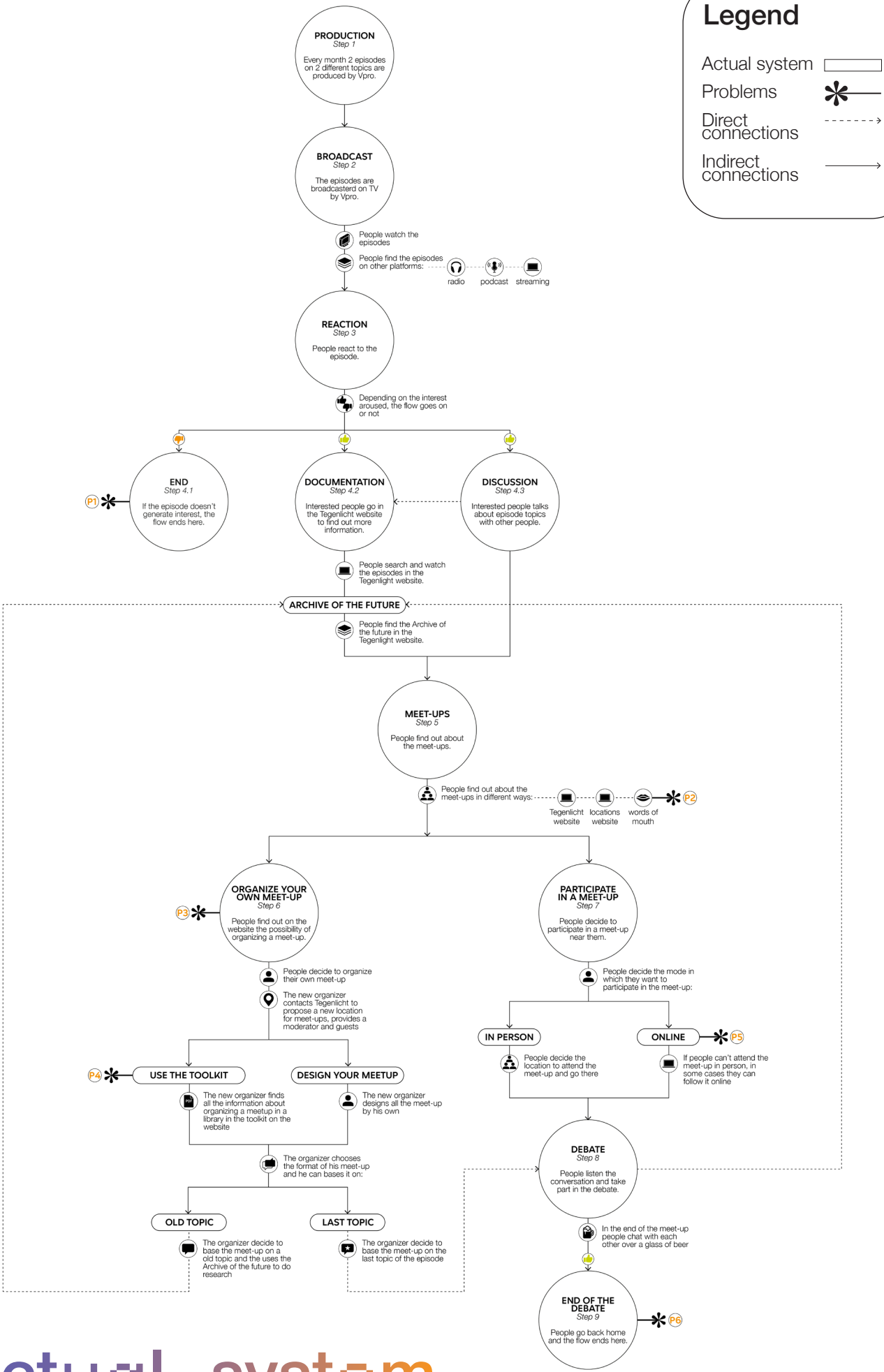
This system describes the structure of how a meet-up is generated, starting with the production of a VPRO Tegenlicht episode, and ending with the formation of the voluntary meet-up by the organising user. At this point the meet-up takes place with the participation of the end user in the debate. The last point of the system is the end of the debate, identified as the end of our investigation process. This table then defines the system as it currently is, together with the problems detected in the system and the opportunities that emerged from the Challenges and Opportunities table.

Problems:

- P1 INTEREST ON TOPICS**
In this step, it is necessary to pay close attention to user engagement and interest in topics, choosing topical or hot subjects.
- P2 MEET-UPS PROMOTION**
Communication of meet-ups turns out to be a bit scattered for users because it is on different platforms and often done too much at the last. In this step, it is necessary to think about a more homogeneous promotion of meet-ups and in time
- P3 FORMAT OF MEET-UPS**
The format is not uniform in Pakhuis de Zwijger and local meet-up organisers have fewer possibilities to manage the event and to have feedback or tips from Tegenlicht. Also a connection between all the organizers is needed.
- P4 TOOLKIT**
In this step the toolkit should be implemented and revisited with more specific and easy-to-follow guidelines that can help organizing meet-ups, even different from the one in the library.
- P5 ONLINE MEET-UPS**
Not all meet-ups can be followed online by users. Here it is important to homogenize all meet-ups and make them hybrids so as to give all users equal opportunities to participate in meet-ups, while also paying attention to allowing people to actively interact.
- P6 END OF THE DEBATE**
In this step you would need to think of a way to make the debate alive and continue the flow because people's interest is still high, creating a community of users who can converse with each other and with experts.

Opportunities:

- MEET-UP**
Involve the Pioneers
Find new places (online and offline) for conversation
Create continuity of debate
- COMMUNITY**
Create an active community
Create a feedback loop system between community and institution
Keeping the debate alive in a specific place
- COMMUNICATION**
Creation of (strong) identity, with targeted communication strategy
- TECHNOLOGY**
Tools/activities to help people to participate more actively in the debate
Use technology to facilitate debate



Actual system

When applying the systemic method, it is important to define the process of a system and characterise it according to important factors and points of contact. Usually, systemic design is used to study production processes, so the model of this system will certainly be different from matter flows and information exchanges.

This system describes the structure of how a meet-up is generated, starting with the production of a VPRO Tegenlicht episode, and ending with the formation of the voluntary meet-up by the organising user. At this point the meet-up takes place with the participation of the end user in the debate. The last point of the system is the end of the debate, identified as the end of our investigation process.

This table then defines the system as it currently is, together with the problems detected in the system and the opportunities that emerged from the Challenges and Opportunities table.

Instead, this second table visualises the change in the current system as a result of the proposed actions. What emerges is definitely the appearance of a more defined structure, with multiple pathways that in turn develop links with other elements of the system, feeding back in turn. The most important aspect to note is the feedback that would be created at the end of all implementations, thus a continuation of the debate thanks to the users who would now have access to direct feedback with the partners.

The most important aspect of these actions is the building of a grassroots community, from which it would be possible to reach out to this community to obtain their opinions, which are fundamental to encourage debate and the continuation of content creation for the Tegenlicht programme episodes. In this way, the content, the topics addressed by the episodes could emerge from the audience itself.

This was the implemented system of our actions, but a factor to be considered in the prototyping of such actions is time. At this point in the project there was only one month left to work on the practical part of the project and present the proposals in detail, so it was decided together with the partners what to focus on next, knowing that the proposed elements were too many to be addressed in such a short time.

Action No.1

NEW MEET-UP FORMAT

1) DIFFERENT TYPE OF MEETUPS
Designing three different types of meetups makes possible to revitalizing the debate, investigating new forms and methods to facilitate the debate. In this way, organisers can choose the mode they prefer and consider most appropriate to the needs of the participants and their engagement, and not only choosing the type of the meet-up that fits their technical equipment and meetup physical spaces, but also to find new ways to enlarge the audience.

The types of meetups are 3:

STANDARD MEET-UP

In the Standard meet-up the dynamics are the same of meet-ups as they are currently understood, including the possibility of holding a meet-up in different type of locations. A conversation between a/some moderators and a/some guests with QA part section so if participants have any questions they can ask them.

TECHNOLOGICAL MEET-UP

In the Technological meet-up the important area to focus would be the use of technology to make people participate more actively in the debate, using tools that help the organizer/s and Tegenlicht to collect feedbacks directly from participants and to moderate the debate itself. In this type of meet-up, a hybrid mode is developed that allows the physical audience to interact with the online audience.

WORKSHOP MEET-UP

In the Workshop meet-up people would be involved in doing some kind of group activity with the help of an expert. They can also exchange opinions and ideas with them and within the rest of the participants, also in case they need expert advice related to certain personal projects. Experts also come from the Tegenlicht Pioneer project that are matched with workshop topics to engage them.

2) TRAINING FOR ORGANISERS

Yearly or bi-yearly gatherings of the meetup organisers from all over the country and having specified workshops about useful topics for them to better manage the organisation and the dynamics happening in a meet-up, like new possible forms of debates and meet-ups, or how to avoid conflicts with stoners, or how to handle participants who wish to still the thread of the conversation. At these trainings, new organisers will be shown all the tools available to them and their audience.

Action No.2

COMMUNITY AREA

This action provides a transformation of the current Vpro Tegenlicht website retaining all its current functionality and structure, but adding parts of it. The implementation from site to platform would include several new sections/ additions to the site, so as to facilitate the user in several situations.

1) ORGANIZERS AREA ON THE WEBSITE

The new organisers can register in the Tegenlicht website to have access in their personal area, a place with a dual function: a network of organisers and a tool to improve and facilitate the organisation of meet-ups. This feature will bring several advantages, like a more uniform organisation of the meet-ups, a better communication between the partner and the organisers, a collection of useful feedback from users and the possibility of linking together the meet-up communities.

2) USERS SPACES

The user space within the site is a place where the debate that has taken place during the meetups can finally survive and go on in greater or lesser depth at the discretion of the users and their interests. In this space, the Tegenlight community comes to life, users can keep in contact between each others and with experts in dedicated channels. People can also create their own contents or feedback and share them with the community to feed the debate continuously, creating also a feedback loop system between community and institution.

3) ONLINE MEET-UP PLATFORMS

If people can't attend the meet-up in person, a live stream of the meetup while happening would be a nice option if the technical equipment is in place. They could have the possibility to follow it online using two different suggested platforms: YouTube live stream and Twitter spaces.

YouTube live stream lets you stream a live video from the session packaging with a chat section next to it so if you have curious participants they can participate as they're there in person. The recorded version of the session would also be available for people who would use-it on demand later.

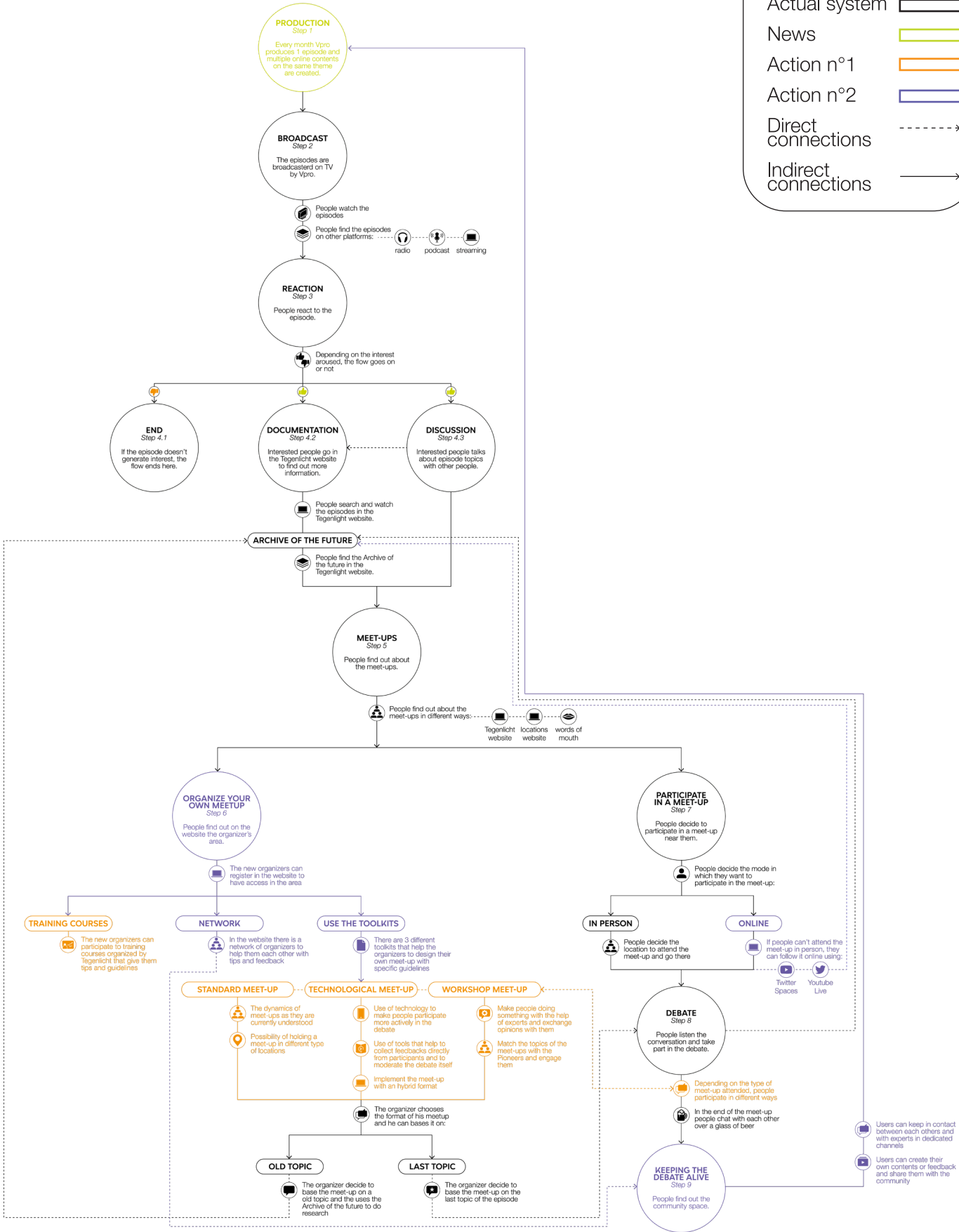
Twitter space is a new feature launched by Twitter which lets the participants listen to the audio session live and the content would be available to download and shared on the main website of the Tegenlicht. The participants can ask for the microphone and start a conversation. It doesn't require any type of professional equipment and organisers can use a mobile phone.

4) IMPLEMENTATION OF TOOLKITS

Within the site, organizers can easily access the 3 toolkits that present, step by step, all the guidelines and advice related to how to organize a meetup. Improving the toolkit creating different versions fitting the needs of the different target group of organisers with different levels of expertise, or organisers from different target locations.

Legend

- Actual system
- News
- Action n°1
- Action n°2
- Direct connections
- Indirect connections



Implemented system

Redefining solutions

In actions 1 and 2, we sought to explore the questions posed by the research regarding the new meet-up format. From the interviews with the organisers of self-organised meet-ups and the interviews with the end-users, the public, we felt that each proposal was a response to the insights and data obtained. They were then presented during the third review of the sprint and the partners decided which sub-actions to follow or not to follow in order to guide us one last time towards the project path to follow. In conclusion, the actions chosen were both, but with a redefinition for the underlying proposals that will be the subject of the project, as follows.

Action No. 1

Propose different types of meet-ups, not too in-depth but with clear indications based on case studies and new proposals for user interaction with respect to the meet-up in question.

Action No. 2

Organiser area, in which the online meet-up platform action was also included because it was felt that it could be a feature of this area, along with many other features that were agreed upon. Toolkit implementation, from the initial proposal to have three toolkits, it was decided to have only one toolkit with different steps, which would become the “step-by-step toolkit”, a module with different functions to be discussed.

Warm up session

Feedback from the organisers' area

An average of 8 answers was recorded for each question. All respondents considered the function showing a general overview of meetup places to be very essential. According to the study, three respondents stated that the presentation of meetup communities was not important, while the other respondents chose some or extreme importance. Regarding networking with other meetup organisers, four respondents said it was not important, while the other five said it was somewhat or extremely important.

All respondents answered that the feedback function was moderately or extremely important. With the exception of one survey response, all the functions allowing contacting Tegenlicht were rated as somewhat or very important. As for the FAQ function, three respondents said it was not important, while the others said it was somewhat or very important.

Feedback on the step by step toolkit

An average of 9 answers was recorded for each question. With the exception of one respondent, the use of the “archive of the future” function and the use of the library of brand identification assets are somewhat or highly important. When asked whether the livestreaming of meetup sessions was important, three respondents answered no, while the others stated that it was somewhat or extremely important.

Three respondents rated the function of offering recommendations on how to manage an offline/online audience as unimportant, while the others rated it as somewhat or extremely important. All respondents considered the presentation of clear instructions as a feature to increase audience involvement in discussions to be somewhat or extremely important. Two respondents answered that feedback in the toolkit is not an important feature, while the others rated it as somewhat or very important. Two respondents indicated that the presence of recommendations on how to manage an audience is not important, while the others rated it as somewhat or highly important. Collaboration with other experts to share ideas was considered moderately or highly important by all respondents.

Feedback from the organisers' area

1) A general overview of all the meet-ups held throughout the Netherlands, Tegenlicht affiliated locations and the dates. As an organizer you can also include new potential partners here as well as dates for meetups that they plan to organize.

3 Very important

2) A dashboard containing the number of people participating in meet-ups organized by you. It also includes a general overview of the number of other meet-ups organized in the Netherlands by other organizers. This allows you to have an overview of the progress of your own meet-ups and how others are doing.

3 Not important

3 Moderately important

3) A space where organizers can talk to each other, exchange tips and opinions, so that the organization of all the meet-ups can be more uniform.

4 Not important

1 Moderately important

4 Very important

4) A section where output from the meet-ups is collected, from both meet-up organizers and visitors. This can be ideas for projects, names of experts, thoughts about the theme, (best) practices, etc., and can then be used as input by other organizers and the Tegenlicht editorial board.

3 Moderately important

5 Very important

5) A place where you can directly contact Tegenlicht when organizing a meet-up.

1 Not important

1 Moderately important

6 Very important

6) A list of typical questions that you might have as a meet-up organizer and the respective answers.

3 Not important

3 Moderately important

1 Very important

Feedback on the step by step toolkit

1) Archive of the Future may be used to refresh your participants' memories or to educate in order to close the knowledge gap in your community.

1 Not important

1 Moderately important

7 Very important

2) An up-to-date repository of presentation-related materials such as logos, images, and templates for flyers and social media posts, both general and specific to each new episode.

1 Not important

2 Moderately important

7 Very important

3) Providing the instructions on how to stream your session live so you can reach a wider audience and provide the opportunity for people to watch online and also to keep this stream.

3 Not important

2 Moderately important

5 Very important

4) Tips, training, instruction, peer teaching and community learning options how to manage an hybrid session.

3 Not important

1 Moderately important

5 Very important

5) Guidelines and tips on creating a community with your visitors as a way to engage them more in the debates and increase participation.

3 Moderately important

7 Very important

6) Feedback is what keeps the quality increasing constantly. As a local organizer of the meet-ups you can bring Tegenlicht and the meet-up visitors closer to each other.

2 Not important

8 Very important

7) Tips on how to work with your audience and create a safe space for participation.

2 Not important

1 Moderately important

8 Very important

8) A place to share your ideas and concrete links with experts. This will create a database of people to invite for meet-ups or cooperate with.

3 Moderately important

7 Very important



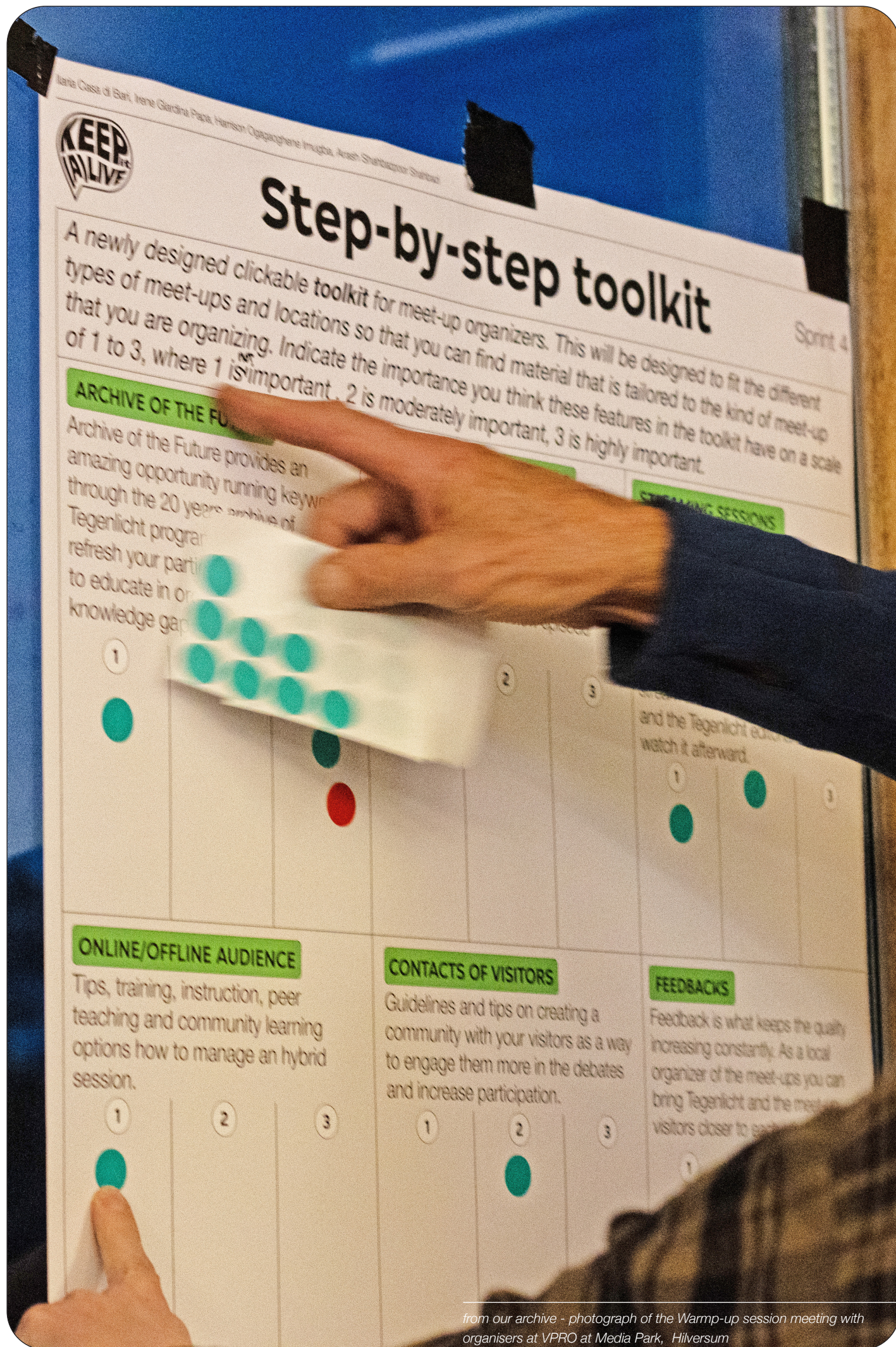
from our archive - photograph of the Warm-up session meeting with organisers at VPRO at Media Park, Hilversum



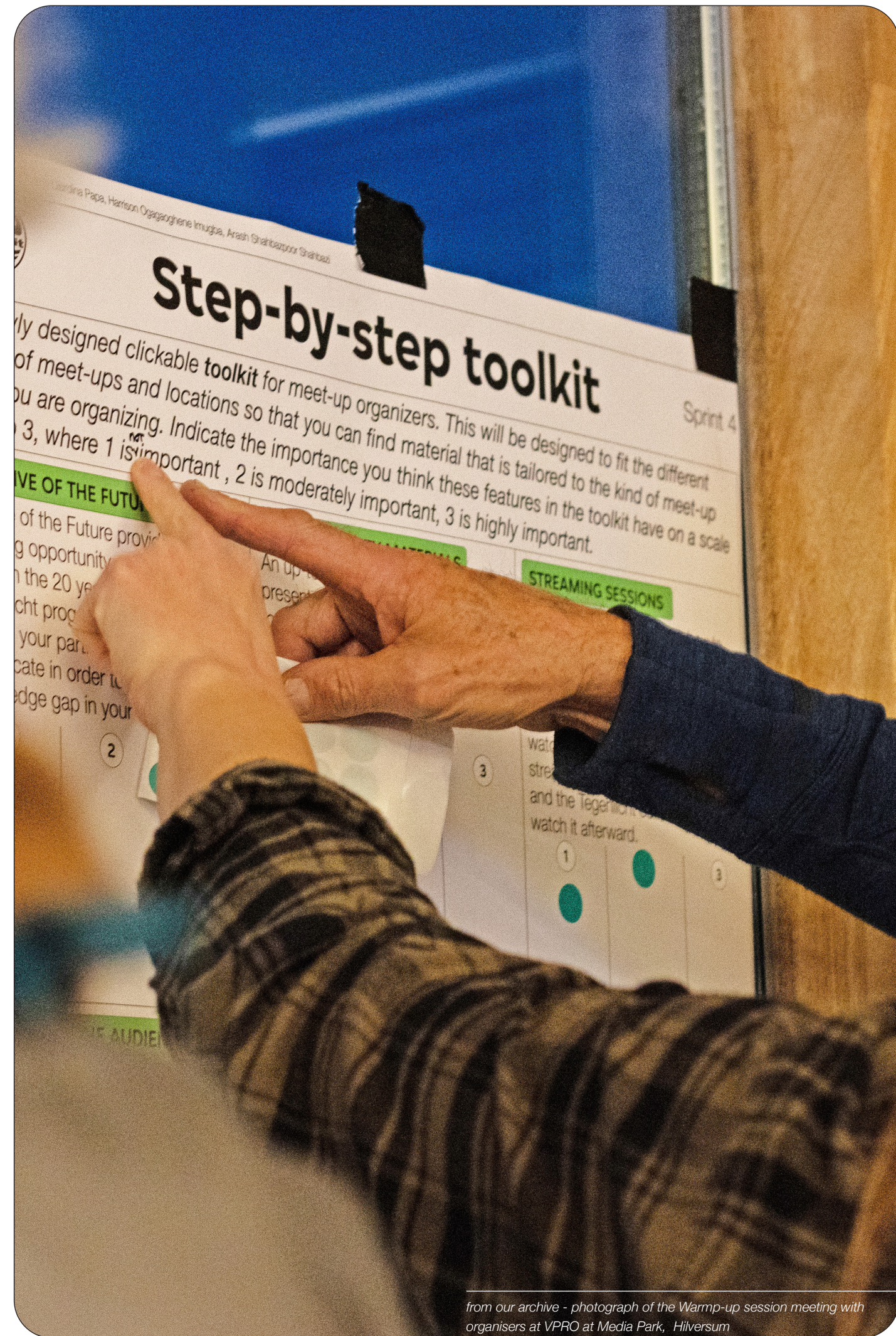
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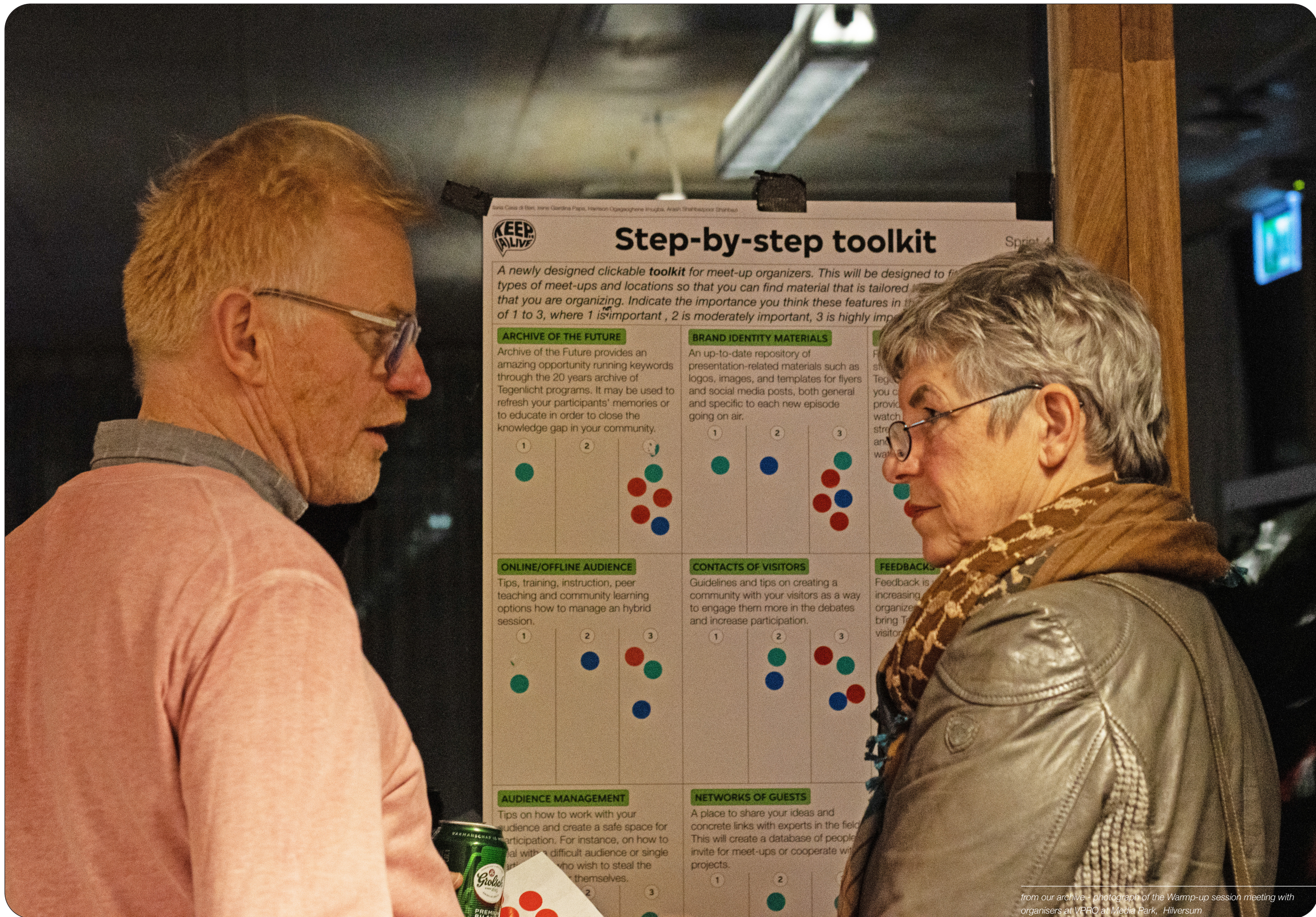
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Prototype

Wireframe

Organisers area

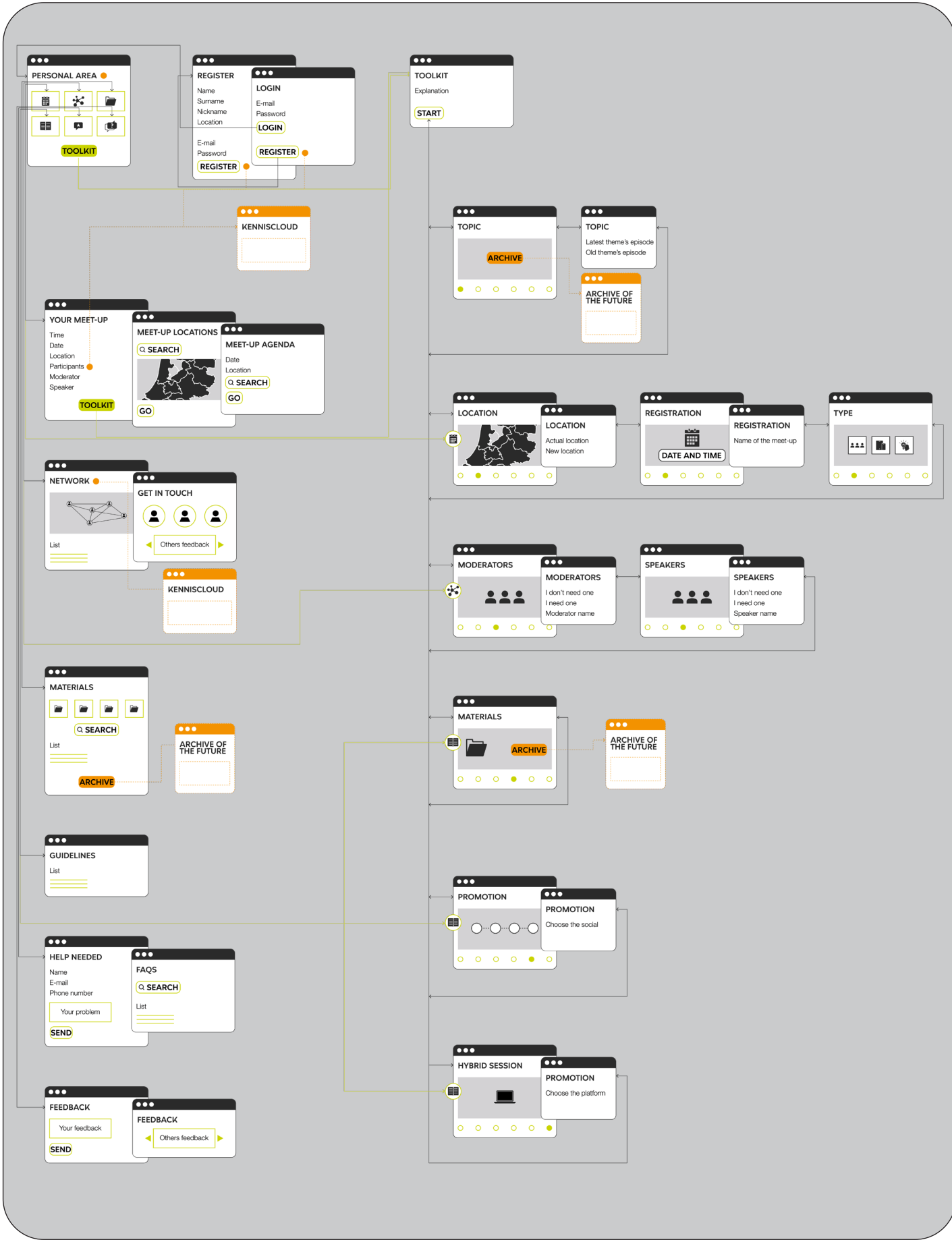
Step-by-step Toolkit



Wireframe

As mentioned above, the prototype focused on the implementation of action number 2, the one concerning the Organizers' Area and the Step-by-step Toolkit. The choice fell on these two directly related implementations because they were considered the most interesting from the point of view of practical implementation and immediate need.

The warm-up session was instrumental in the creation of the digital prototype of the community area and the implementation of the toolkit. The idea of co-creation has been the basis of our design from the beginning, and it would be appropriate to continue to involve users in the design process because they are the real experts in the field. Also, considering this prototype more as a service than a product, the design of it is an infinite activity, not a done and done thing. We consider the possibility of construction over the years, to improve and implement it, because it does not need to be complete from the beginning. So, even the current features can be a good start, Tegenlicht or the next group of students can add.

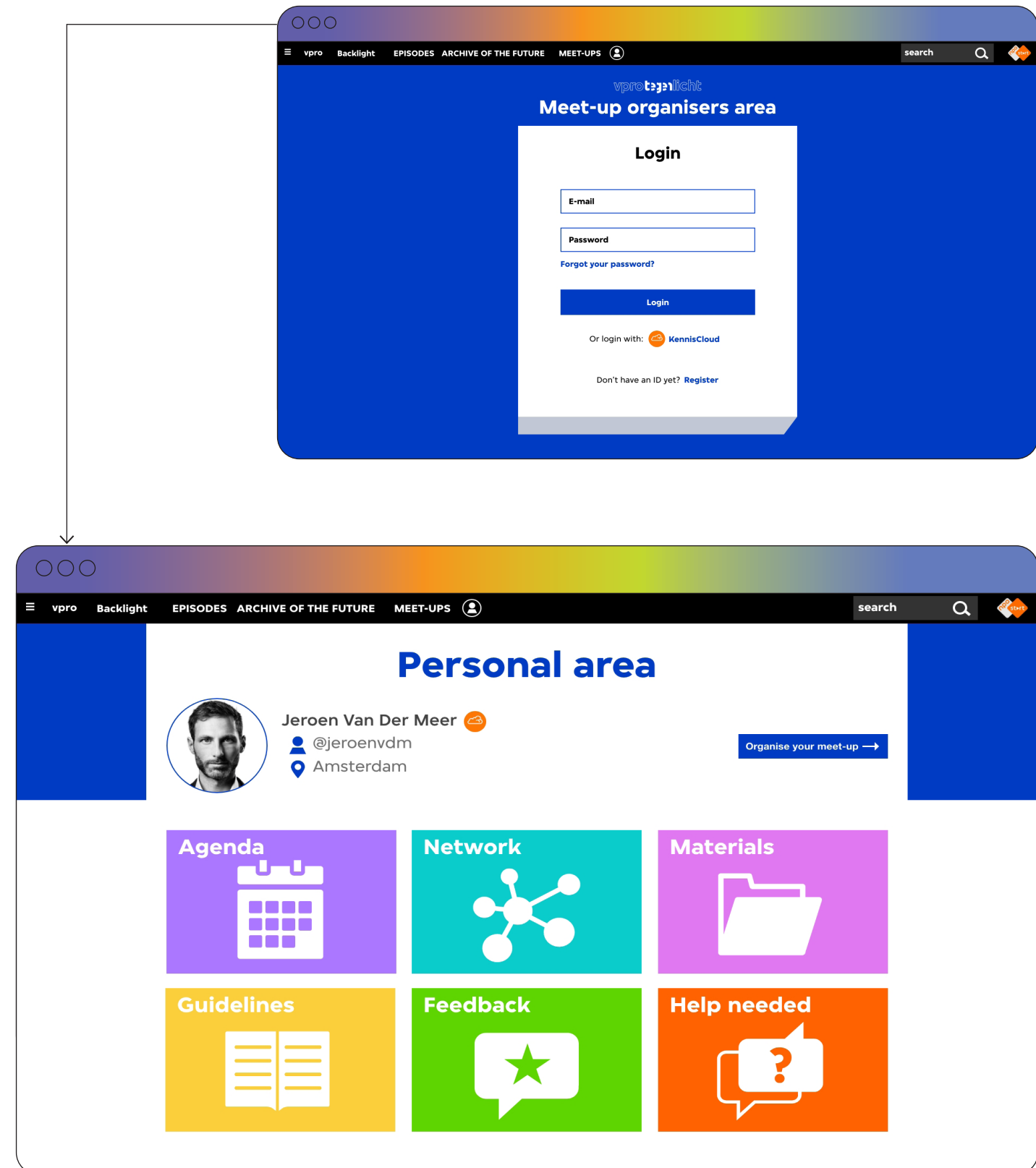


Organisers area

Meet-up organizers have access to a personal area within the Tegenlicht website, easily accessible via an icon in the header. In this area they can create an account by registering from scratch or through KennisCloud.

KennisCloud is the library's platform, still in the prototype stage, where participants and communities in the Netherlands share and produce knowledge together.

The main page of the Organizers Area looks like a dashboard containing a brief summary of the user's profile, a button linked directly to the Toolkit, and there are six features that can be quickly accessed with one click. We see these features explained in detail below.



Meetup Agenda

Meet-up organizers have access to a personal area within the Tegenlicht website, easily accessible via an icon in the header. In this area they can create an account by registering from scratch or through KennisCloud. KennisCloud is the library's platform, still in the prototype stage, where participants and communities in the Netherlands share and produce knowledge together.

The main page of the Organizers Area looks like a dashboard containing a brief summary of the user's profile, a button linked directly to the Toolkit, and there are six features that can be quickly accessed with one click. We see these features explained in detail below.

Meet-ups locations

Choose a city

Go →

Your meet-up

Title

Trust me, I'm a journalist

Date

25 January 2023

Time

20:00 - 22:00

Location

Warehouse de Zwijger, Amsterdam

Participants

85/120

Moderator

Saskia van den Muijsenberg

Speakers

Saskia van den Muijsenberg

Saskia van den Muijsenberg

Saskia van den Muijsenberg

Do you want to modify this information?

If the information given above is incorrect and you want to change something, you can change it whenever you want through the step-by-step toolkit, up to a week before the event.

Go to the Toolkit →

Network

The Network is a space for all organizers to talk to each other, exchange advice and opinions, so that the organization of all meetups can be more uniform. It is also a place to share ideas and concrete connections with experts in the field.

This will create a database of people to invite for meetups or to collaborate with on projects, such as experts, professionals and moderators.

Get in touch with organisers like you

Saskia van den Muijsenberg
Organises workshop meet-ups in Utrecht

Saskia van den Muijsenberg
Organises workshop meet-ups in Utrecht

Saskia van den Muijsenberg
Organises workshop meet-ups in Utrecht

Meet-ups Network

See the full list of the meet-ups network here

Christina Baas
City: Amsterdam
User: Speaker

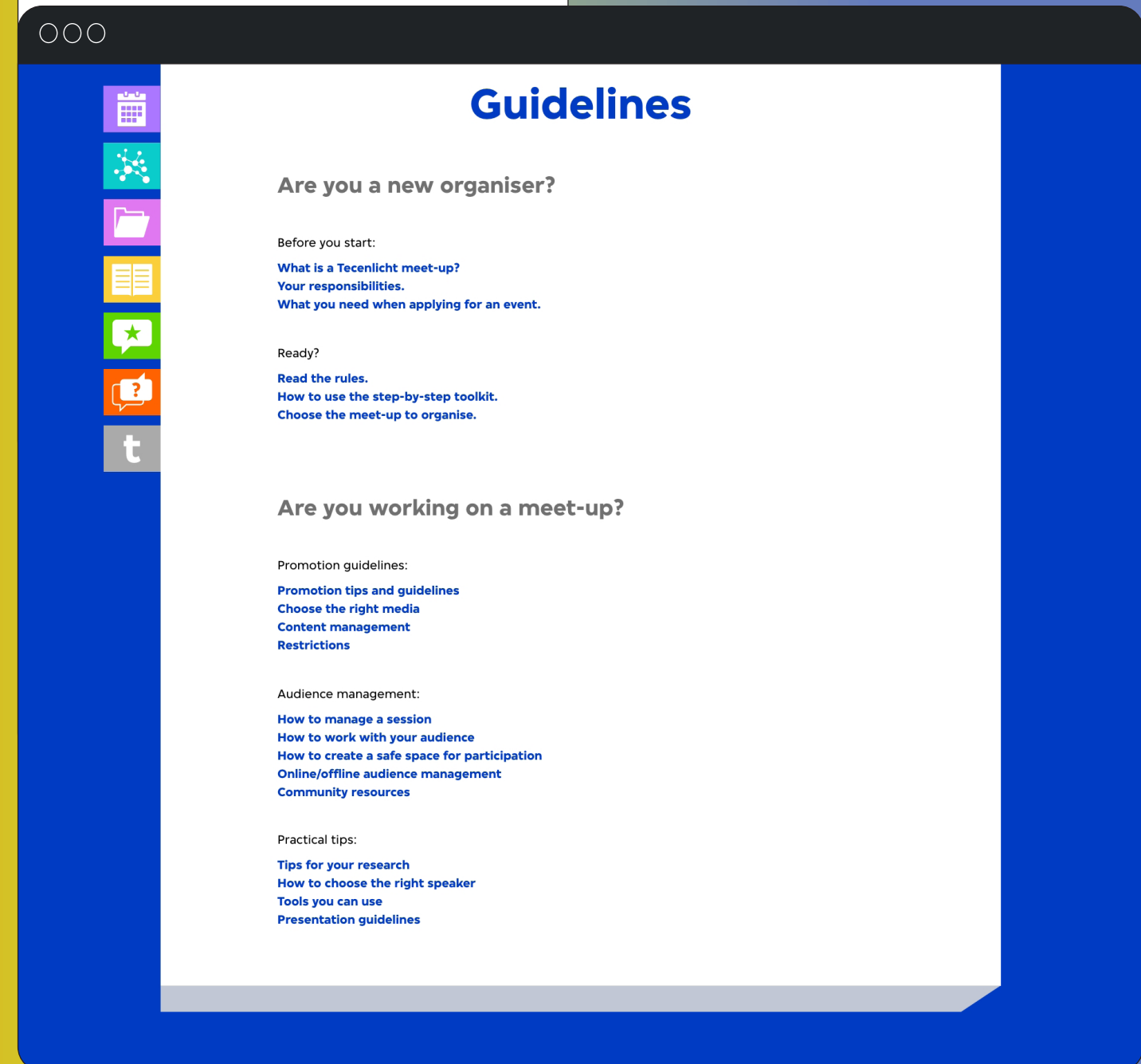
Jeroen Van Der Meer
City: Haarlem
User: Organiser

Saskia van den Muijsenberg
City: Utrecht
User: Organiser

Christina Baas
City: Amsterdam
User: Speaker

The Materials section contains a constantly updated archive of materials related to presentations, such as logos, images, and templates for flyers and social media posts, both general and specific to each new episode airing. There is also a link here to the Future Archive containing Tegenlicht episodes, for organizers who want to play them back with the audience during meet-ups.

The Guidelines one is a space for rules, tips, training, instruction, peer teaching and community learning options. Here are guidelines regarding how to manage an audience or hybrid event/session, or regarding how to use the materials provided and more. Here organizers can find tips on how to work with audiences and create a safe space for participation. For example, on how to handle difficult audiences or individual participants who want to steal the conversation for themselves. Also, guidelines and tips on creating a community with visitors to get them more involved in discussions and increase participation.



Feedback

The Feedback section is a part where the results of meetups are collected, both from organizers and visitors. These can be ideas for projects, names of experts, thoughts on the topic, (best) practices, etc... This information is valuable to Tegenlicht because it can be used as input by other organizers and the editorial board, creating a feedback loop of data.


Feedback

Tell us something about your experience with Tegenlicht meet-ups organisation

☐ I want to remain anonymous

Send →

See other feedback!



Saskia van den Muijsenberg

@saskiavdenmuij

23/01/2022

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam quis augue sed leo lobortis placerat. Ut ac eros tincidunt, laoreet lectus nec, consequat lectus. Ut vel nunc dignissim ipsum mollis eleifend. Proin placerat risus non turpis rhoncus, non consectetur mauris vestibulum. Curabitur euismod nunc at molestie varius. Nullam malesuada sit amet odio at tempus.

←

→

Prototype

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Help needed

The Help Needed space is a place where you can contact Tegenlicht directly when you are organizing a meetup and need more help than you have with all the information in the Toolkit. This section is the direct contact between the user and Tegenlicht. It also includes FAQs, a list of typical questions and their answers that meetup organizers may need.

Help needed

Name

E-mail

Phone number

Explain here your problem

☐ I agree to share my problem with the rest of the community in order to help other organisers who will face the same problem as me in the future.

Send →

FAQs

Do you want to search for topic?

Q

Search support

How the toolkit works.

I don't know which social network to choose.

I can't find the speakers I need for my meet-up.

There are no moderators available for the date of my meet-up.

How to organize two meet-ups at the same time.

Can I change moderators at each meet-up?

How do I set up a Twitter account.

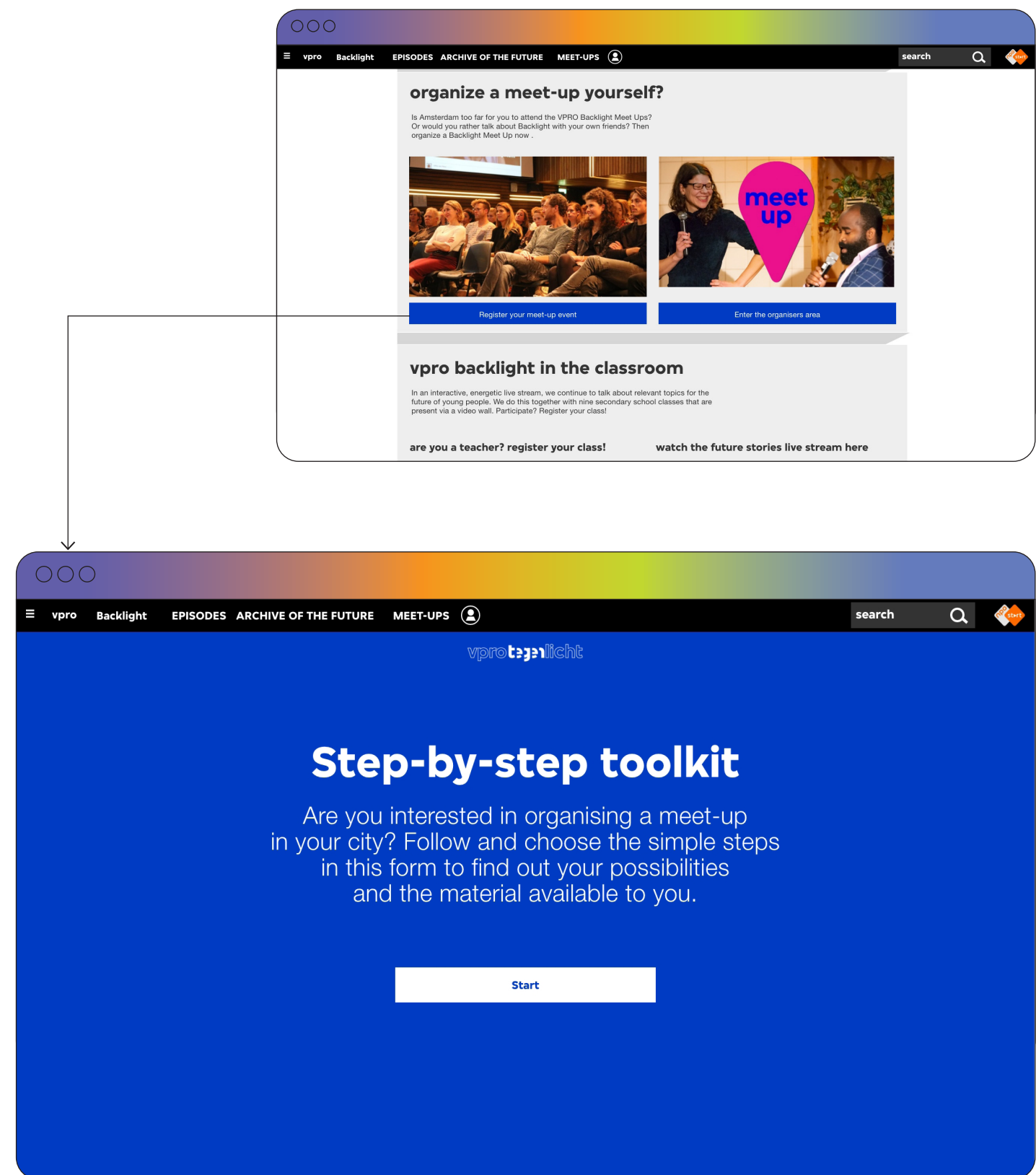
Where can I rent cameras and microphones to record my session.

Step-by-step Toolkit

A new clickable toolkit for meetup organizers. It is designed to accommodate different types of meetups and different venues, so that organizers can find the right materials and information for the type of meetup they are organizing.

The toolkit can be accessed either from the organizers' personal area or from the meet-up section of the website itself.

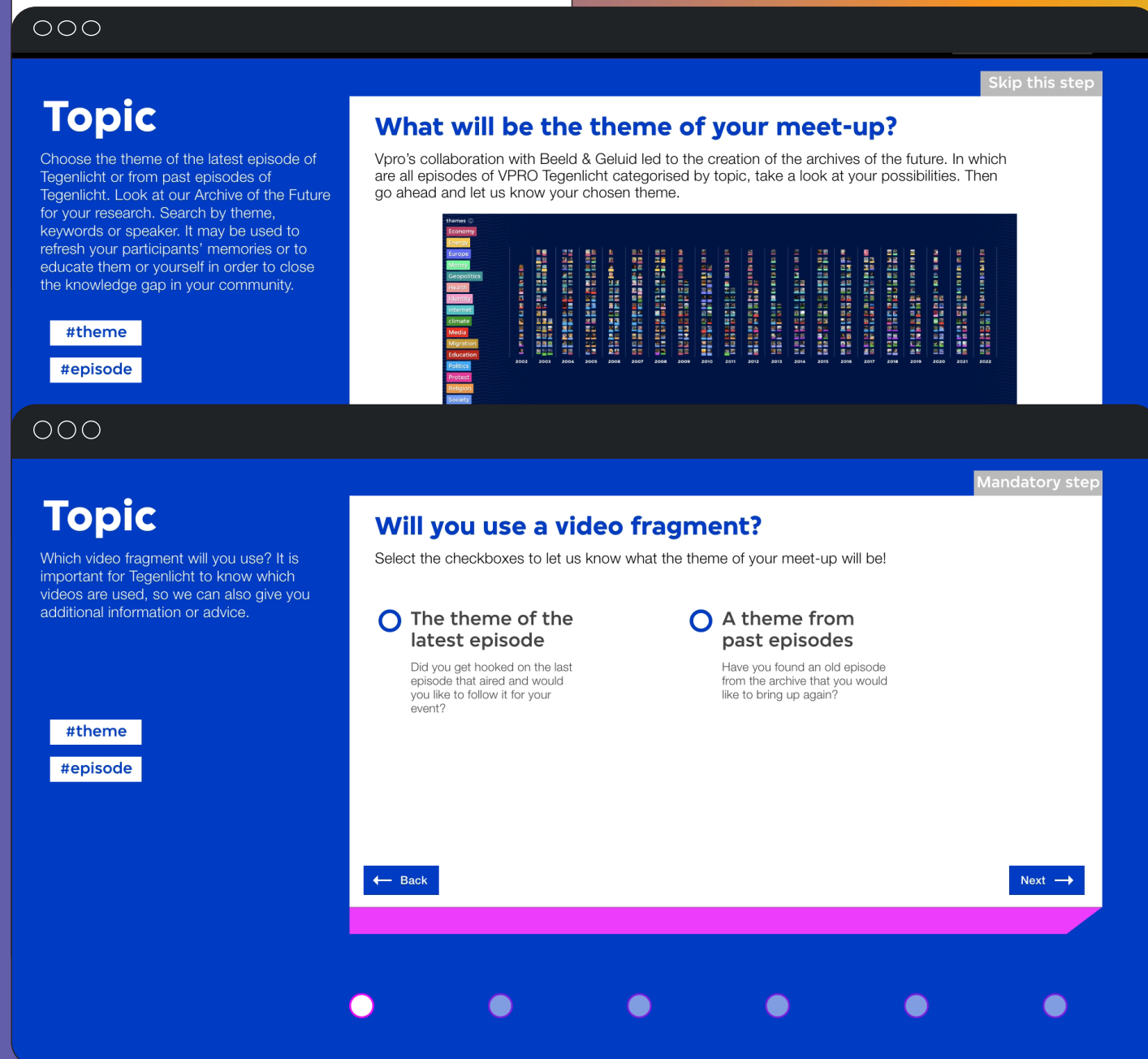
Once the toolkit is opened, the user is faced with screens that can be freely navigated back and forth, because it is designed for those who do not already have the entire meet-up package in mind: at any time they can go back, edit, and skip some steps if they are not needed, until the final save, which also officially registers the meet-up on the Tegenlicht website. Inside are links to external areas related to the organizer's area, tips, alerts, and more.



Topic

Organizers can choose the topic of the latest episode of Tegenlicht or past episodes of Tegenlicht. There is an option to browse the Future Archive, searching by topic, keywords or speaker. It is also recommended to use it to refresh participants' memory or to educate them in order to bridge the knowledge gap in the community.

Eventually, organizers should choose the video snippet to be used for the meet-up. It is important for Tegenlicht to know which videos are used so that they can provide additional information or advice.

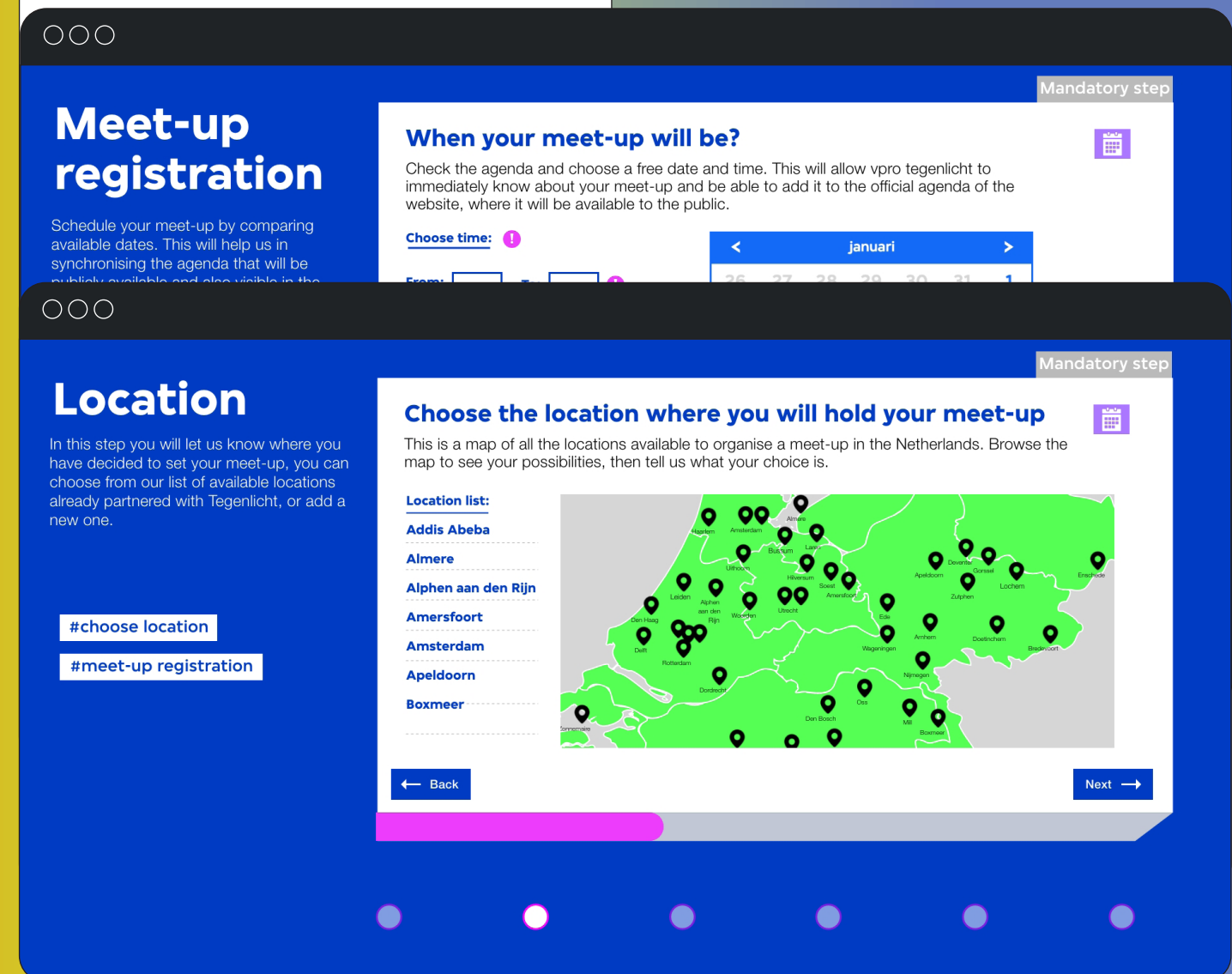


Meet-up registration

At this stage, organizers can choose the place where they have decided to hold their meet-up. They can choose from a list of available venues already contracted with Tegenlicht or add a new one. Then, organizers can schedule their meet-up by comparing available dates. This will help Tegenlicht synchronize the agenda, which will also be publicly available and visible on the KennisCloud platform.

Then, organizers can write the name of their meet-up, and the event will then be shown to the public and in social promotions. Finally, they can choose the type of meet-up they wish to hold from Standard, Technological, and Workshop. After choosing, you can view guidelines on how to organize that type of event. TenGenlicht offers different types of meet-ups to give people more options for running their event.

The dynamics will change and you can try something more engaging or different with your audience.



Guests

Organizers can decide if they need moderators and speakers. Tegenlicht can help them choose people who could help them run the current event. This information also allows Tegenlicht to expand the network of reachable meet-ups in the organizers’ area.

Materials

Here organizers can find a direct link to the website’s drive folder where they can find any materials they may need. People can also request assistance in using the materials; this option is designed for those who are not very familiar with computers. They can also (re) use Beeld & Geluid’s audiovisual materials to fuel discussion about the meet-up and encourage audience involvement.

Guests

Please let us know if we can help you in your choice of people who might be able to help you manage your ongoing event. This information will enable us to expand the network of tegenlicht meet-ups that you can find in the organiser’s area.

#moderators

#speakers

Skip this step

Do you want guests for your meet-up?

Speakers are guests who can interact during the conversation, giving their professional opinion and contribution to the debate.

Speaker

You would have the pleasure of having a moderator manage the conversation at the event, interacting with the audience and any guests.

I have a speaker

You can propose one moderator that you know or access our network of professionals and find one that you like.

+

Not required

It is not mandatory to have a guest at a meet-up event. You can decide to organise the event as you like.

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Next →

Moderators

Please let us know if we can help you in your choice of people who might be able to help you manage your ongoing event. This information will enable us to expand the network of tegenlicht meet-ups that you can find in the organiser’s area.

#moderators

#speakers

Skip this step

Do you need a moderator for your meet-up?

Moderators are here to help you manage a more complete experience, let us know if you are interested in their participation in your meet-up.

Moderator required

You would have the pleasure of having a moderator manage the conversation at the event, interacting with the audience and any guests.

I have a moderator

You can propose one moderator that you know or access our network of professionals and find one that you like.

+

Not required

It is not mandatory to have a moderator at a meet-up event. You can decide to organise the event as you like.

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Materials

Are you starting to think about the materials you could use? Here you can find the direct link to the drive folder where you can find them, don’t worry you will also find the materials in the organiser area.

#materials

Skip this step

Preparing a presentation for your event is easier now

Use the already prepared tegenlicht materials, it will be easier for you to present and conduct your meet-up.

Access to materials

click on the icon for accessing the materials in the organiser’s area

What you will find inside:

presentation template

partner logo

typefaces

Help needed

I need help for managing the presentation

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Next →

Promotion

Promotion is very important to let the public know about your meet-up and make them aware of it. It is also useful for expanding the community and increasing user engagement. Organizers can choose which social media to use for promotion.

Social media

The social media chosen to promote meet-ups are:

Facebook: It is possible to communicate publicly with the audience about upcoming events, articles, links, preparatory material for the meet-up.

Instagram: An Instagram page provides an easy-to-share agendas and event promotions, the live option and broadcast your event to your online audience.

Slack: It would be a good way to create a community because it is possible to contact each other without sharing the contact information.

Twitter: A Twitter account is useful for announcements, reports and live quotes. If the community follows a Twitter page, they will receive your notifications.

Promotion

Do you already have social media for your meet-up? Tell us which social media you have or would like to use for your promotion. Also, follow the guidelines in the organiser's area. This will give you tips on how to connect your page with the official Tegenlicht channels.

#promotion steps

#social media

Social media

Tell us which social you would like your page to our contact list for the

Facebook

You can communicate publicly with your audience about upcoming events, articles, links, preparatory material for the meet-up using the public Facebook page

Slack

A Slack channel would also be a good way to create a community with your participants, because you would be able to contact each other without sharing your contact information.

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Hybrid format

To make the event accessible to those who cannot physically attend, it is optimal to share meet-ups with an online audience; in this way, organizers can also ensure participation in a hybrid version. In this case, they can choose a platform where they can record the live session of the event, following the guidelines in the organizers area.

Social media

The platforms chosen for streaming sessions are:

Youtube Live Stream: It is possible to stream the session live and online participants can ask questions in the Q&A area. It is possible to create a co-session with another YouTube channel and the session's recorded version would also be available on the YouTube channel.

Twitter Space: Up to 12 individuals can become speakers and the listeners can request to speak. It is also possible to organise a Twitter space for meetings with up to two co-hosts.

Twitch: It is possible to broadcast a meet-up where there is the opportunity to moderate the online audience by running commentary of the live event.

Hybrid Format

Have you ever thought about how to make your event accessible to those who cannot physically attend? It's great to share meet-ups with your online audience, that way you can guarantee participation even in a hybrid version!

Have you ever thought about how to make your event accessible to those who cannot physically attend? It's great to share meet-ups with your online audience, that way you can guarantee participation even in a hybrid version! Choose a platform where you can record the live session of your event, follow the guidelines in the organiser's area and you will be able to do this.

#live streaming

Live streaming

Thanks to digital innovation and our continuous implementation of online tools, we are also followed by the public in a hybrid form. If people cannot attend the meet-up in person, it is recommended to provide a live stream of the meet-up as it takes place.

Twitch

It is a video-streaming network that provides a fun, sociable environment for watching live sessions. As a meetup organizer, you can broadcast your meetup sessions via the Twitch app. You are also able to moderate your online audience by using

Instagram live

You could also go live and broadcast your event to your online audience by using Instagram Live and its Q&A section. Because of features such as Save and Schedule Broadcasts, Q&A Sessions, Send Invites,

Hybrid Format

Have you ever thought about how to make your event accessible to those who cannot physically attend? It's great to share meet-ups with your online audience, that way you can guarantee participation even in a hybrid version! Choose a platform where you can record the live session of your event, follow the guidelines in the organiser's area and you will be able to do this.

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Youtube live stream

With the YouTube channel of your meet-up you can stream the session live and bring it to the world's largest platform of online viewers. If online participants want to participate in the conversation and ask questions there is a Q&A area throughout the session. It is possible to create a co-session with another YouTube channel, so if you want to invite someone or collaborate with other meetup organizers. The session's recorded version would also be available on your YouTube channel.

Twitter spaces

With the Twitter account of your meet-up you can access in Twitter Spaces where up to 12 individuals can become speakers and speak at any moment throughout the conversation. The remaining participants, known as listeners, can also request to speak only if one of the hosts permits the microphone. You may also organise a Twitter space for meetings with other meet-up organisers from anywhere and create a so-called space with up to two co-hosts.

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Showcase

Project exhibition

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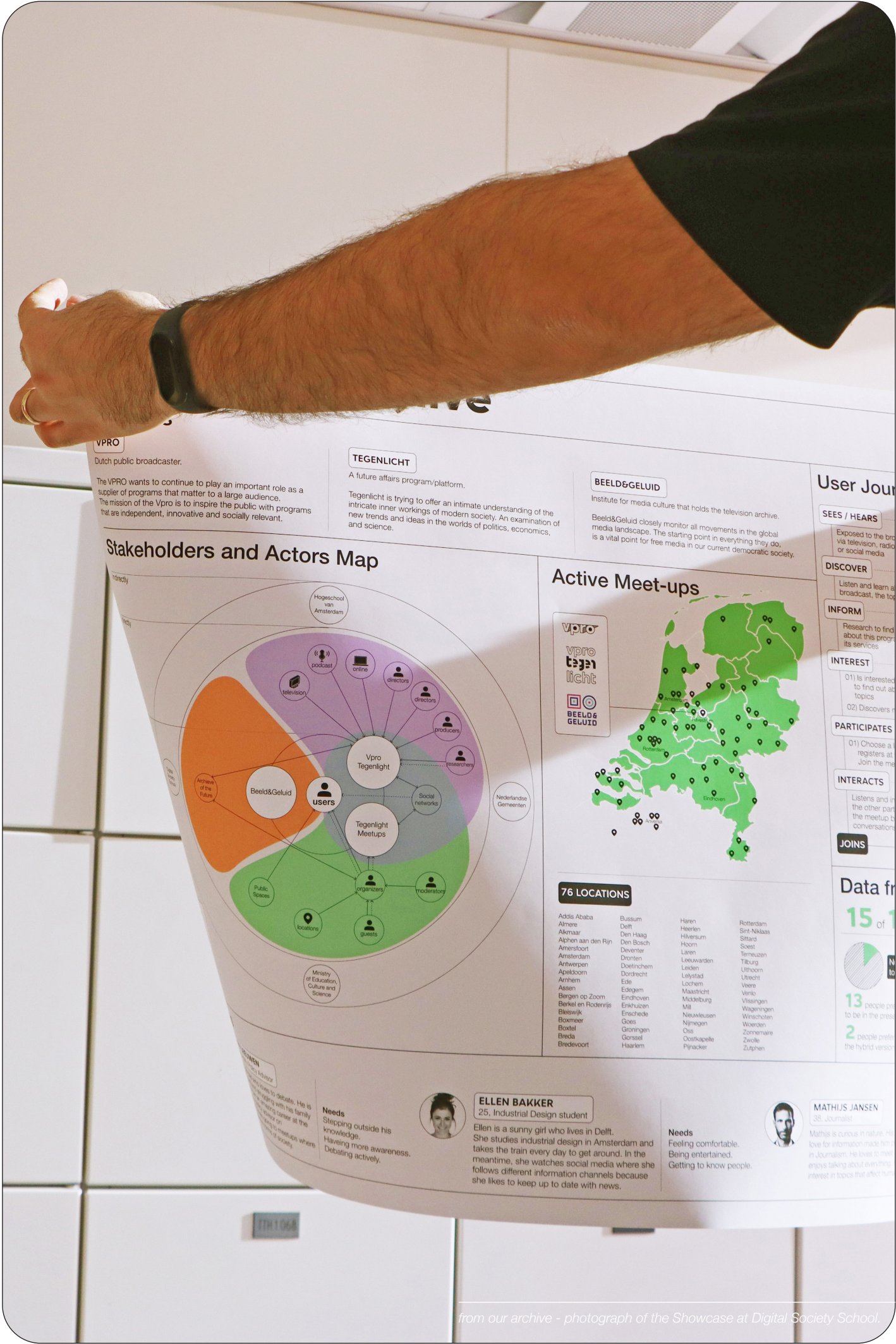
Project exhibition

The showcase was the final concluding event of the project where we presented the project carried out to the public. We organized a complete exhibition of our project at which we showed the whole design process, starting with the tables of the holistic survey research, the challenges and opportunities, and the system study.

Digital prototypes were also part in the exhibition, an occasion during which we were able to test them directly and live with users, from whom we received a lot of interesting feedback and insights.

The discussion with users who were hearing about the design, process, method and digital prototypes for the first time was very interesting. We had the opportunity to explain how our research had led us to a design choice, and then it was possible to show the implementation itself of our solutions.

Partners VPRO Tegenlicht and Beeld & Geluid were also present at the project presentation, and it was possible to continue the discussion about the results, with which they were very pleased and interested.



from our archive - photograph of the Showcase at Digital Society School.



from our archive - photograph of the Showcase at Digital Society School.



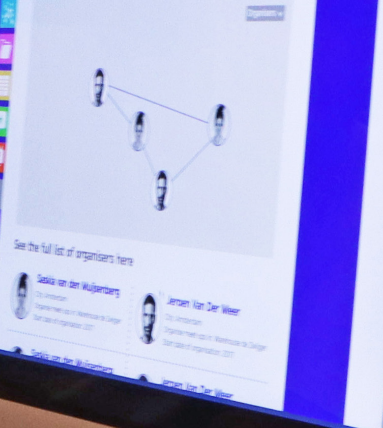
from our archive - photograph of the Showcase at Digital Society School.





KEEP
IT
ALIVE!

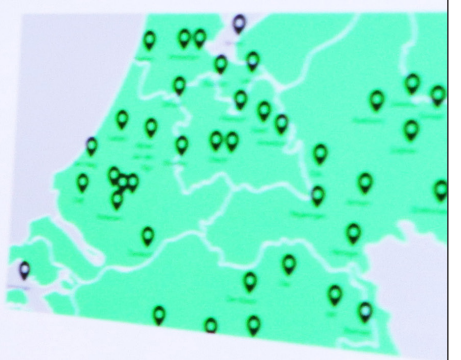
Meet-ups Network



Location

Choose the location where you will hold your meet-up. This is a map of all the locations available to organise a meet-up in the Netherlands. Map to see your possibilities, then tell us what your choice is.

- Location list:
- Abbeville
 - Almere
 - Alphen aan den Rijn
 - Amersfoort
 - Amsterdam
 - Aperdoorn
 - Boomer



THE
DEB
DYI





from our archive - photograph of the Showcase at Digital Society School.

Meetings

Translate sessions

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Translate sessions

During the work, in each design sprint, we held translate sessions where we met with different experts and professionals in different fields each time, with whom we discussed each step of the project, showed them our research, ideas, and received a lot of feedback and new useful insights regarding specific topics.

The professionals we met with are as follows:



Researcher at the Rathenau Institute on the impact of technology on society.

among meet-up participants, highlighting the difference between public debate and professional debate. Wouter also advised us to participate in some local meet-ups, even organized by partners different from ours, to understand the internal dynamics inherent in Dutch society, see other models of organizing and hosting. Finally, Wouter brought us examples of some case studies similar to Tegenlicht's meet-ups, such as De Groene Amsterdammer, which has a chat group on Slack in which talks about personal projects are carried on by users. With this example, he also led us to think well about the media to be used to carry on the discussion, making us think about the idea of creating a safe space for each user's needs.

We met with Wouter during the first sprint and went through initial thoughts with him regarding the project. During this session we pursued considerations about the concept of debate itself and who is really interested in pursuing it. Together we analyzed the target audience, its active or passive involvement and the knowledge gap

Ruben Logjes



Lecturer UX & Service Design and Researcher Ecosystem Innovation.

The meeting and discussion with Ruben was very useful from a practical planning perspective. The nature of our conversation was about our approach to design and planning, discussing tools and methods that we had already used and would use in the research

sprint at that time. In fact, the meeting we had with him occurred in the very first working sprint, a time when we were investigating the context, the organization of the meet-ups, and the users. His background as a service designer and UX consultant helped us reset the stakeholder map and review the personas we had begun to identify. He also shared with us slides he had used in explaining service design as a method of approaching projects related to human services. At the end of this meeting it was easier for us to plan the subsequent research, especially as it related to the user survey.

Johan Oomen



Head of Research and Heritage Services and Heritage Manager at Beeld en Geluid.

During the second sprint we had a chance to talk with Johan who helped us clarify some of the questions about the Future Archive, from its use to its involvement in the project and the potential that could be exploited. With Johan we had some thoughts about the use of the archive technology, how it could change user interaction with the archive, and features that could be implemented. Out of this meeting came the idea of being able to include the meet-ups themselves in the archive, which, being live, are not accessible to all users, as in contrast are the episodes in the archive. Johan informed us that since the archive is constantly evolving, it opens up so many possibilities for implementation and experimentation.

Hortense Koster



People, Trends & Innovation Consultant.

During the second work sprint, we supported a meeting with consultant Hortense Koster, who specializes in re-searching trends and innovations in design for the user in design. During that design phase we had difficulties in researching users and obtaining insights useful to the project. In fact, we had specific questions to ask her so that we could hear her advice on the matter. We started by asking how it was possible to reach a defined target group and get data, a question related to our inability to get as many responses from the initial questionnaires shared to users. Next several questions regarding the survey of meet-up

communities, how we could reach these social groups and through which socials, and especially how we could create interaction with users once we reached them. Her answers and advice were very practical and clear: the need for us, in being able to solve our doubts and design needs, would be a focus on users. First, Hortense advised us to frame the users-who were we looking for? So from this first advice we learned that our focus, then based on end users, would have to shift to organizing users. This was also to try to see if we would find a connection between them and the audience. In general, his advice suggested doing user research on social media such as facebook and twitter, to see the activity and presence of the target audience or not on social platforms. Also trying to investigate the topics of discussion that might have been interesting in obtaining the insights we so much expected. While her last advice was to also directly organize focus groups or physical interviews with meet-up organizers at the time when we would have clarity on the intent of the project.

Max Kortlander



Writer and researcher at Waag Institute.

The meeting with Max took place during the fourth sprint and, with some very useful practical advice, he helped us refine some details related to the prototype we had started to build. After explaining to Max the advancements we had made up to that point, he first advised us to pursue the co-creative approach with our partners, so that we could build the project together with them, one level at a time, a little at a time. According to Max, when working on a project that wants to generate change, it is important to start with small

changes, without upsetting people with big changes from one day to the next. In addition, regarding the choice of platforms to use for discussion, he advised us to meet people where they are already because when building something new, we risk not having a motivation to give people to invite them where we would like. Max also told us about some projects we can consider for inspiration, such as the Co-creation Navigator made by Waag, the Stanford design lab that contains resources for simplifying public events, and the PublicSpaces project. An important tip Max gave us is also related to co-creating the guidelines related to organizing meet-ups, according to him it would be a good idea to include the organizers themselves in the design process because they have experience in organizing and it really helps to design together. Also, this tool can be built up over the years, people can keep proposing the addition of features or the elimination of some that are already there, it doesn't have to be complete the moment it starts to be used.

Lillian Stolk



Co-founder and director of The Hmm, platform for internet cultures and Emoji-expert.

The meeting with the expert on digital platforms for today’s digital context, Lillian Stolk, took place during the third work sprint. The reason we requested this meeting with her had a lot to do with our search for possibilities, for obtaining best practices by observing Challenges & Opportunities. In fact, being in that research phase, we conversed with her about the possibilities we were encountering, especially regarding the entertainment area of meet-up events, both regarding digital platforms. Having met Lillian Stolk at the Dutch Media Week event,

after waiting for her presentation referring to the company The Hmm, of which she is co-founder and director, we indeed saw in her a person who could help us better observe realities of digital interaction or hybrid format, for physical meet-up events and investigate the hybrid possibility instead. Her advice led us to observe case studies similar to the project and solutions we were investigating and exploring, considering digital platforms such as Twitch or Twitter Spaces for the possibility of participation in hybrid meet-ups, and instead observing means and tools for the consideration of novel meet-ups. In fact, the dynamics and structures of meet-ups were discussed by us a lot, because in them there was the possibility of creating more interaction with the audience, thanks to Lillian we were able to observe similar projects, such as her own company The Hmm, and take inspiration from the best practices of them.

Ista Boszhard



Co-Founder TextileLab Amsterdam and Future Fashion Pioneer.

During the fifth and final sprint we met with Ista, and with her we pursued some reflections related to community, shifting the focus from creating a community to the idea of connecting people who are scattered throughout the Netherlands. We defined how our prototype can help in the creation of this community and how this possibility could create many new opportunities for Tegenlicht. Ista was very interested in the possibility of organizing different types of meet-ups that could adapt to different communities, different locations, and different levels of experience of the organizer. Particularly with the meet-up workshops, a new opportunity arises for Tegenlicht to also involve the Pioneers project.

Conclusions

Final considerations

Future developments

Final considerations

What was it like to design in a new and unfamiliar context abroad using the systemic design method?

How was systemic design able to emphasize the multimedia field present in the Netherlands?

What are our conclusions with respect to the completion of this design thesis course?

Our dissertation write-up, “Systemic design as a tool for enhancing multimedia context: the VPRO Tegenlicht case. Thesis Abroad in Collaboration with the Digital Society School in Amsterdam.” comes to its end in this chapter in which we try to answer some final questions and draw related conclusions.

Thanks to the project we developed during our traineeship at the Digital Society School in Amsterdam, we were able to observe the results of applying the systemic method to a completely new context. Indeed, the goal of this thesis was to tell the story of the design path we faced, explaining how systemic design could actually help to enhance the multimedia context.

Therefore, it is good to start with the method. First of all, systemic design allowed us to be able to lay the design foundations, following a common and specific organization of work according to study, research, inspiration and practice. There were some initial difficulties in approaching a project dropped into a foreign and unfamiliar reality. Indeed, our Project Coach Esther Hammelburg confided, following the conclusion of the thesis period abroad, her initial concern about the cultural obstacle of understanding the project context, being typically inherent in Dutch culture. Fortunately, the systems approach facilitated our understanding of that context by holistically investigating the scenario under consideration. In addition, this method also allowed us to effectively communicate to Partners our specific goals and work path.

The design phases we have followed over the past five months have allowed us to break down and analyze the proposed challenge, identifying issues that we have broken down and analyzed and then later re-presenting them in a new light, making them opportunities through the proposition of solutions. As we have learned in these two years of our Master’s degree program in Systemic Design at the Polytechnic University of Turin, for each challenge there are multiple opportunities that can make real changes to the whole system.

We studied the scenario but above all the users, with and for whom it designed, making decisions and choosing to focus on the values that, observing the system, were the most important to develop in the short term.

In this way, we laid the foundation for a design that, following the proposed actions, can lead to the achievement of the partners’ goal, fuel the debate, and keep it active within the VPRO Tegenlicht TV program meet-ups.

How exactly did Systemic Design emphasize the multimedia context in which our project is present?

It has emphasized it by identifying exactly one important element for any environment where the multimedia context has a strong influence, the community.

Community

It was discovered that the community element of Tegenlicht meetup organisers was missing. Organisers were either free to organise their own meet-ups based on pre-existing terms of agreement with tegenlicht or their own discretion. There was little or no communication between other (fellow) organisers.

From our design and study, it became clear that it was important to design around the user, specifically not the end-user participant of meet-ups but rather the user organizer of those meet-ups. The reason for this importance lies in the fact that it is not possible to enhance the value of meet-ups, and consequently the multimedia context, if a strong community around it is not exploited and concretized.

How many resources could a community, the entire society of a country, give to the multimedia sector if there was a way to reach the thoughts and needs of that community?

We have found how in the Netherlands the VPRO Tegenlicht audience is very participatory, interested, and ready to exchange opinions and thoughts. But how can such thoughts reach the multimedia context if there is no conduit? Especially if such companies (in the Netherlands very liberal) do not want to influence too much in the voluntary initiatives of their audience organizing meet-ups?

For these exact reasons, systemic design was able to emphasize the multimedia context because through this method we identified a conduit, the organizing user, who can help create this **community**. A participatory community happy to share and communicate to the multimedia context, in our case VPRO Tegenlicht, their ideas and concerns that in this way would create a Feedback loop between community and multimedia context.

Feedback loop

As part of the partner's need to create content for future episodes. We discovered that collecting feedback from the meet-ups can also help with that. Meet-up organisers can share their experience of hosting a meetup on a particular topic, and also based on the data submitted, Partners can see what is the most common topics used in a meetup as a medium to keep the debate alive.

In conclusion, we learned how Systemic Design also lends itself very well to being applied to human services and not only to business production processes, of material resources. This is possible because it provides tools that can be applied to all resources, elements and actors that are part of a system that is both productive and service-based. This discovery was the most interesting element of reflection we arrived at during this thesis project, coming to an awareness of the full potential of this method of working.

Future developments

The project was finished on Feb. 1, 2023, concluding with our future guidelines for VPRO Partners, VPRO Tegenlicht, Beeld & Geluid.

In five months the prototyping phase was limited by time, although our ideas continue to fly in the direction of this project, it will no longer be our task to carry it forward. However, we know that the VPRO Tegenlicht team working to improve the TV programming and meet-up service is already analyzing our research and taking our ideas forward to an executive phase.

Overall, we feel that we are very satisfied with the path taken. It was very important for us to work in an international context with such participative and enthusiastic partners who were present at every meeting and event. Their motivation was probably the thing that gratified us the most, gaining an awareness of how much the project really impressed and led to interesting observations and insights to be developed in the concrete also in the future.

We remain in touch with the people at VPRO Tegenlicht and Beeld & Geluid with whom we worked closely, knowing that they will treasure our ideas and suggestions, as we are already reading in these months after our return to Italy.

As quoted in this article by Laurens Bluekens for VPRO-gids by one of the people we worked with, editor-in-chief Jasper Koning:

Tegenlicht has been stirring up a lot of reactions for years, both online on Twitter and during Meet-Ups organized by viewers around the country. We want to try to unite the community around Tegenlicht even more, including by providing an online platform where we can continue the discussion on the topics. Also, if someone is planning to take action as a result of Tegenlicht, we want to facilitate that by providing a platform through the Meet Up and the website.”

(Article by Laurens Bluekens, VPROgids, Interview with Jasper Koning and Geert Rozinga)
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