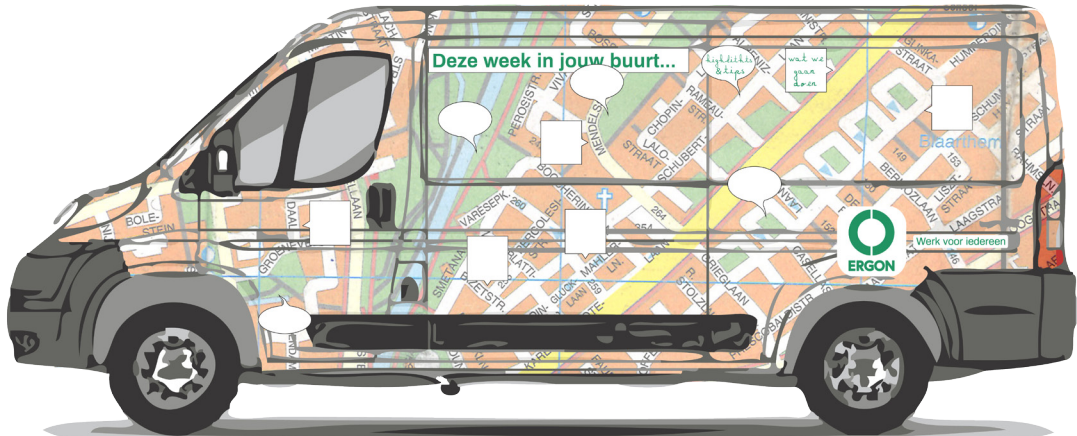


ANYBODY - ESSENTIAL - KNOWLEDGE

communicative cars



short description / what ?

Covering each team's car with a map of the area where they work, and allowing them to express location-specific information with a system of magnets, that they can fill-in and place on the "car-map".

Goals / what for?

- 1) To show the amount of work that is being done, fighting the image of laziness.
- 2) To show what type of work is being done so inhabitants understand better the role of the green-workers.
- 3) To inform inhabitants about the coming actions in their neighbourhood, which might reduce Buiten Better direct complaints/demands.
- 4) To highlight the current best green spots in the neighbourhood and help the inhabitants enjoy their surroundings more.
- 5) To help indicate way or explain something about the neighbourhood if someone comes with a question, or ask for directions

constraints / be careful that :

This weekly plan does not make a lot of space for unexpected events, or change of location. It demands the team leader to know in advance where they will be working, and on what, at the beginning of each week.

Although that might feel like an extra task, I think having such a plan can also help the workers involve more in the work (since it allows them an overview of the things to do) and measure the effectiveness of the week (did the team reach its goal?).

When printing the map to put on the car, it is good to show more than the working area only, because part of the map might be on a window and therefore unusable. Keep the important part of the map towards the back of the car, and let the map continue towards the window and the front for aesthetic purposes only.

There is a risk that the magnets get stolen, but that is quite cheap to produce and not very interesting to steal anyway.

Reasons / why?

At the moment cars only show the logo and the name of the company, but for most people it is unclear what this company does. I used to think (and I know other people also) that was some kind of energy company.

That is a pity because cars, just like the workers, are outside in the streets, people see it during stops at traffic lights or when it is parked while the workers work. It has therefore a big potential for communication.

In order to trigger people's curiosity, it is good to avoid classic marketing images or text. Rather, show something that they recognize and can use as a tool.

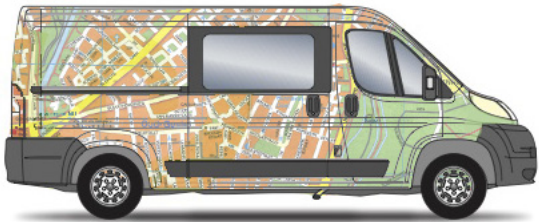
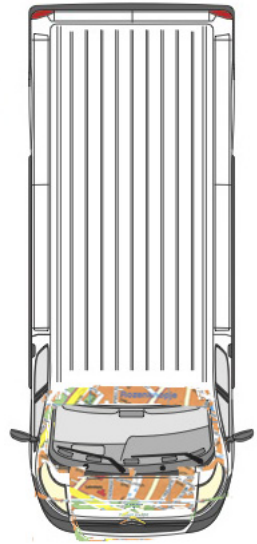
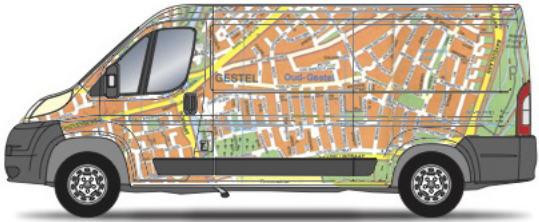
That is why I suggest to put a large map of the neighbourhood - it is something that can be handy when looking for a place and having no battery or internet connection (or simply no smartphone), and it might attract people. It is also something that is interesting to look at when stuck in traffic.

On top of that map I suggest writing the actions of the week, because most inhabitants have no idea what work the green-workers actually perform, and some consider them to be lazy. This idea comes from the fact that the work that is done is invisible (since it puts things back how they should be, or look like) and because people have punctual visions of the green-workers. They see them working some days here, other days there, and most of the days, they don't see them. It is therefore difficult to grasp the amount of work that is performed.

What's more, telling the tasks of the week also give inhabitants a chance to understand better the nature of the work : what tasks come regularly, what tasks are actually not the green-workers responsibility.

In order to make this even more attractive, I suggest using this map as a guide, for inhabitants to enjoy their neighbourhood better. Since green-workers are working the whole day in the area, focusing on its greenery, they know more than anyone where are the prettiest flowers, where to harvest hazelnuts, or where to ear birds, and they are in the best position to indicate current best spots on the map. By doing so they position themselves as knowledgeable figures in the neighbourhood, guides helping citizens connect with their surroundings.

How to?



Werk voor iedereen

taken van uw buurtuinen

taken van uw buurtuinen

tips van uw buurtuinen

tips van uw buurtuinen

-> Wrapping the car:

I would make use of a car wrapping company, so as to make sure it is durable and looks neat.

The idea is to have the whole car covered by the map, to make it much more striking and really transform the car.

What is important is that the whole area where the green people work is accessible for stickers. I will call the neighbourhood where the green-worker work "essential part of the map".

It is important to print a larger map (also showing areas where the workers don't work), so that the areas with windows or obstacles can be cut off from a nonessential part of the map. On the other hand, it is important that essential parts of the map are placed on both side of the car, and also at the back, so that the concept is understandable from wherever one stands.

-> Map: in order to print the map in car size, we need a high resolution file. I will add a file on the USB key, but it might be better to get it from Geo-visia, the mapping software that green-workers actually use.

-> Logo:

I suggest printing the logo on a magnet as well, so as to be able to move it around in case it is on the essential part of the map, and the space is needed to communicate a task or an advice.

-> Magnets:

Magnets can be done within Ergon : printable magnet sheets can easily be bought on the internet, and cut with scissors.

However if we go for large quantities and in order to be sure of the quality and strength of the magnets, having them produced by a company might be a good option.

contact / recomendations :

research

Real size magnets

taken van uw buurttuinieren



taken van uw buurttuinieren

taken van uw buurttuinieren

taken van uw buurttuinieren



tips van uw buurttuinieren



tips van uw buurtuinieren

tips van uw buurtuinieren



tips van uw buurtuinieren