



HET NIEUWE KIEZEN

WWW.HETNIEUWEKIEZEN.NL

RUDY VAN BELKOM.

> DOCENT FONTYS ACI

> SOCIAL DESIGNER

> BURGER

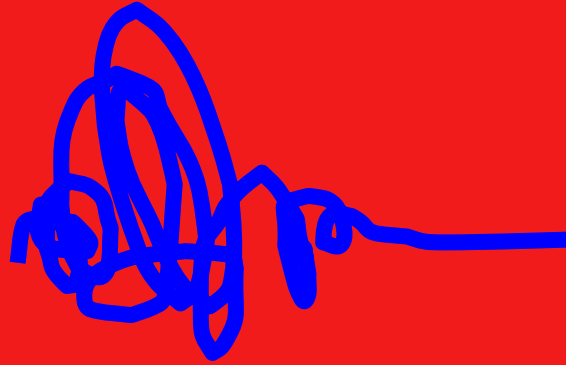
**DESIGN
FOR
TRANSITION.**

DESIGN?

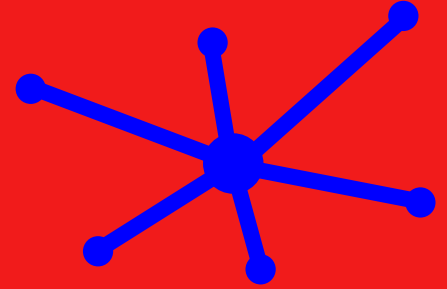
DESIGN



DING



PROCES



CULTUUR

DESIGN

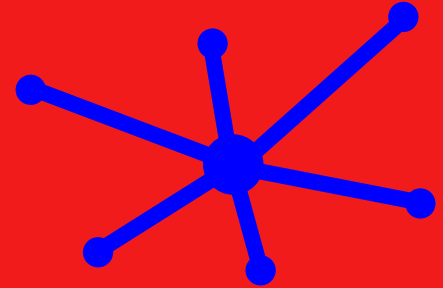


PRODUCT

DESIGN

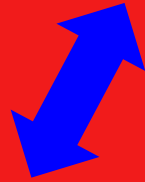


**DESIGN
THINKING**

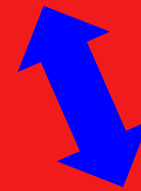


**DESIGN
MANAGEMENT**

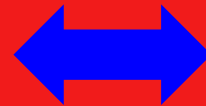
**DESIGN
THINKING**



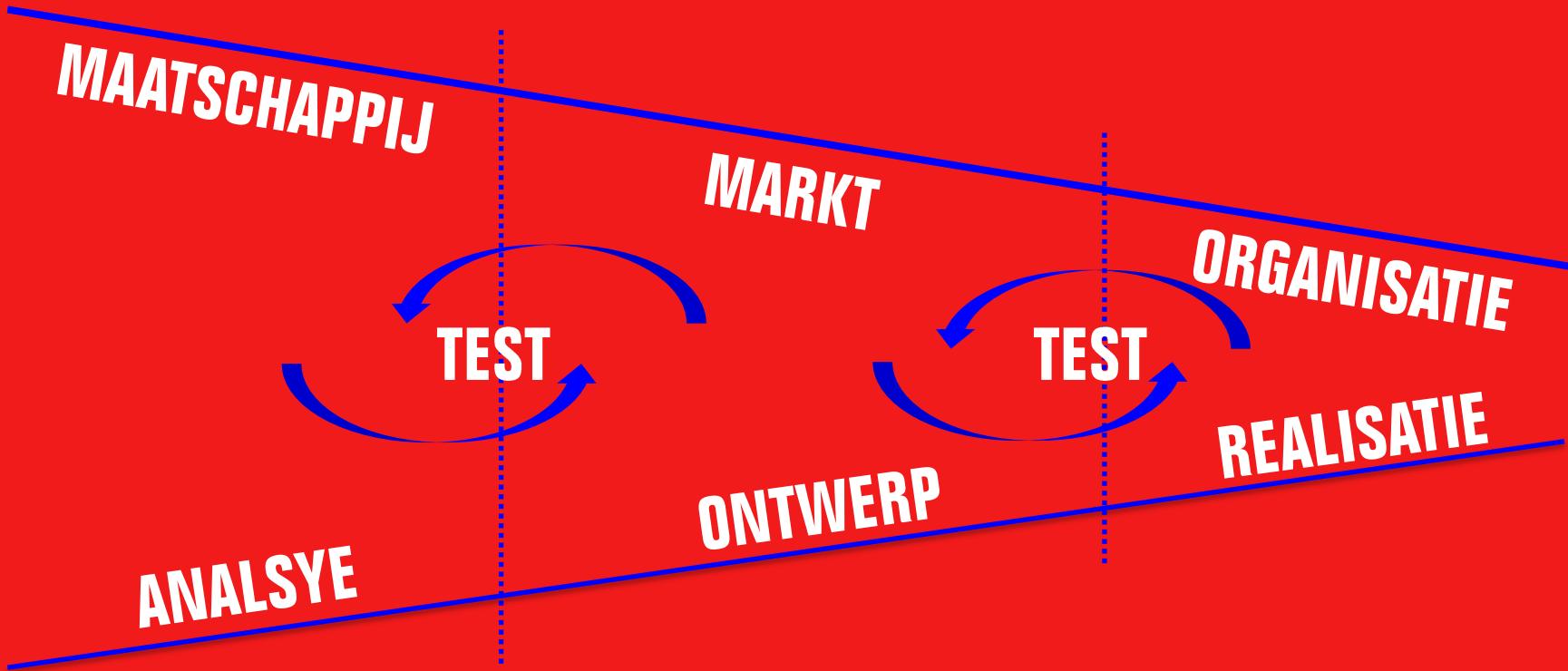
**PRODUCT
DESIGN**



**DESIGN
MANAGEMENT**



DESIGN THINKING.



ANALYSE.

**THE SYSTEM
IS BROKEN.**

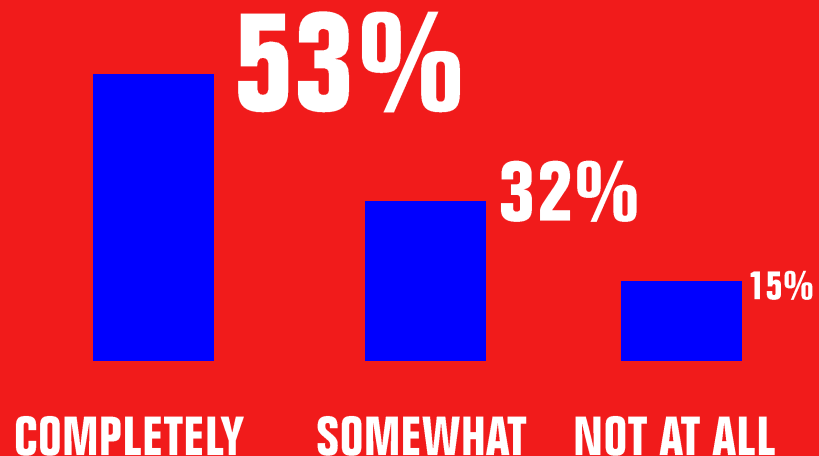
HOW TRUE IS THIS FOR YOU?

SENSE OF INJUSTICE

LACK OF HOPE

LACK OF CONFIDENCE

DESIRE FOR CHANGE



CREDIBILITY OF LEADERS IN CRISIS

CEOs

37%

CREDIBLE

GOVERNMENT OFFICIALS

29%

CREDIBLE

2,2%

**VAN DE STEMGERECHTIGDEN
IN NL IS LID VAN EEN
POLITIEKE PARTIJ**

50%

**VAN DE NEDERLANDERS IS
ONTEVREDEN OVER DE POLITIEK
EN WIL MEER INSPRAAK EN
ZEGGENSCHAP (SCP, 2016)**

1918

**SINDS DE VERKIEZINGEN VAN
1918 IS HET HUIDIGE
KIESTELSEL IN DE ESSENTIE
NIET MEER VERANDERD**

**FEAR FUELS
THE FIRE.**

U.S. ELECTIONS

TRUMP VOTERS

67%

ARE FEARFUL

CLINTON VOTERS

45%

ARE FEARFUL

U.K.

EU REFERENDUM

LEAVE THE EU

54%

ARE FEARFUL

REMAIN IN THE EU

27%

ARE FEARFUL

ONTWERP.

**SOMEONE ELSE
HAS SOLVED
YOUR PROBLEM.**

> VERTROUWEN

> INSPRAAK

> VERBONDENHEID

VERTROUWEN: BANKENSECTOR

KICKSTARTER

CROWDFUNDING

INSPRAAK: MEDIA

WIKIPEDIA

USER GENERATED CONTENT

VERBONDENHEID: ELECTRONICA

PHONEBLOKS

CUSTOMIZING

REALISATIE.

PRODUCT DESIGN.



EEN NIEUW KIESSTELSEL?



HET NIEUWE KIEZEN

WWW.HETNIEUWEKIEZEN.NL

DESIGN MANAGEMENT.

> TEAM UP

> CONTENT FIRST

> CHANGE

**IF THERE IS NO
STRUGGLE, THERE
IS NO PROGRESS.**

www.hetnieuwekiezen.nl