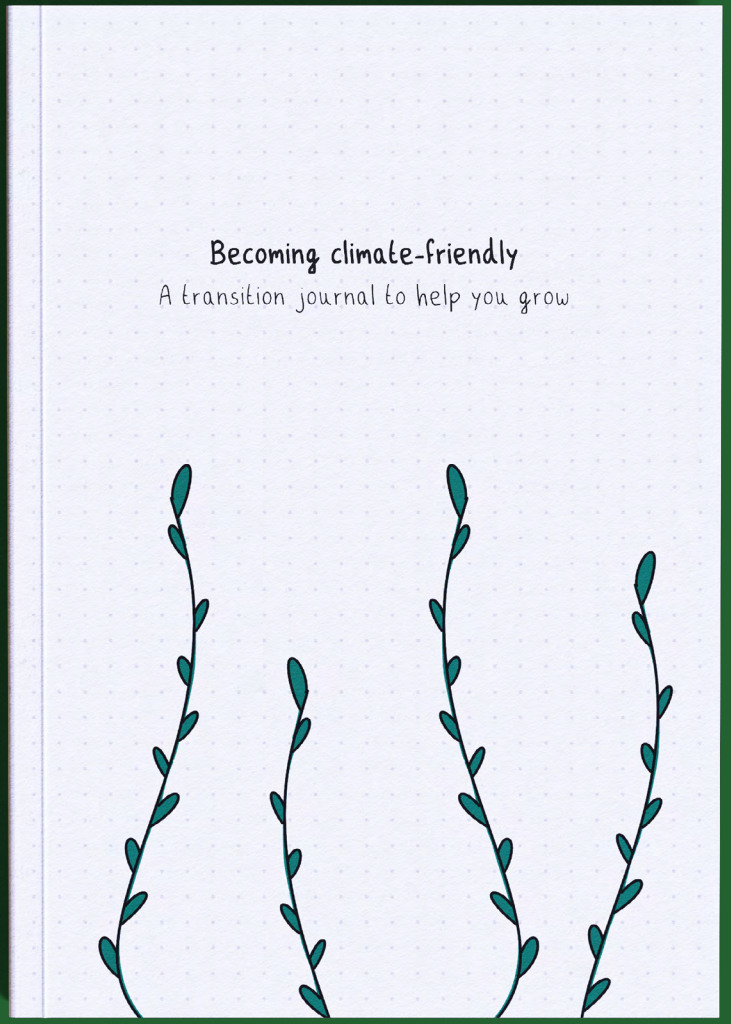
Journaling to adopt a growth mindset and transitioning to a climate-friendly lifestyle



Final Master Project Report

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Preface

This report documents my Final Master Project for my MSc in Industrial Design at Eindhoven University of Technology (TU/e).

Throughout my Bachelor's and Master's degrees in Industrial Design at the TU/e, I learned how to use and combine my passion and motivation for sustainability with design. Multiple projects and courses have helped to shape my direction in sustainability, leading to a specific interest in climate change and everyday life. I initially concentrated on projects to raise awareness and envision climate-induced futures. However, only raising awareness did not give me enough satisfaction as it often has a negative tone, and I wanted to focus guidance on lifestyle change. Climate change is a broad concept where multiple approaches can be taken. Therefore, in the M2.1 project semester, I explored possible directions, leading to a specific focus on climate mitigation in lifestyle. Eventually, this led to the creation of the 'Becoming Climate-Friendly' journal. This project is a continuation and development of my M2.1 project and will be the focus of this report.

I approached and conducted this project with high energy, passion and determination. I set out to create a product supporting climate mitigation-related lifestyle change. I particularly enjoyed turning an abstract issue into a practical support tool, and I found great satisfaction in motivating people to take on the challenge and start making a difference. I hope you will find this report as engaging and interesting as I found working on this project.

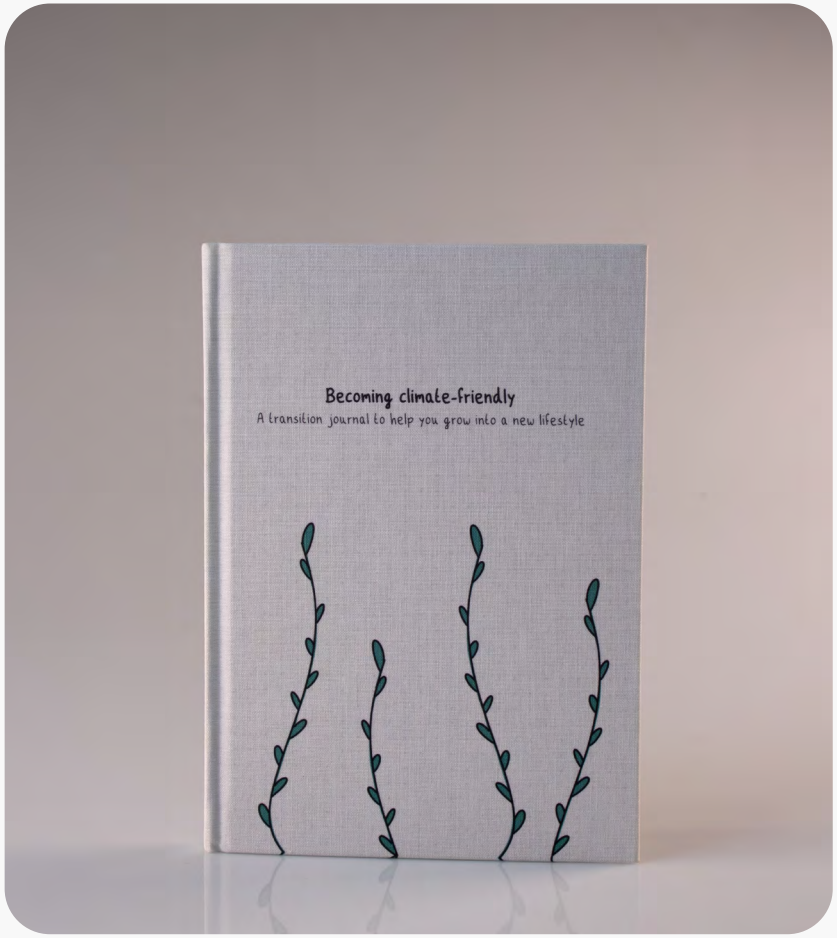
Abstract

Climate change is one of society's largest challenges. Among Dutch citizens, the impact of climate change is not noticed in everyday life, but in the future, the Netherlands will be impacted by climate change. Many people are aware that they need to reduce their impact on the climate and change their lifestyle but struggle to do so. Therefore, the focus should shift from creating awareness to guiding people in the transition towards climate mitigation and sustainable lifestyles.

The growth mindset theory can help people develop a problem-solving mindset that sees challenges as opportunities to learn rather than obstacles. Helping people adopt a growth mindset in the context of climate change can help them redesign and continuously improve their lifestyles when new challenges are faced. It can also show them that the world is a changeable entity, and they play a role in changing it. Lastly, it shifts the focus from changing as a burden to changing as an opportunity to learn.

This project builds upon the results from the M2.1 project where the first version of the 'Becoming climate-friendly' journal was created. In this project, the journal is improved by diving deeper into the growth mindset theory and testing the journal on a broader scale. Additionally, a community is created that is self-standing while also being connected to the journal to expand the impact of the journal and to support journal users in their journey.

The results from this project are promising, indicating a potential for further development and continuation after graduation. The 'Becoming climate-friendly' journal and the community it fosters have the capacity to significantly aid individuals in their transition to a climate-friendly lifestyle. Moreover, there is room for the evolution and expansion of the journal into new application areas, offering a hopeful outlook for the future.



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1. Introduction

This chapter discusses the problem context of this project and the theoretical background and previous work.

1.1. Problem context

1.1.1. Climate change

There are two types of climate change: natural climate change and anthropogenic climate change. Natural climate change refers to the natural cycle driving the climate, and anthropogenic climate change refers to human-induced climate change (Donev et al., 2024). In most literature about climate change, anthropogenic climate change is often meant. In this report, climate change will be used as written in the Cambridge Dictionary: “Changes in the world’s weather, in particular, the fact that it is believed to be getting warmer as a result of human activity increasing the level of carbon dioxide in the atmosphere” (Climate Change, 2024).

Climate change is caused by the natural shift of weather patterns and temperatures, but over the years, this natural shift has been affected by human activity (Met Office, n.d.; IPCC, 2023; Brönnimann et al., 2008). It is a global problem but impacts areas differently, and in some parts of the world, the impact is more noticeable than in others. If local conditions do not visibly show the consequences of climate change, an optimism bias could be perceived (Scannell & Gifford, 2013).

As climate change has a different impact on each area, each area needs a different approach. Therefore, this project will focus on the Netherlands.

The Netherlands is already negatively affected by climate change compared to other EU countries (Vishnubhotla, 2024). Climate change is, among other things, visible through extreme weather events. When looking at extreme weather events, the Netherlands has fewer extreme weather events than other EU countries (Vishnubhotla, 2024). Therefore, it is challenging to experience the consequences of climate change in the Netherlands as it does not get the hardest hits, but it is also not free of the consequences of climate change. Therefore, for Dutch citizens, an optimism bias could be caused. Even though the Netherlands does not experience the most severe consequences of climate change, Dutch households emit, on average, 34% more than the average EU household (CBS, 2019). The Dutch Weather Institute also published future scenarios on how climate change will affect the Netherlands (KNMI, 2023). Therefore, taking citizens from the Netherlands along in the climate change transition is crucial.

1.1.2. Citizens’ role in climate change

In the Netherlands, 94% of the citizens believe climate change is happening, and 60% believe this is due to human activity (Kloosterman et al., 2021). Additionally, only 15% believe that humans cannot counteract climate change; most people think that humanity must act urgently, and so the 15% could be best ignored (Kloosterman et al., 2021; Scholte et al., 2020; Godin & Porro, 2022; Rogers, 2003). These numbers show that most people are aware of climate change, implying that we should no longer focus on creating awareness. People believe the climate is changing, but it is in our hands to determine how much it will change (Godin & Porro, 2022; KNMI, 2023). Therefore, the focus should shift to supporting people in the climate change transition.

Around half of the Dutch society acknowledges how small actions can help limit the damaging impact of humans on the climate in addition to governmental actions (Kloosterman et al., 2021). This indicates that there is a motivation among the Dutch people to act. The damaging impact of our current lifestyle on climate change is acknowledged by 58%, and 58% also understand they should live more consciously of the climate (Kloosterman et al., 2021). Additionally, 70% of people are willing to reduce their impact on climate change through lifestyle changes (Scholte et al., 2020).

Given that there is a concern about climate change in Dutch society, it is expected that people act towards this concern. However, research indicates that people who think consciously about climate change only sometimes act sustainably, as it often must compete with other daily priorities (Lorenzoni & Pidgeon, 2006). For example, people aged 18 to 25 have a strong sense of climate awareness but often do not act sustainably (Kanne, 2019; Kloosterman

et al., 2021; Kanne & Van de Koppel, 2023). This age group is aware of the consequences of climate change, will live in a country with a changed climate, and is starting a career in which they can make a change. Educating people on their role in climate mitigation can change their behaviour (Anderson, 2012).

1.1.3. Problem statement

To conclude, this project focuses on supporting people aged 18 – 30 in Dutch society by making lifestyle changes to reduce their impact on the climate. In addition to the literature, my motivation for this problem statement stems from having worked for several years on reducing my lifestyle's impact on the climate, which has been a challenge. In section 1.2.3 the problem statement will be further defined into the design challenge.

1.2. Background

1.2.1. Growth mindset

Even when people are willing to change, the actual change can remain a struggle. The concern for the impact of climate change is expressed, but improvements are hardly made (Kanne et al., 2020). Behaviour change theories are widely applied to create interventions to achieve sustainable behaviour change. However, mindset and how this could play a role in this transition are often not mentioned. Mindset is the combination of values, worldview, feelings and abilities (Hogarty, 2022). The growth mindset theory by Carol S. Dweck (2018) describes how people can have a fixed or growth mindset (or both). A fixed mindset focuses on having the talent to succeed; a growth mindset focuses on the effort needed to succeed (Dweck, 2018). The growth mindset should be distinct from an open mindset. An open mindset focuses on thinking and worldview, and a growth mindset focuses on skills and development (Dweck, 2018). In climate change mitigation, the focus should lie on making an effort to mitigate rather than the size of the personal impact. Especially since measuring impact is difficult as it is often expressed in CO2, which is hard to grasp.

The beliefs about our brains' abilities are varied. Some argue that our brains are best at tackling immediate threats, and some claim that our imagination is our evolutionary advantage (Lankford, 2019). These views of the brain can also explain why dealing with climate change can be an issue. For Dutch citizens, climate change is not seen as an immediate threat, making it difficult to imagine a different world.

People's environmental behaviour is linked to their worldview and their beliefs in the changeability of the world (Soliman & Wilson, 2017). Those who believe the world is changeable are more self-regulating when challenged and see behaviour changes as more effective (Soliman & Wilson, 2017). Fixed and growth mindsets can be used to predict behaviour towards climate change, as a growth mindset can result in more pro-environmental behaviours (Duchi et al., 2020). Therefore, the transition from a fixed to a growth mindset in the context of climate change has the potential to help people be more open to environmental behaviour change. Simultaneously, mindset change will happen through trying new things in one's lifestyle and learning from these experiences. It will shift focus from the size of the impact to developing new ways of living. The book suggests putting a post-it with growth mindset-related questions on a mirror as a daily reminder (Dweck, 2018, p.301). Another approach instead of the post-it approach could be through journaling, as journaling is a method to become more aware of harmful behaviour and can support creating changes in lives (Fritson, 2008). Therefore, journals could support adopting a growth mindset.

1.2.2. Journaling

A journal is a book used to document and work on personal growth and is not to be confused with a diary, which is a record of personal and daily experiences (Knights, n.d.). A journal can structure personal thoughts, prioritise problems, and allow positive self-talk. It can also increase self-awareness, help navigate complex problems, and be a place to release emotions and systematically strengthen personal capacities (Dimitroff et al., 2016; Ruiz-López et al., 2015; Hiemstra, 2001). In addition to using journals for self-growth, journals can also support self-reflection and challenge personal worldviews (Hiemstra, 2001).

In design research, journals are often used for other purposes. For example, journals share some characteristics with cultural probes (Gaver et al., 1999) as they can both help people engage in activities and reflect and express their feelings. However, for cultural probes, the researchers focus on collecting data and ensuring participants relate to the design proposals (Gaver et al., 1999). In contrast, in this project, the journal is immediately valuable for the participant and focuses less on providing data. Journaling is also a method that has been

explored to enable reflection. Angenius and Ghajargar (2023) researched how a Conversational Agent could support people in reflective journaling by creating a dialogue between the user and AI. Additionally, Blinder (2024) explores how journaling can be used in co-design, as there is often a focus on journaling tools rather than processes. The Social Journal is an app created to research how a technology-based journal can support reflecting on meaningful social interactions, which provides different possibilities than a physical journal can, such as data visualisation based on entries (Sakel et al., 2024).

Concerning climate change, journals can increase the chance of sustaining a behaviour (Rafizadeh et al., 2021). It can aid people in tackling new topics, reflecting on challenges, and integrating new knowledge (Hiemstra, 2001). The journal can be a place to imagine and work through a new problem (Hiemstra, 2001).

In climate change, people often ask about contributions in other areas when an effort is made. Even when trying to do something, there is a level of judgement for not doing all the other things, while it is a good start. Research from Rafizadeh et al. (2021) showed that people appreciate a journal to report their activities as a place where they would not be judged. The journal also became a place to work through their emotions, and due to the reflective element of a journal, they could evaluate the results of their behaviour adaptation more deeply (Rafizadeh et al., 2021).

1.2.3. Previous work

This project is a continuation of a previous semester-long project (M2.1) (Vreeswijk, 2023). Figure 1 provides an overview with a summary per phase and visuals to give an impression. Through analysing previous interviews, exploration of how people feel about climate change and the future, personal perspective on climate mitigation and literature research, the following design challenge was formulated and used to create a concept for: 'Supporting people from 18 – 30 years old in the Netherlands in their transition of climate mitigation, by focusing on personal leadership to feel like their efforts make an impact'. The first version of the Becoming Climate-Friendly Journal was created with the growth mindset theory as the backbone and positivity and climate change as context. Benchmarking in existing journals was done, concluding that there are plenty of journals but none focus on climate change (Appendix A).

Additionally, the existing journals were evaluated based on their content, structure and aesthetics. For the Becoming Climate-Friendly (BCF) journal, a decision was made to go for a doodle-like aesthetics to provide a low threshold for drawing while the content of the journal was in a structured format. A font was created based on my and my sister's handwriting to give a personal feeling. Five participants tested the journal for 3 to 4 days, and I used it longer. Results indicated an extended test was necessary, but preliminary insights validated the journal's potential. Reflecting on the project and when writing the project proposal, the design challenge was reformulated, and the design requirements for the journal were formulated. In section 3.1.1, the results from the previous project will be discussed and used as a starting point for continuation.

1.2.4. Design challenge:

'*To support people aged 18 – 30 in the Netherlands in their transition of climate mitigation by adopting a growth mindset through a journal that reflects a positive approach*'.

1.2.5. Design requirements:

1. Positivity

The journal should be engaging and communicate a positive approach to climate change. It should help people feel like they can do something without experiencing the feeling of sacrificing. However, the journal should also provide room to share other emotions as they are part of the transition process. Positivity will be expressed through the terminology and aesthetics of the journal.

2. Growth mindset

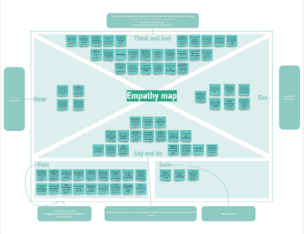
The literature shows that people with a growth mindset can see sustainable behaviour change as effective (Soliman & Wilson, 2017). The growth mindset contains a few components on how to adopt the mindset. In the design, these components should be integrated.

3. Lifestyle

The journal should be open, i.e., it must support people explore where to make changes within their personal circumstances and lifestyle. People are already told to do so many things, and by providing the room to come up with challenges that feel possible, there is probably a high chance of commitment. This is also part of the growth mindset theory but differs from most climate and behaviour change interventions.

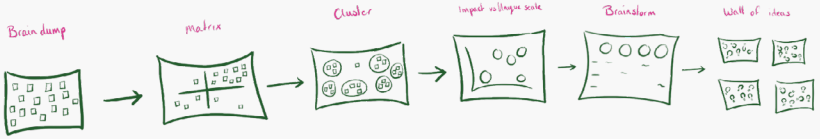
Discover: Exploration on how people feel about climate change and the impact they can make and research on climate change.

Stickerboard matrix used to gather people's opinions on sustainable lifestyles and future visions.

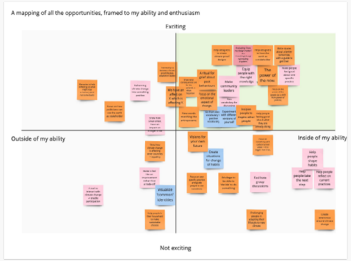


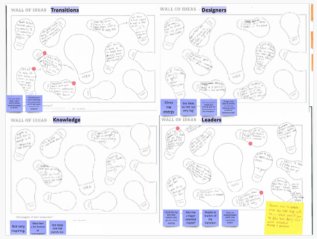
Empathy map based on M1.2 climate futures design research project interviews.

Define: Overwhelmed with design opportunities and made an overview and analysis of all ideas resulting in the journal.



Overview of process.



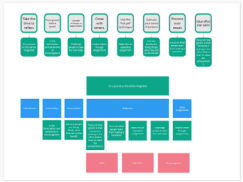


Idea mapping and brainstorming on most interesting clusters.

Develop: Researching on journaling, growth mindset, establishing foundation of journal.

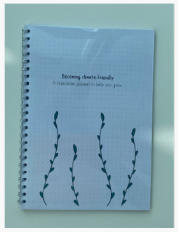
Benchmarking on journals.

Conceptualising the journal.



Backbone journal based on growth mindset.

Deliver: Prototyping of the journal and testing.



The first version of the journal.

Suggestion for next version from participant.

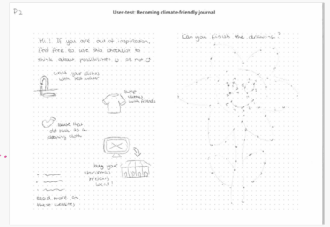


Figure 1: Summary of M2.1 design activities per double diamond phase

2. Design process

The double diamond model was used to structure the design process and continue on the M2.1 project (Design Council, n.d.). The double diamond model is flexible and can be used as a point for reference throughout the process (Kochanowska & Gagliardi, 2022). In Figure 2, an overview of the design process of this project is given. Three iterations have been done, each focusing on improving the journal. In the M2.1 project, the first diamond, the problem definition, was explored extensively, which is why in the FMP, the second diamond, the solution, has the most prominent focus. The first and second iterations focused on improving the journal and creating the community where also the, whereas the third iteration focused on strategies to bring the journal to the market. In the second iteration section develop a detailed overview of the final product is given.

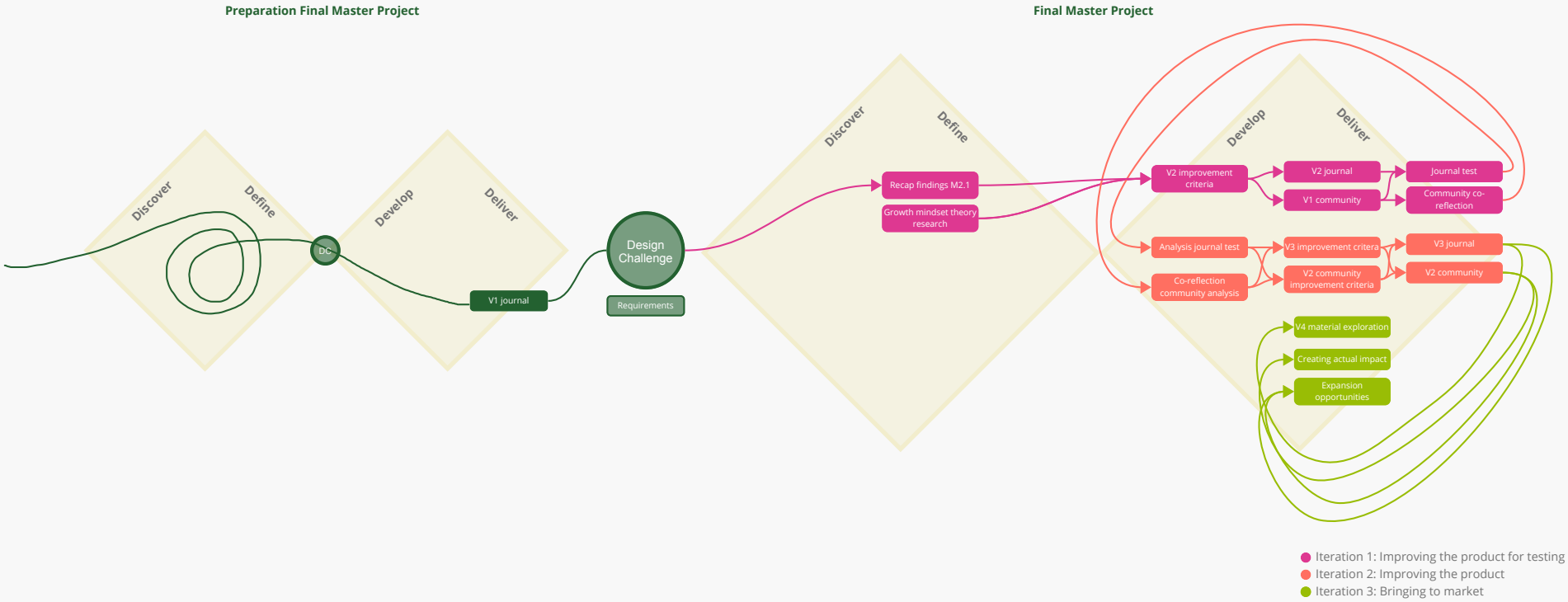


Figure 2: Design process and activities of iteration 1.

This visual indicates the iteration and phase that is discussed.

3. Iteration 1: Improving the product for testing

The purpose of the first iteration is to develop the second version of the journal for an extended journal test. A book on growth mindset was read and findings from the M2.1 project were analysed. Next a new version of the journal was created based on these insights and a test protocol was written. Additionally, a new version of the community was created and a co-reflection to research how to improve the community was held. As can be seen in the overview of iteration 1 (Figure 3), some processes are parallel, and the length of each component is to illustrate the duration.

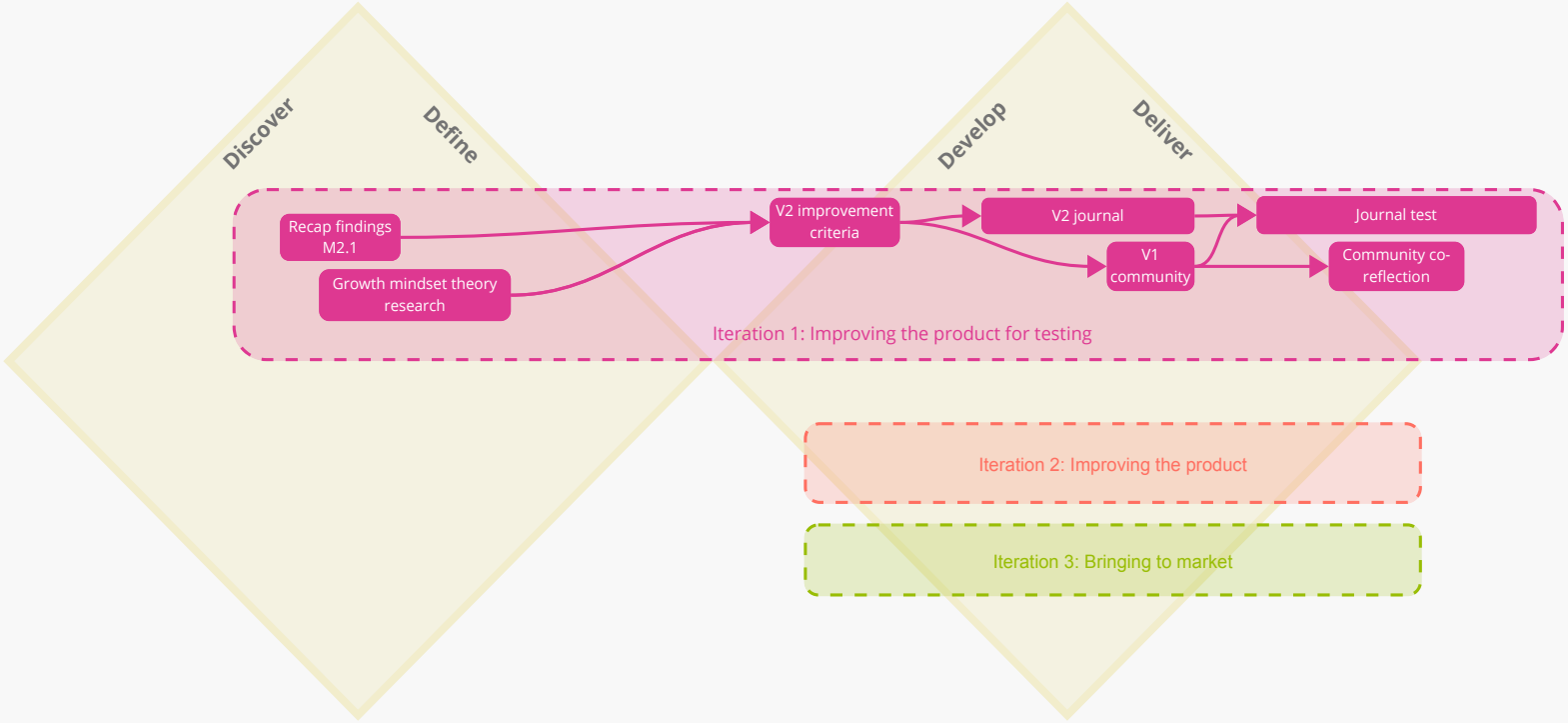


Figure 3: Overview of iteration 1: Improving the product for testing.

3.1. Discover and Define

3.1.1. Insights from the growth mindset theory book

For a better understanding and implementation of the growth mindset theory in the journal, the book 'Mindset' by Carol S. Dweck was read (Dweck, 2018). The book mainly focuses on mindset in the context of education, parenting, or coaching. Chapters demonstrating how to grow the growth mindset were all framed within the mentioned topics. Therefore, the challenge was to translate this into sustainability and lifestyle development. I will describe relevant and vital insights from the theory and my interpretation of how it could fit into the topic of this project.

Firstly, in society, being talented or having effortless achievements is seen as better than achieving similar results through hard work (Dweck, 2018). A growth mindset changes one's perspective on putting effort into a challenge and teaches one to appreciate the process of working for something rather than quick results (Dweck, 2018). The journal could learn to appreciate the process and effort made to change their lifestyle for the climate rather than the size of their impact.

Secondly, the growth mindset can help work through difficulties (Dweck, 2018). There is no clear path to living climate-friendly, so there is a need to try and learn new things. The transition towards a climate-friendly lifestyle does not have an endpoint, as new challenges will arise over time. Therefore, helping people adopt a growth mindset through the use of a journal could help them when they face their next challenge.

Thirdly, community is essential to the growth mindset theory as it can provide support and inspiration (Dweck, 2018). When working on a challenging task, problem-solving skills are needed, and new strategies must be created. It is vital that becoming climate-friendly is not seen as an individual task but that others can be involved and help when needed. Additionally, you can inspire others by talking about your challenges and learnings. The journal could add a community element to help people seek support and a place to get inspired.

Lastly, the book also discussed the effect of positive (you are an exceptional kid) and negative (you are a stupid kid) labelling and how this relates to a fixed mindset, as growth mindsets focus on development (Dweck, 2018). This is interesting as the project focuses on positivity and should provide a positive tone throughout the journal. The positive label can have the effect that people want to avoid trying more challenging tasks as they are afraid to lose their status (Dweck, 2018). Therefore, the motivational texts or compliments in the journal should be carefully considered and not support this effect.

Figure 4 provides an overview of the improvement points based on the book.

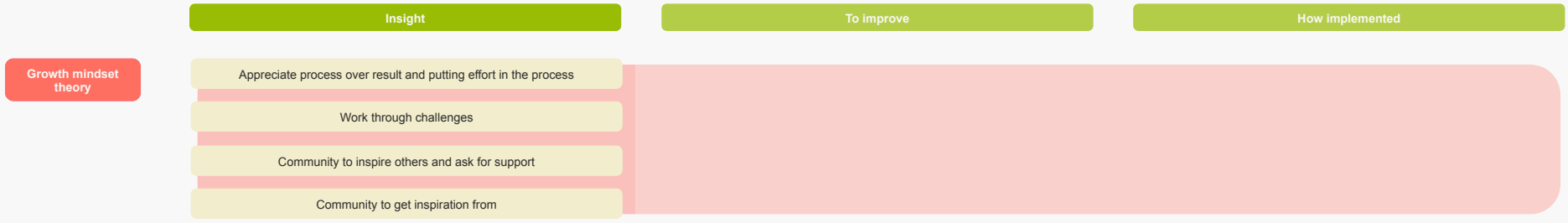


Figure 4: Overview of insights from reading 'Mindset' relevant to the journal.

3.1.2. Insights based on findings M2.1

In the M2.1 project the first version of the journal was tested with a small group of participants (Figure 7). Figure 5 shows an overview of how this journal was structure. An brief overview of the previous findings of this test can be found in Figure 6 and the complete overview in (Appendix B). The journal was only created for a 4-day interaction and participants mentioned that they noticed that the positive tone became less after a while, so that was an important focus point for the development of the second version. Additionally, participants needed more guidance in journaling.

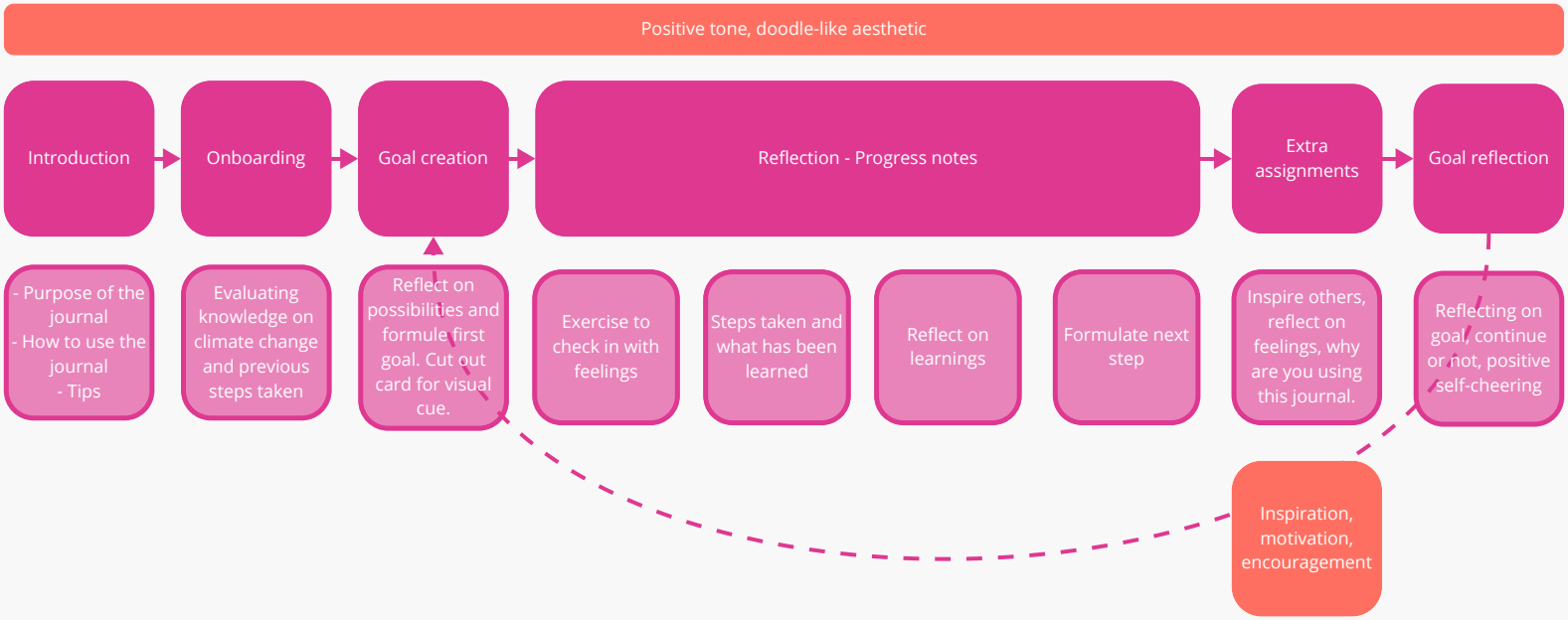


Figure 5: Schematic overview of journal version 1.

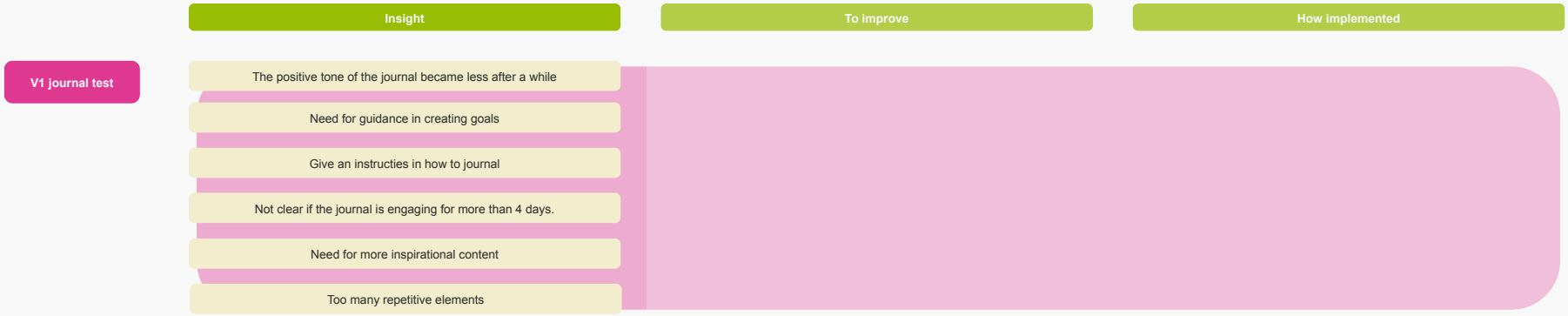


Figure 6: Overview of result and translation to improvement points.

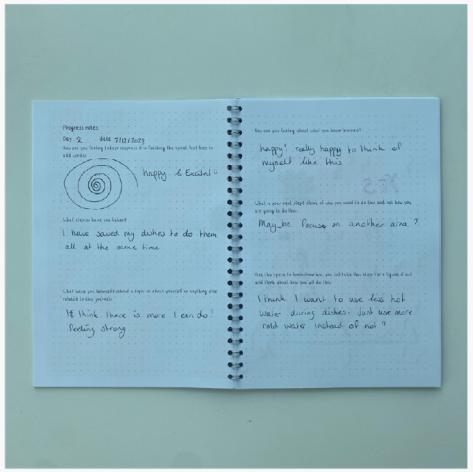
Extra assignment

Motivational quote and exercise on what inspiration for journaling.

Reflection page

Motivational quote and exercise on what inspiration for journaling.

Progress note



Reflect on what you have learned and formulate next step.

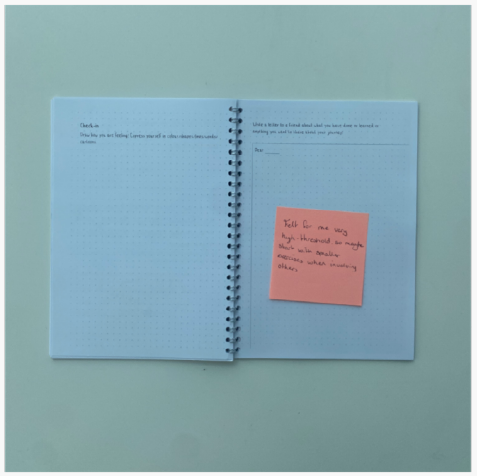
Check-in

Pages to express emotions and reflect on growth.

Onboarding

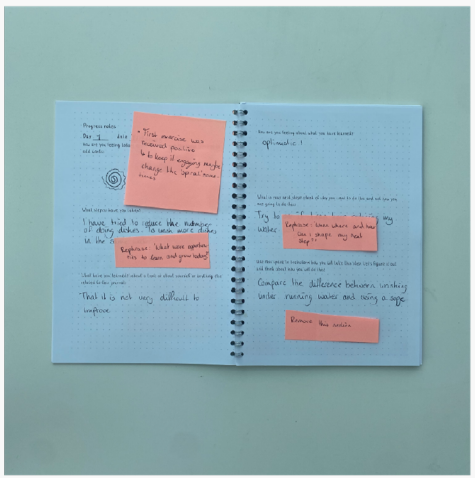
Should be more in a brainstorm format instead of answering questions.

Check in + extra assignment



Assignment was to write a letter which was too high threshold.

Progress notes



Rephrase questions and remove 'brainstorm' question.

Check in

Give these assignments another place in the journal. Not a full page.

Figure 7: Some pages from journal V1. Upper layer is a selection of pages filled in by me and lower layer is annotated with how to improve.

3.2. Develop

Based on the mindset book and the M2.1 project findings an overview was created on how to improve the journal and created version 2. Figure 8 shows how the findings are translated into what to improve in the journal.

The timespan of this phase was relatively short, as the project's priority start testing as soon as possible. The M2.1 project only tested the journal for a short timespan which made it impossible to understand the long-term effect of the journal, while the intention of the journal is to be used for a longer period.

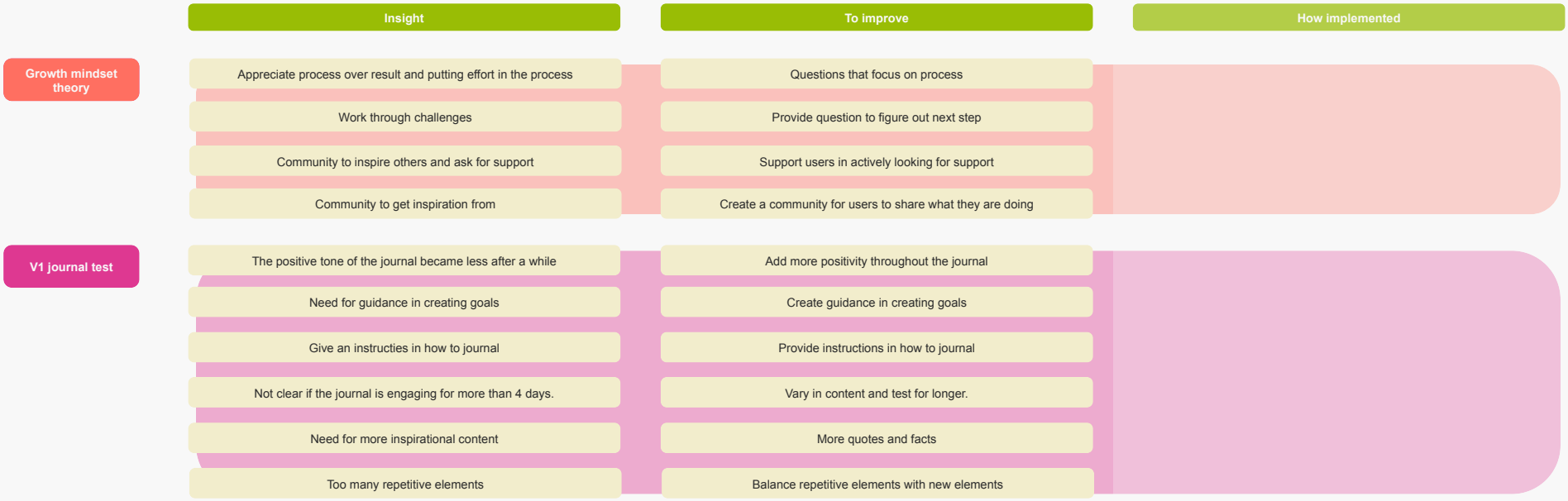


Figure 8: Overview of insights and how to improve for next version journal.

3.3. Deliver

3.3.1. Journal version 2

In continuation on previous findings and additional ideation (Appendix C) a new version of the journal was created, journal version 2 (Journal V2) (Figures 9 - 12). Figure 13 builds upon Figure 8 and demonstrates how the needed changes are implemented in the journal. In Figure 14, improvements are shown per section. The most significant improvements are that the journal has a more informed introduction that better explains the purpose and use of the journal, the theoretical foundation behind the progress notes and the extra assignments added per page, and more quotes, illustrations, and facts to educate and motivate. In Figure 15, a new structural overview of the journal is given. A new addition to the journal is the community, which will be explained in the next section.

Figure 9: Facts and quotes added.

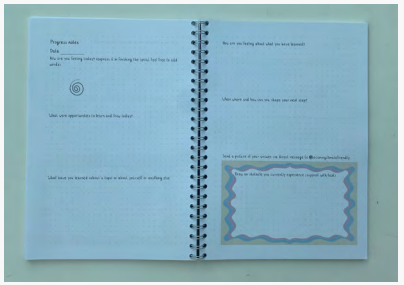


Figure 10: Community assignment

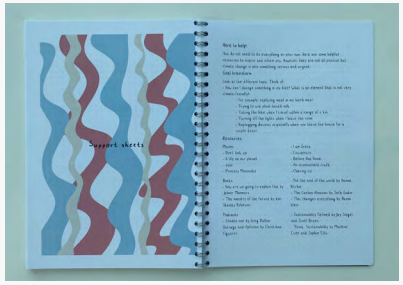


Figure 11: Support sheet added.

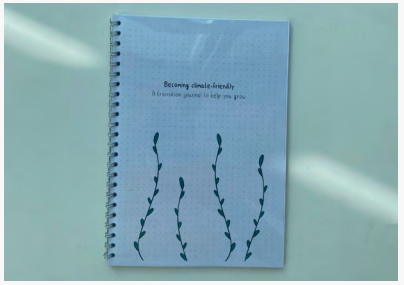


Figure 12: The journal

	Insight	To improve	How implemented		
Growth mindset theory	Appreciate process over result and putting effort in the process	Questions that focus on process	Question: what have you learned?	Quotes on taking steps	
	Work through challenges	Provide question to figure out next step	Add question 'when were and ... next step'		
	Community to inspire others and ask for support	Support users in actively looking for support	Assignments to talk to someone about goal	Reflect on what you have discussed	
	Community to get inspiration from	Create a community for users to share what they are doing	Instagram community	Assignments that refer to Instagram page	
V1 journal test	The positive tone of the journal became less after a while	Add more positivity throughout the journal	More illustrations	Encouraging quotes	
	Need for guidance in creating goals	Create guidance in creating goals	Mindmap on previous steps taken	Brainstorm on goals	Support page for brainstorm
	Give an instructies in how to journal	Provide instructions in how to journal	Improved introduction	Process of growth explanation	Explanation of componenten of journal
	Not clear if the journal is engaging for more than 4 days.	Vary in content and test for longer.	Created content for 5 cycles	Journal test of 3 weeks	
	Need for more inspirational content	More quotes and facts	Facts	Initiatives	Inspirational quotes
	Too many repetitive elements	Balance repetitive elements with new elements	Add quote and fact pages	End progress note with extra assignment	

Figure 13: Overview of how insights and improvement points are implemented in the journal.

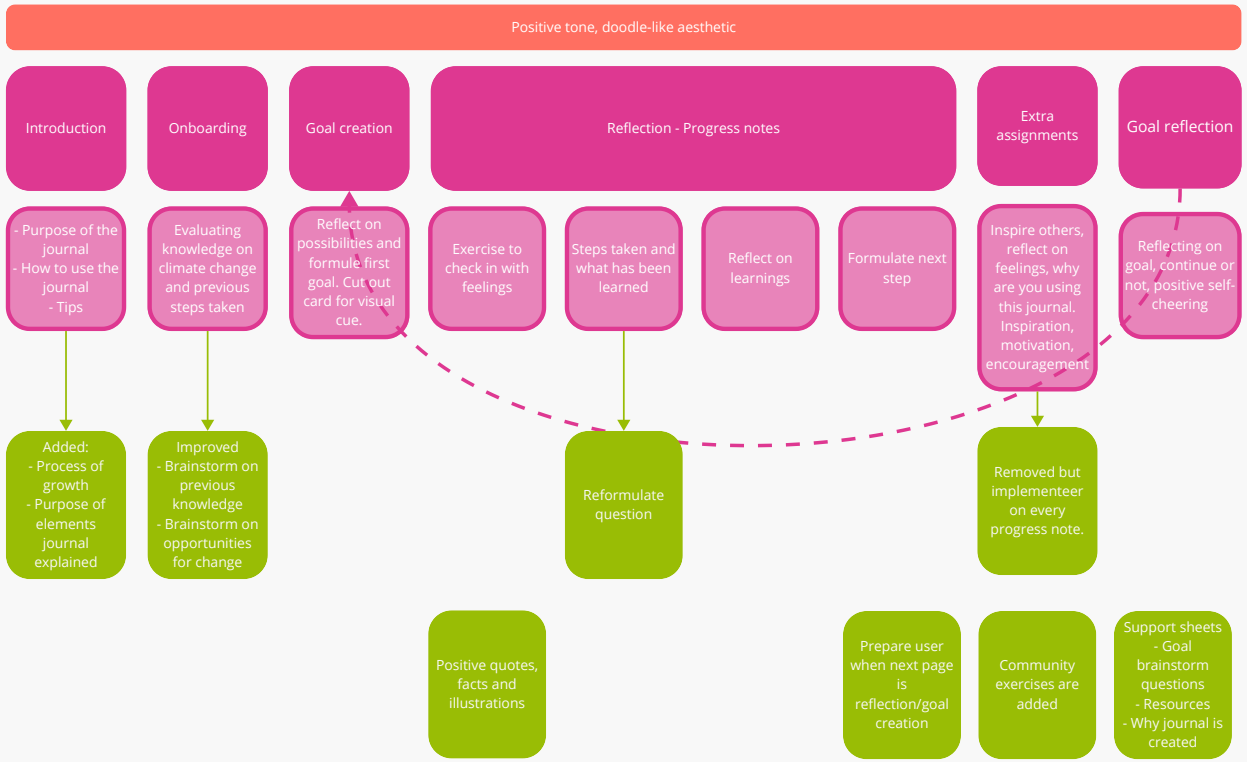


Figure 14: Improvements per section.

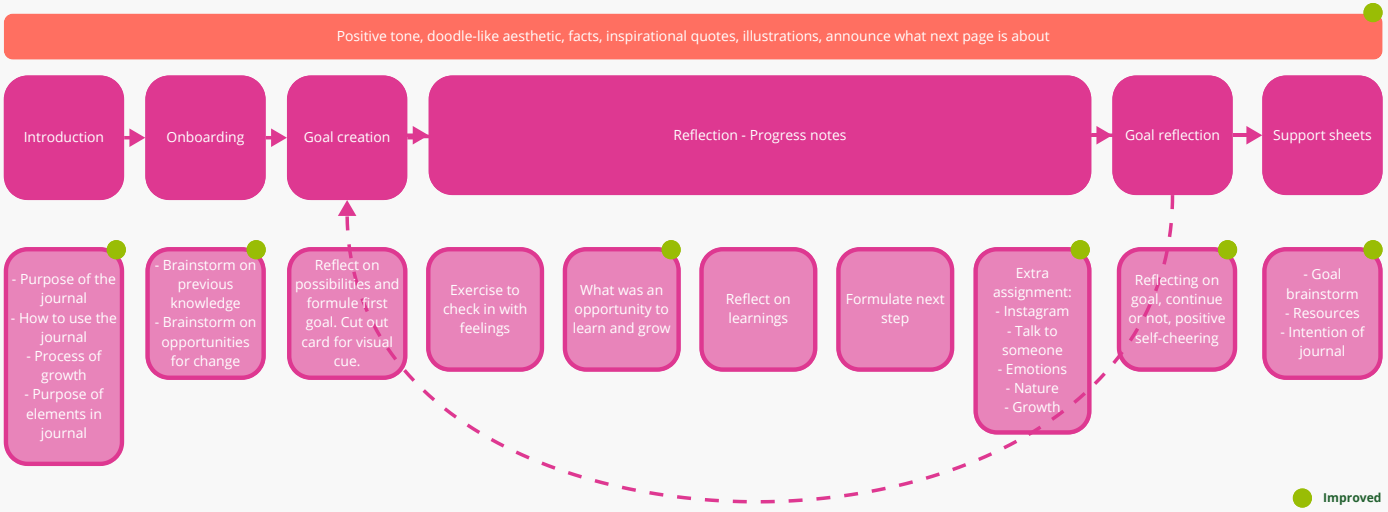


Figure 15: New structured overview of journal with green dot to show which sections have been improved.

3.3.2. Community version 1

As mentioned previously, asking others for support is important to continuing your development (Dweck, 2018). The journal should encourage individuals to surround themselves with people who can support them when working on climate mitigation challenges.

As the priority was to test the journal as soon as possible it was quickly ideated how the journal could support the need for a community. Once the test started, community would be explored further through co-reflection.

The extra assignments on every progress note page was the best opportunity to insert assignments for creating a community (Figure 16). The community extra assignments should be made in a way that other users could benefit from the shared information. Connecting the journal users could create a place for inspiring and learning from each other as some users did not have a community working on climate change in their network. This led to an online community as the most viable option as participants could remain anonymous, which was necessary for the ERB, and participants could decide what to share. It would also provide me as moderator the opportunity review what people share, making it a safe space.

For the online community, an existing platform was needed as it was outside of the scope to build a new platform for this. Requirements for this platform were that it should allow for visual content, and content should be shared privately (direct messaging) and familiar to the target group. Instagram, TikTok or Facebook were the best options for this. Facebook is losing popularity among the target group, TikTok is mainly popular in the age group 15 to 19, and Instagram is most popular in the age group of 20 to 29 (Van Tiel, 2024). Between TikTok and Instagram, Instagram is slightly more sustainable (Ammar, 2023). Lastly, Instagram has many possibilities for content sharing, such as pictures, images, quizzes, and reposting content from other accounts.

From a strategic business perspective, an online and public platform makes sense. With numerous accounts already sharing climate information and lifestyle tips, the climate journal content can be reposted, expanding our reach and content from other accounts can be reposted on our account. Moreover, the platform's algorithm could potentially expose the journal to individuals following other climate-related accounts, thereby attracting new customers for the journal.

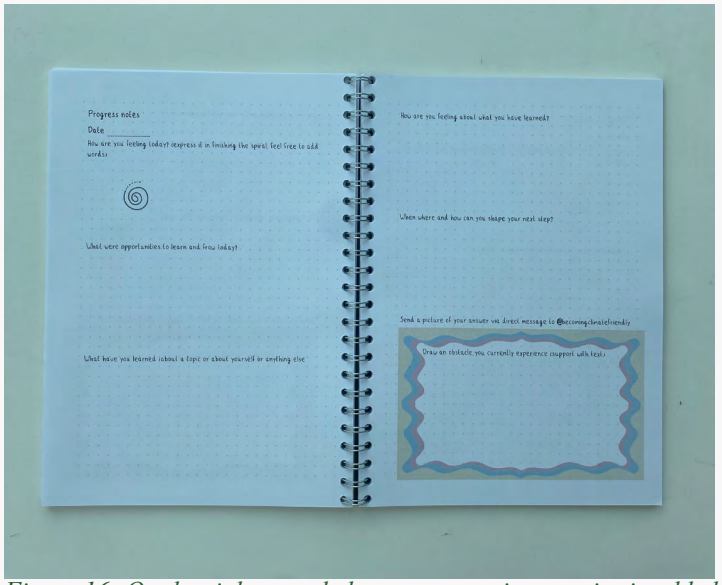


Figure 16: On the right page below a community exercise is added.

3.3.3. Journal user-test

A user test was conducted to learn more about the journal's effectiveness and functionality. The test differed from the preparation FMP test in that it was for three weeks, with a higher number of participants and more variety in the participant group. Compared to the previous test, these changes should give better insight into the participants' experiences, which is necessary when making the journal fit for the end users.

Participants were recruited through the preparation FMP demoday, personal network, V1 journal testers, personal Instagram story and a WhatsApp message in the Green Student Community group chat of the GO Green Office TU/e (Appendix D). In total, 15 people were willing to participate, but due to the costs of each test, 13 participants were involved. Each test was high in cost as they needed a personal journal, which cost €8 to produce, and additional test and packaging material.

The journals were handed over or sent via mail to the participants. I decided to make it as self-explanatory as possible to provide each participant with the same instructions. Especially, since some participants received the package by mail. All the explanatory content needed to be included in the package. Figure 17 shows an overview of what was included in the package, Appendix E contains all files and graphs in a larger format.

As participants were scattered throughout the Netherlands, it was decided to learn about their experiences and gather data through a qualitative survey (Appendix F). The survey focused on the three design requirements:

1. Positivity
Participants' experiences with the journal, focusing on positivity and the usage of the journal.

2. Growth mindset
Participants' experiences related to their mindset and if they noticed a change.

3. Lifestyle
Participants' feelings of being empowered or experiencing struggles with becoming climate-friendly.

Additionally, questions were added to gain an understanding of the involvement of their community. In addition to using text-written questions, I wanted to make the survey fit the journal. Therefore, I added empty graphs and related the survey questions to this. It was decided to have participants fill in the graph first, to reflect on their feelings about a topic, before putting it into words in the survey. In the end, they submitted images of the survey.

3.3.4. Co-reflection on community

When learning more about the importance of community in the growth mindset theory, it was realised that the journal did not support all important components of the growth mindset theory. One crucial component was community, i.e. a supporting network where help can be asked or inspiration can be found. Therefore, in journal V2, a start was made with the Instagram @becomingclimatefriendly community to connect the journal participants. While participants were testing V2 and experiencing the first iteration of the community element simultaneously, a co-reflection session was held. Co-reflection supports

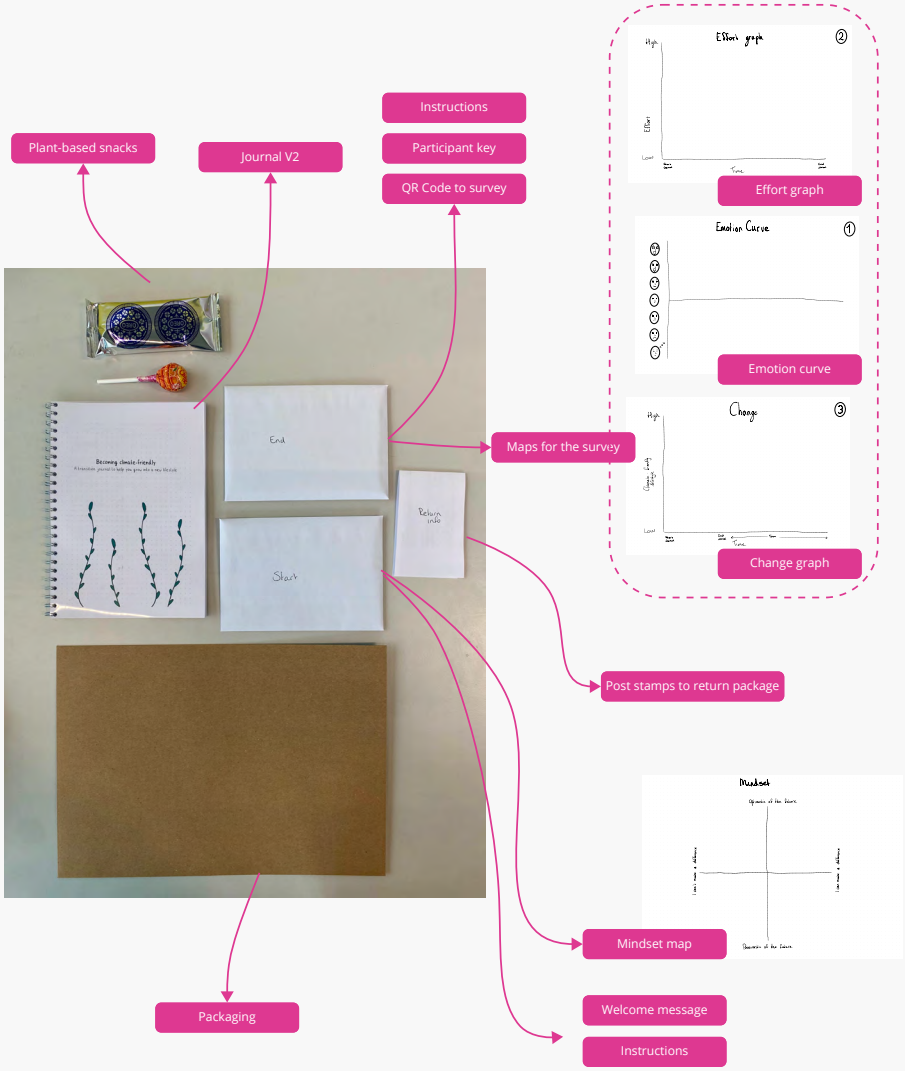


Figure 17: Overview of content for the journal test participant package.

the designer in getting familiar with the social context of the user and conceiving a new worldview through the process (Tomico et al., 2009). Applying the method of co-reflection provided a better understanding on how community could support people in becoming climate-friendly could be gained. The social context in co-reflection session was the community of the participant in which they spoke about climate change.

Research on systemic thinking

It was chosen to create a toolbox to map the participants' community. Thinking of the community as a system could help contextualise information and examine how components influence each other (Indeed Editorial Team, 2024). This led me to systemic thinking, a psychological care discipline. Community could be viewed as a personal system influenced by the person and actors in the system. The system could support personal development by identifying which actors are in the system and how they influence you or how you influence them. Based on previous experience with systemic thinking in psychological therapy through the work of a family member, who is a certified systemic therapist, I started iterating on how this could be used as a toolbox.

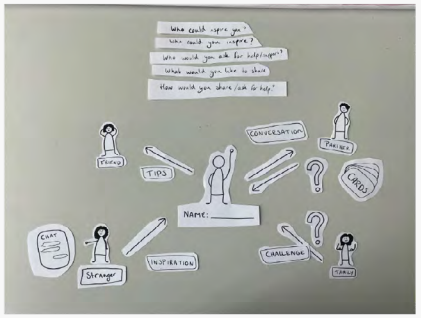
Systemic thinking focuses on relationships as aspects like 'personality' are co-created through communication with other people (Hedges, 1991). Two methods of systemic thinking in psychological therapy are family sculpting and family mapping. In family sculpting, one person positions other family members in a room to show their relations to one another (APA Dictionary of Psychology, 2018). Family mapping is based on family sculpting as they both focus on non-verbal learning and evaluating personal space, but for family mapping, paper and markers are used instead of positioning other people (Dumont, 2008). By viewing the community as a system with relationships, these two methods of systemic thinking could be used to map participants' communities and see where and how the journal could add value. The toolbox should help participants reflect on who is in their community and how they communicate with them about climate change, and this should also teach me what type of conversations are currently held about climate change and with whom.

Making of the toolbox

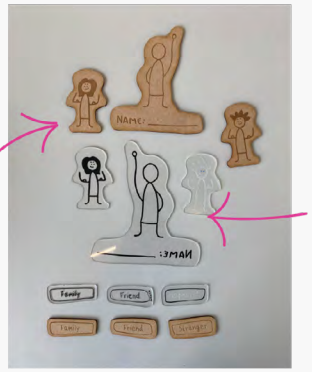
Keeping these two methods in mind, a toolbox was created. I mainly worked with paper throughout the project, so I wanted to use another material for the toolbox. The toolbox would consist of chips and a box. I did not have previous experience in laser cutting, and this technology would allow me to produce many components quickly, making it a good fit for the realisation of the toolbox (Appendix G). Figure 18 shows the activities done to create the toolbox.

While initially hesitant to use MDF, its sustainability proved less of an issue because it is made of wood waste and sometimes uses biodegradable glue (Nguyen, 2023). Additionally, due to new technology, MDF can be recycled, and MDF fibres can be recovered and reused (Unilin, n.d.; Nguyen, 2023). Figure 19 shows how the toolbox is used step by step.

Paper exploration on how components in toolbox could work and interact with each other.



Perspex and MDF samples



MDF samples also fit the project's aesthetics better.

With and without acryl marker to test visibility. Marking took a lot of time.

Box

Was tried to make it out of old boxes but was not possible unfortunately.

All components

Final toolbox

Figure 18: Realisation of the toolbox. Created with the laser cutter.

1. Write down name

Posibility to write name on the chip for personalisation.

2. Select actors to map community

Multiple 'actors' were created with different expressions or attitudes, combined with labels to mark the 'type' of actor.

3. Arrows to answer: Who inspires you?'

The lines of influence were added to show who supports/influences you.

4. Arrows to answer: Who do you inspire?

The lines of influence were added to show who do you support/influence.

5. Mark most influential relation

Chip added indicating which relation could be most influential to you

6. Put down type of information sharing

the types of communication were added to see how or what information was shared per relationship.

Figure 19: Step by step description on how to use the toolbox.

Co-reflection sessions

Two sessions were held with each four participants recruited through the GoGreen Office Community chat and personal network. During the session, the toolbox was used for mapping participants' context followed by an ideation phase, and finally, participants wrote a wish for what a community could provide them. A discussion was held between each part to understand the reasoning behind the decisions. Sessions one was a pilot, multiple improvements have been made for session two to provide more relevant insights. Both sessions are explained in Figure 20. The most significant changes to the second session were that the participants collaboratively mapped a community, stimulating more discussion between participants and using round-robin method instead of brainstorming. Steering the conversation remained most difficult for me, which is where I can improve in next time.

Figure 20: Overview per co-reflection session per part of the session.

4. Iteration 2: Improving the product

The second iteration aims to diverge by analysing the journal test and co-reflection and converge towards a new version. The analysis results are translated into improvement criteria used in the deliver phase to create a third version of the journal and a second version of the community. As can be seen in the overview of iteration 2 (Figure 21), some processes are parallel, and the length of each component is to illustrate the duration.

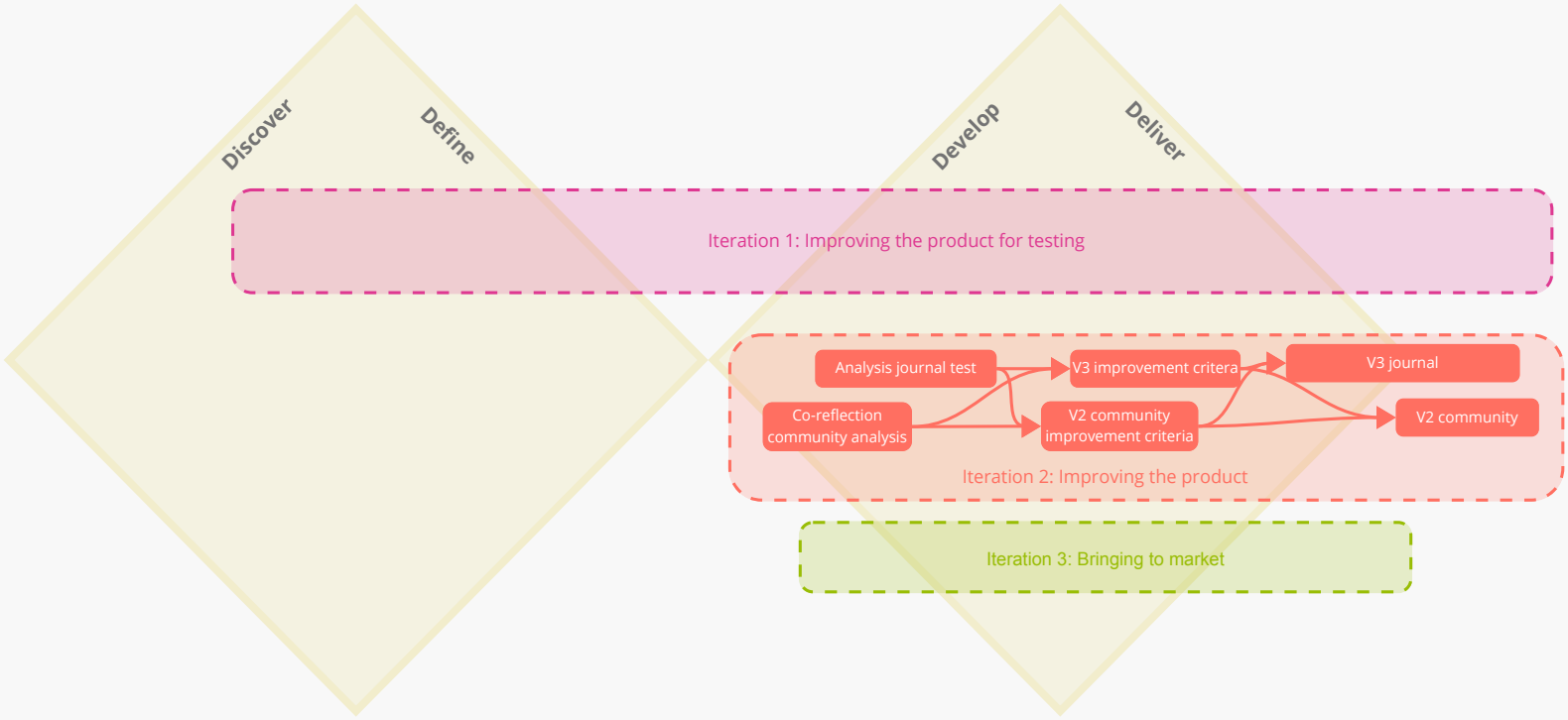


Figure 21: Overview of iteration 2: Improving the product.

4.1. Develop

4.1.1. Co-reflection analysis

The purpose of the co-reflection was to get inspired by how the community element of the journal could be developed further (Figure 22, 23). During the session, notes were made, which were used for analysis (Appendix H). Two main questions needed to be answered: (i) Who could the participants inspire and to whom would they go for support, and (ii) what would the participants need from the community to support them?

The first question was answered by looking at the community map and what participants mentioned about this (Figure 25, 26). Family and friends were mentioned most often, while roommates and influencers were mentioned second most. One participant mentioned that the people close to you have the most impact on you, while participants also agreed that influencers have an impact through their concrete tips sharing. This could mean that participants would like to have two types of support, one in the direct environment to think along occurring challenges and one more distant from which they could receive bite-sized information.

The second question about what support participants would need from the community was answered in two activities of the session: the ideation of ideas and writing down wishes (Figure 27 - 29). The ideation of ideas led to an extensive range of ideas that were often unrelated to the journal; in Appendix I, an overview of all ideas can be seen. For example, a wall of statements about climate change could serve as a manifesto for politicians or an app where you can show the steps you have taken. Other ideas were a climate café where the journal could be discussed with others or an app that shares sustainability habits. Among these ideas, some had the potential to be translated into something that matches the journal, while others were out of the scope of this project. Therefore,

Figure 22:First co-reflection session. All participants had their own toolbox.

Figure 23: Second co-reflection session. Participants had one toolbox and collaboratively mapped a community

the ideas were also evaluated on underlying values.

Each idea was reduced to a value, and afterwards, the values that occurred the most were counted (Appendix I). In the first session, where brain dumping was used as a technique, the values discuss, inspire and inform were respectively most occurring. The round-robin technique was used in the second session, and respectively the values inspire, inform, discuss, and challenge were most occurring. Combining these results, the underlying values, inspire, inform, discuss, and challenge occurred most, indicating that participants need those kinds of support the most.

In the last part of the session, every participant was asked to write one or two wishes (Appendix J). These were also evaluated on their underlying value.

Concluding from the co-reflection insights, the concrete ideas given were only a loose fit for the journal community. Therefore, they were used as inspiration for the Instagram community. The underlying values inspire, support, inform, discuss, and challenge will be used for further development of the community (Figure 24) based on the frequency of mention or the potential it provides, which will be described in the deliver phase.

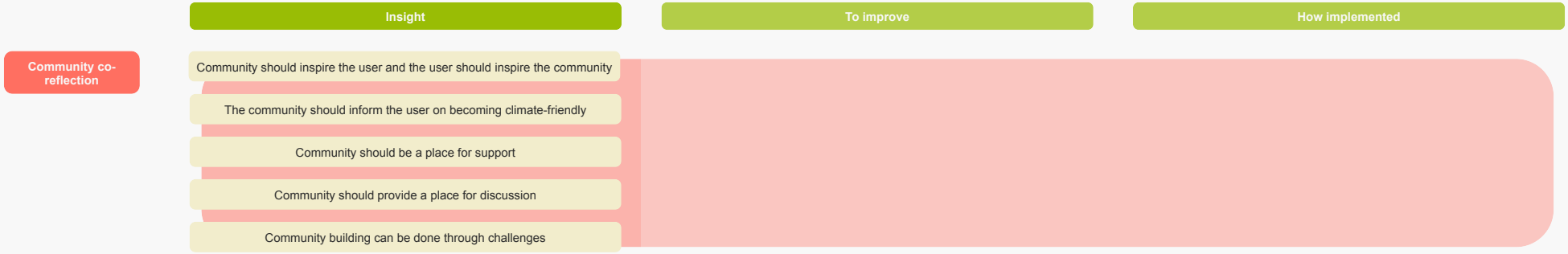


Figure 24: Overview of insights from reading co-reflection on community.

Figure 25: Map of participant (session 1).

Figure 26: Map of participant (session 1).

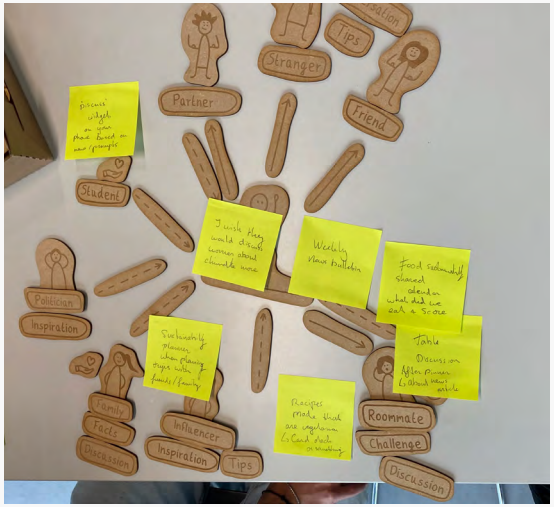


Figure 27: Map of pariticpants with brainstorm ideas (session 1).

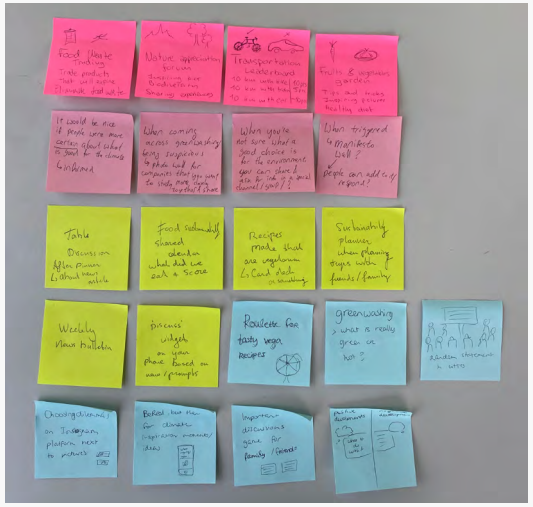


Figure 28: All ideas from session 1.

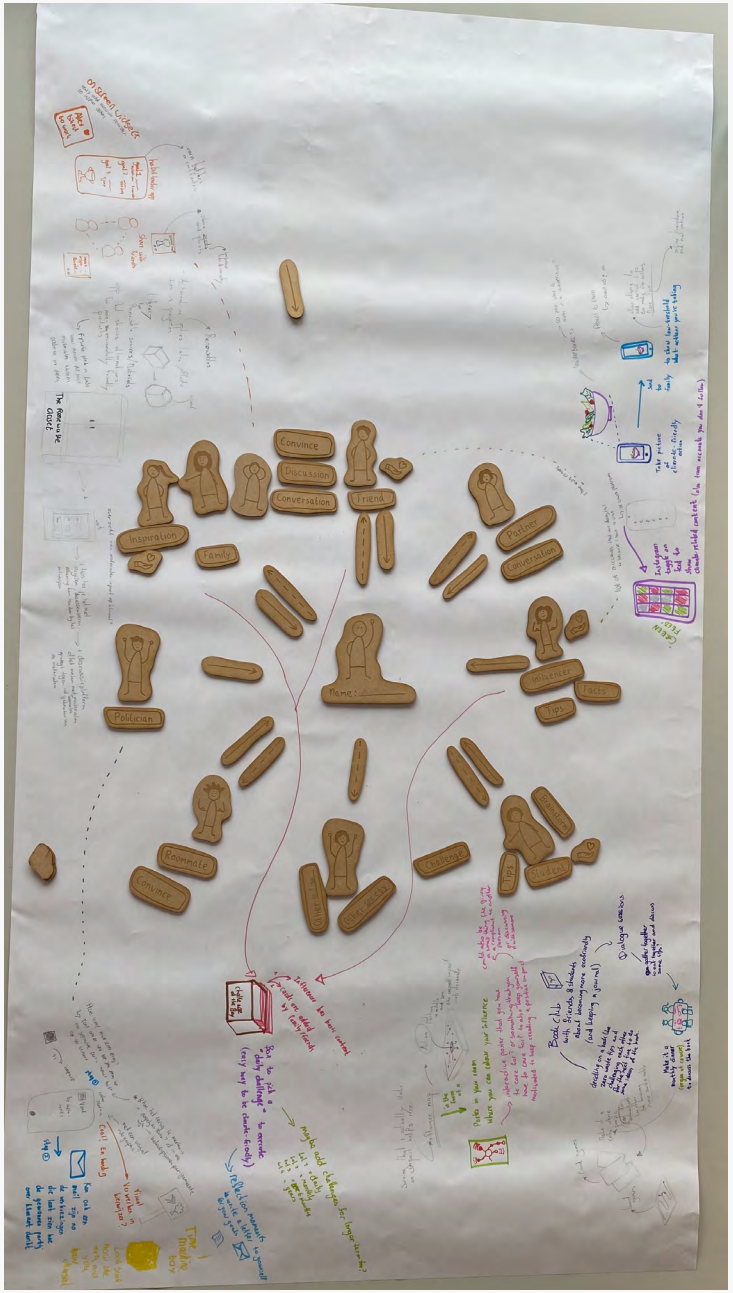
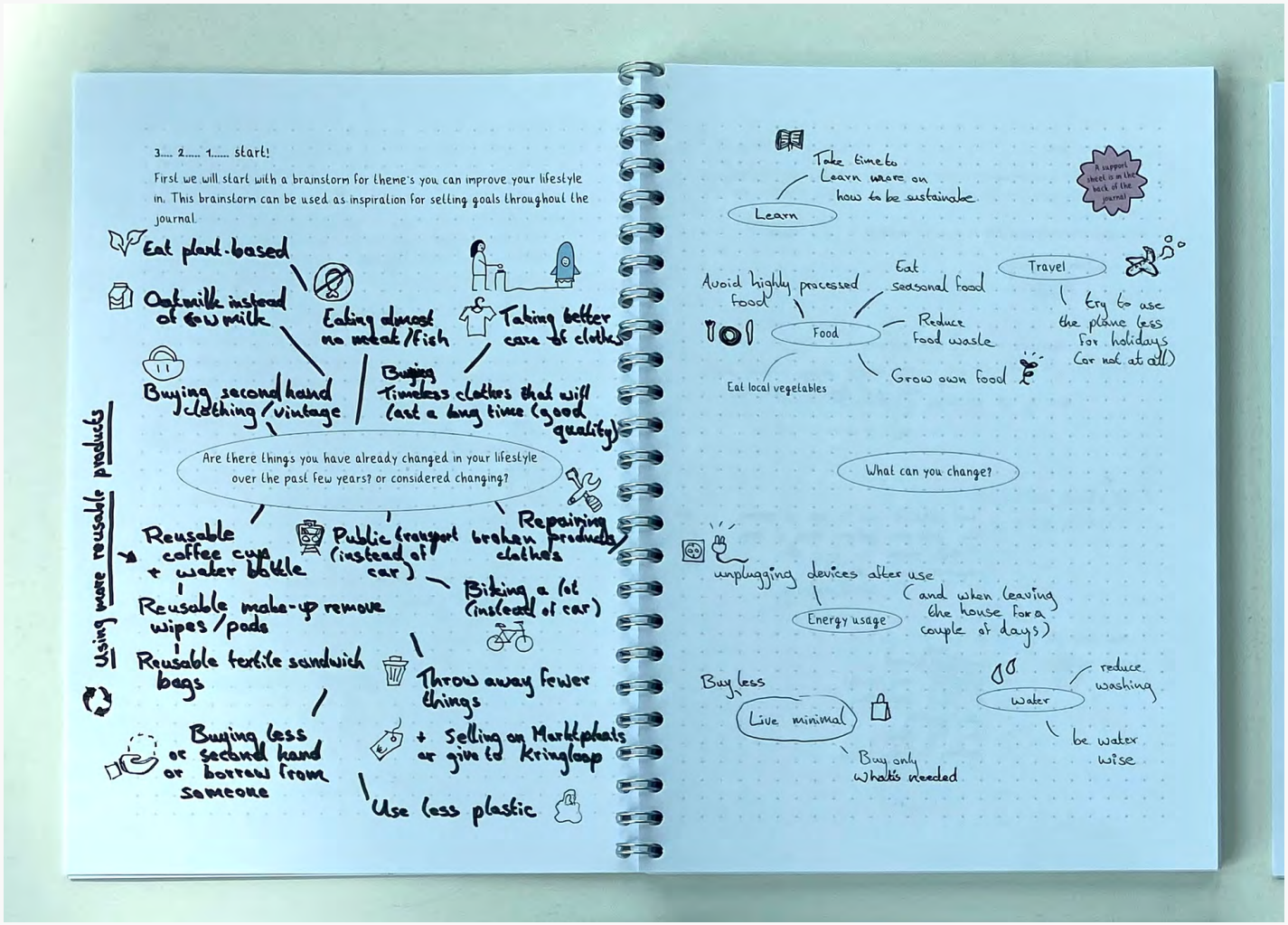
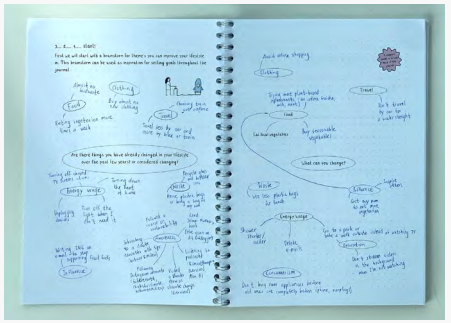


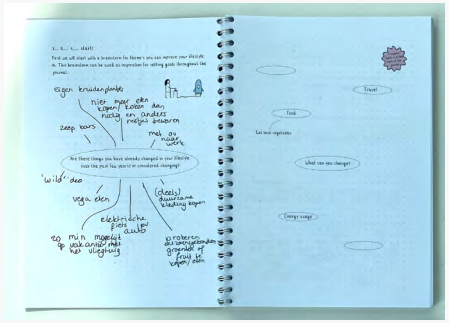
Figure 29: Community map and ideas from round robin (session 2).

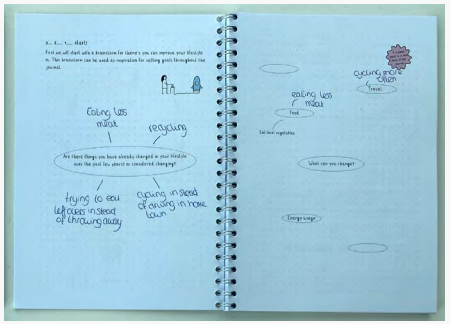
Overview participant journals to give an impression of how they were used.

Examples of goal brainstorm from participants



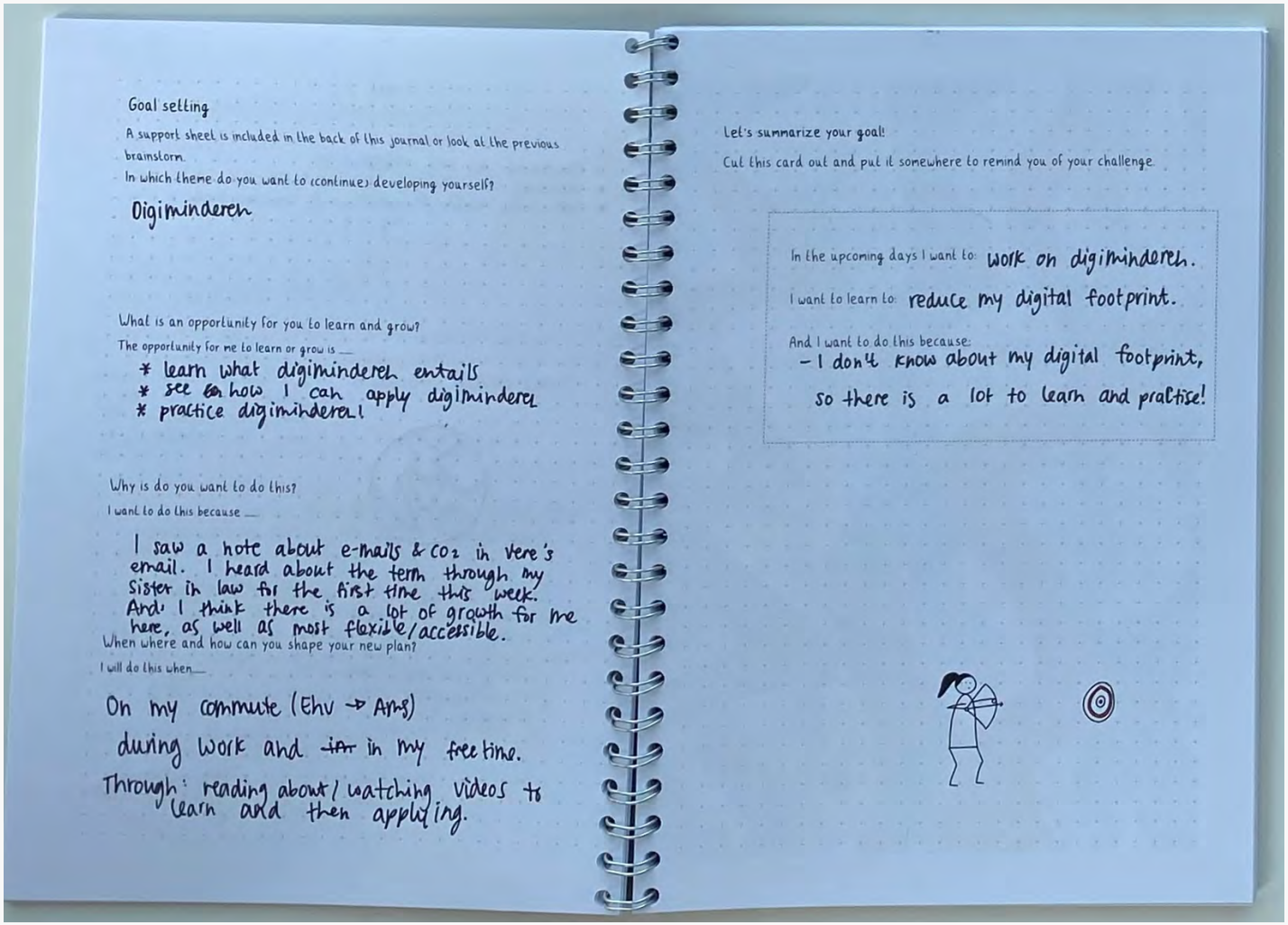


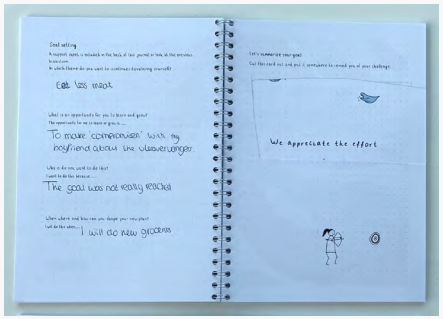


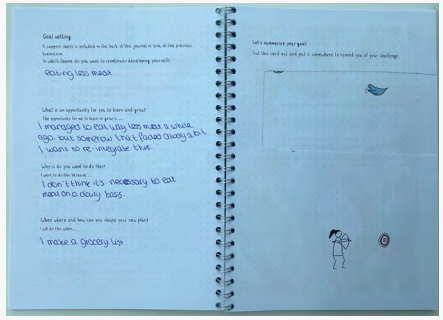


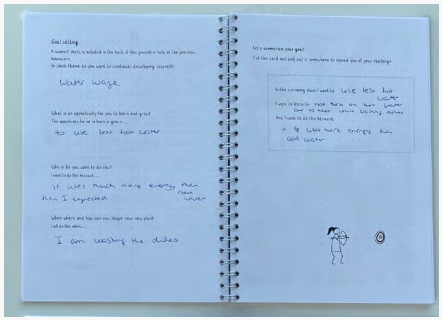
Overview participant journals to give an impression of how they were used.

Examples of goal setting pages from participants



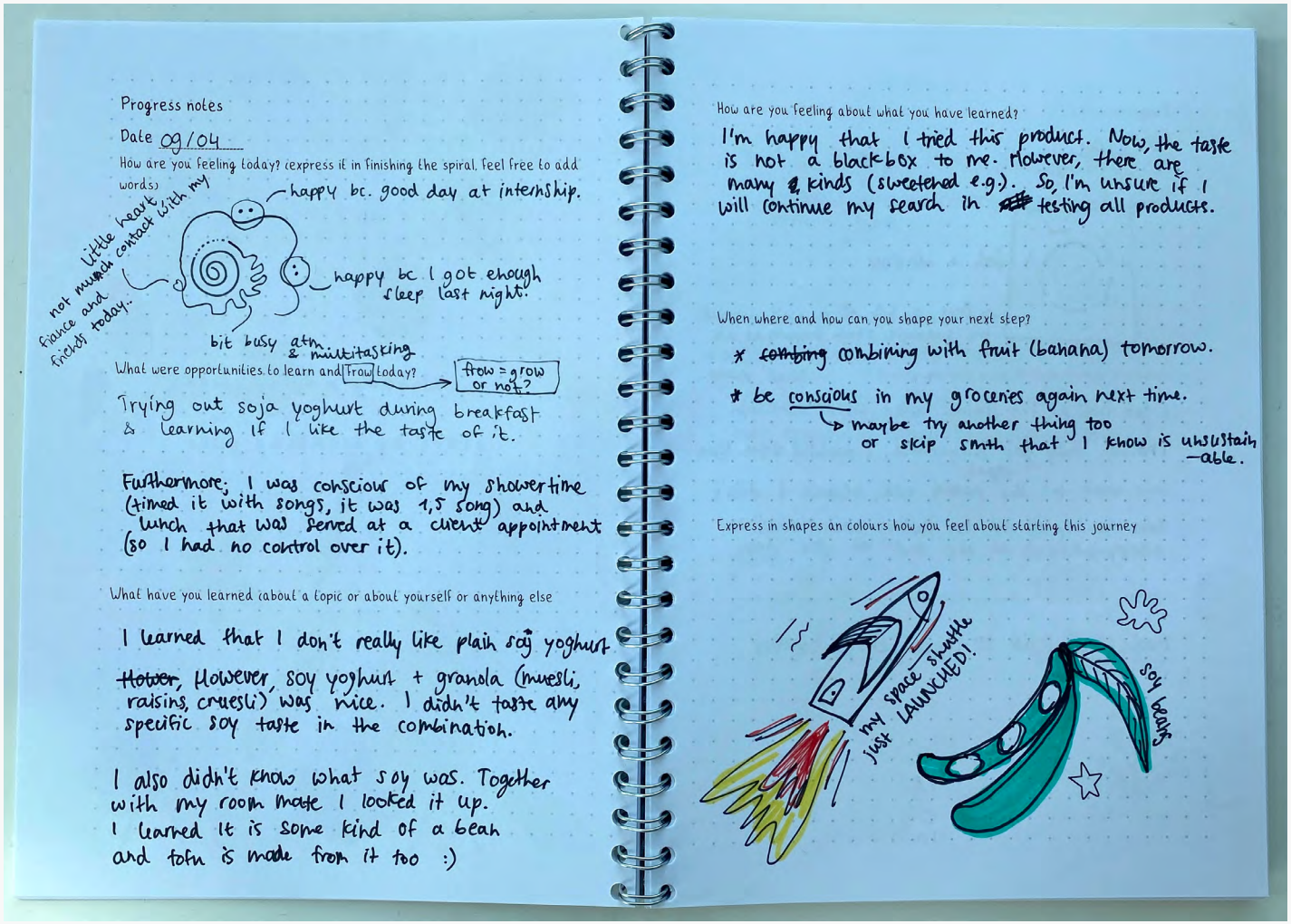


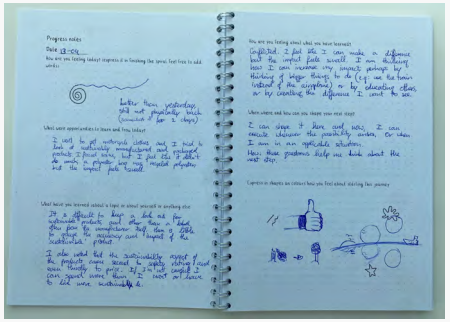


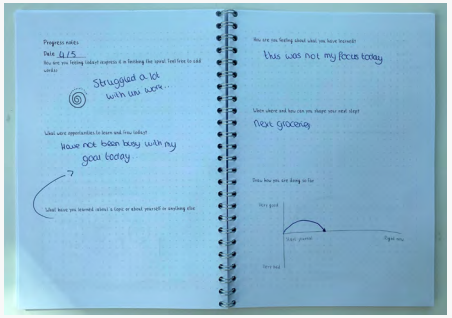


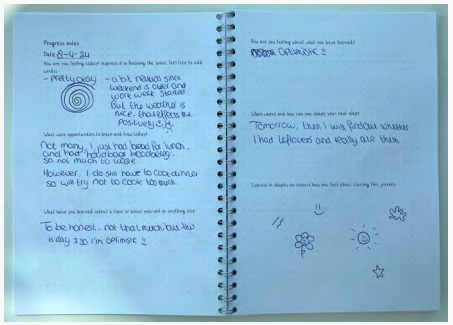
Overview participant journals to give an impression of how they were used.

Examples of progress notes from participants



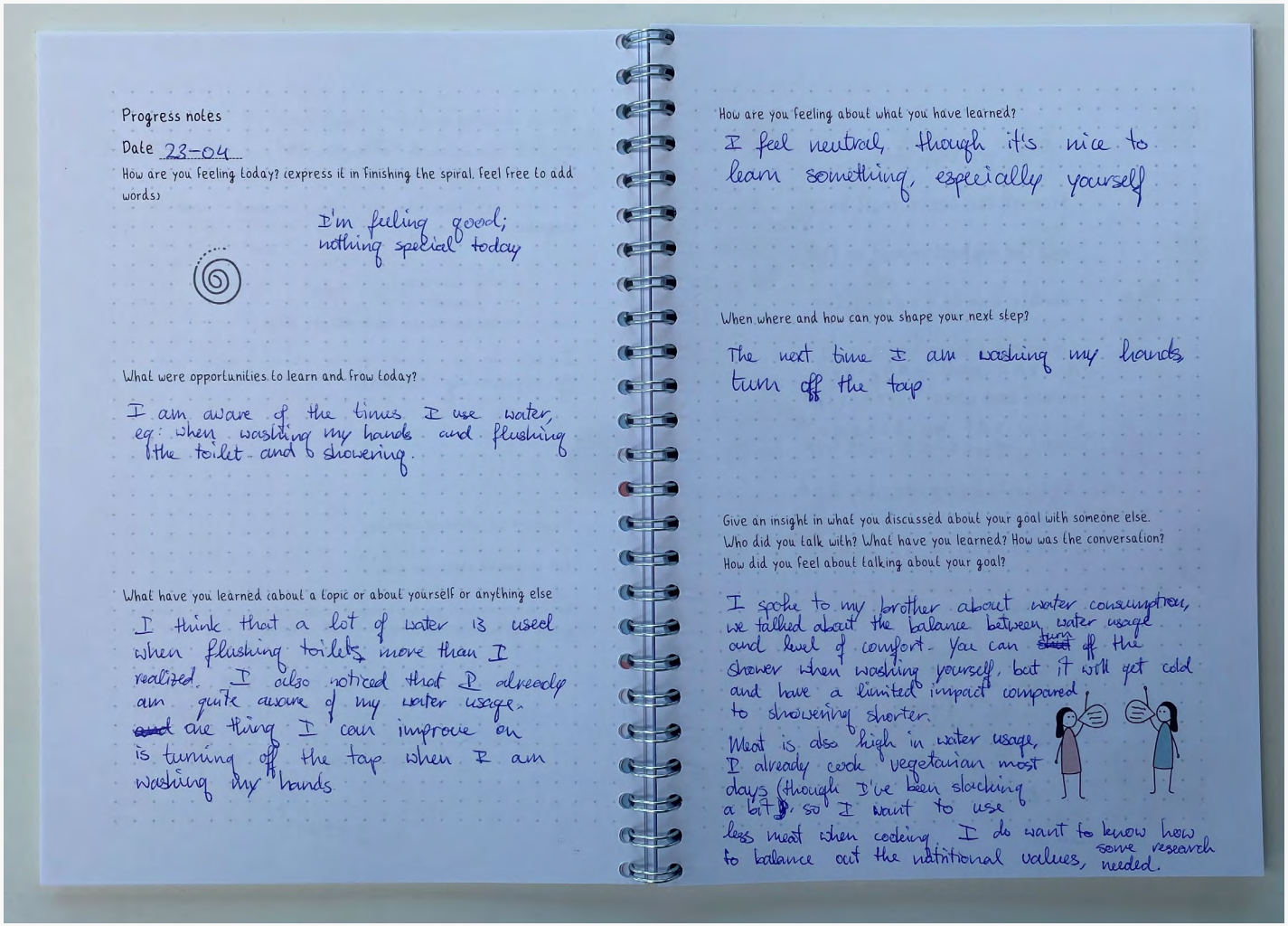


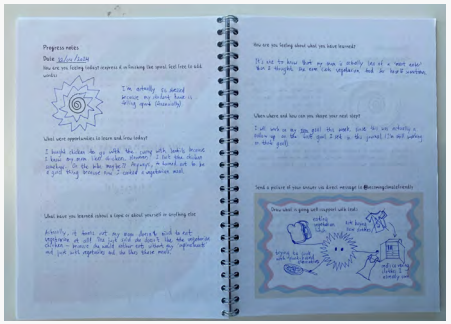


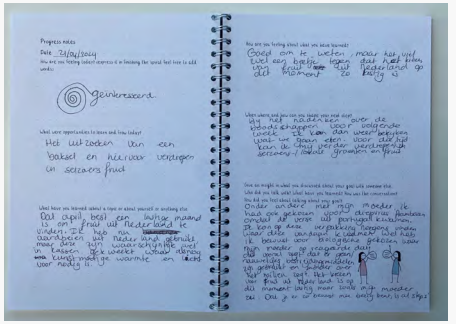


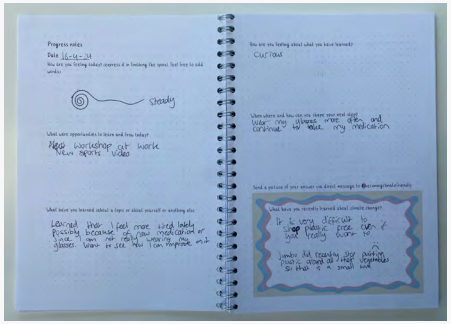
Overview participant journals to give an impression of how they were used.

Examples of progress notes from participants



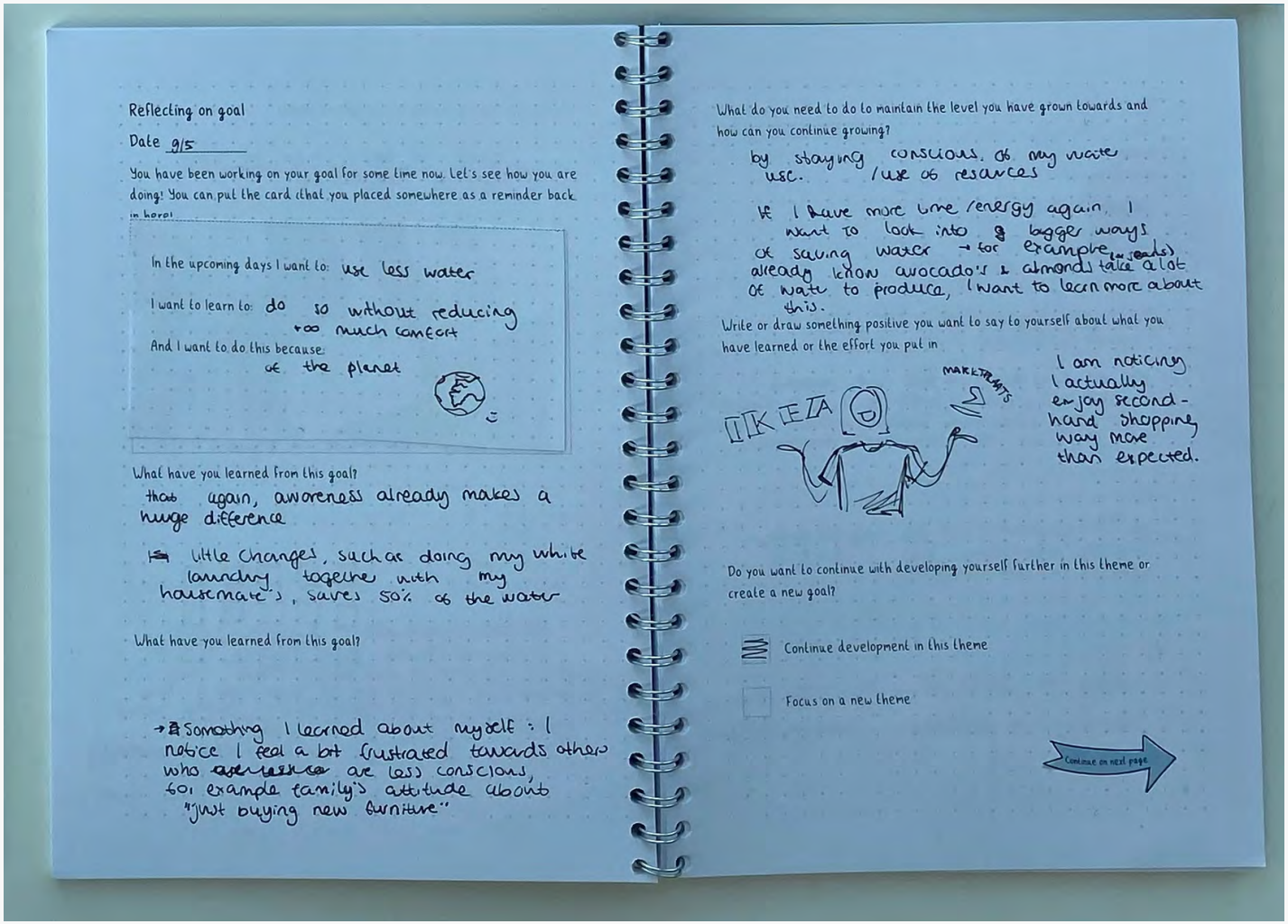


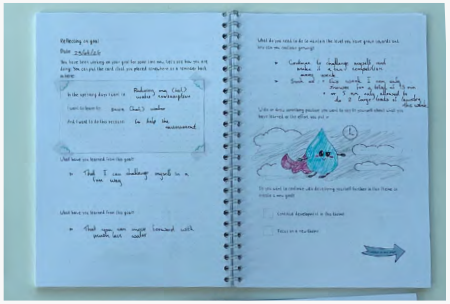


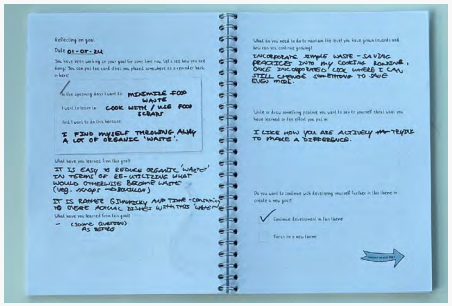


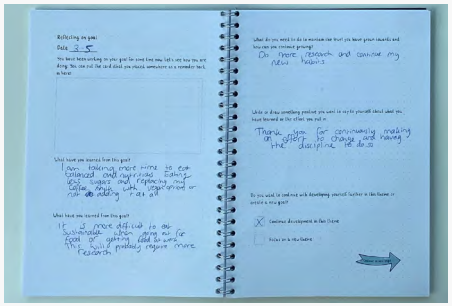
Overview participant journals to give an impression of how they were used.

Examples of reflection pages from participants



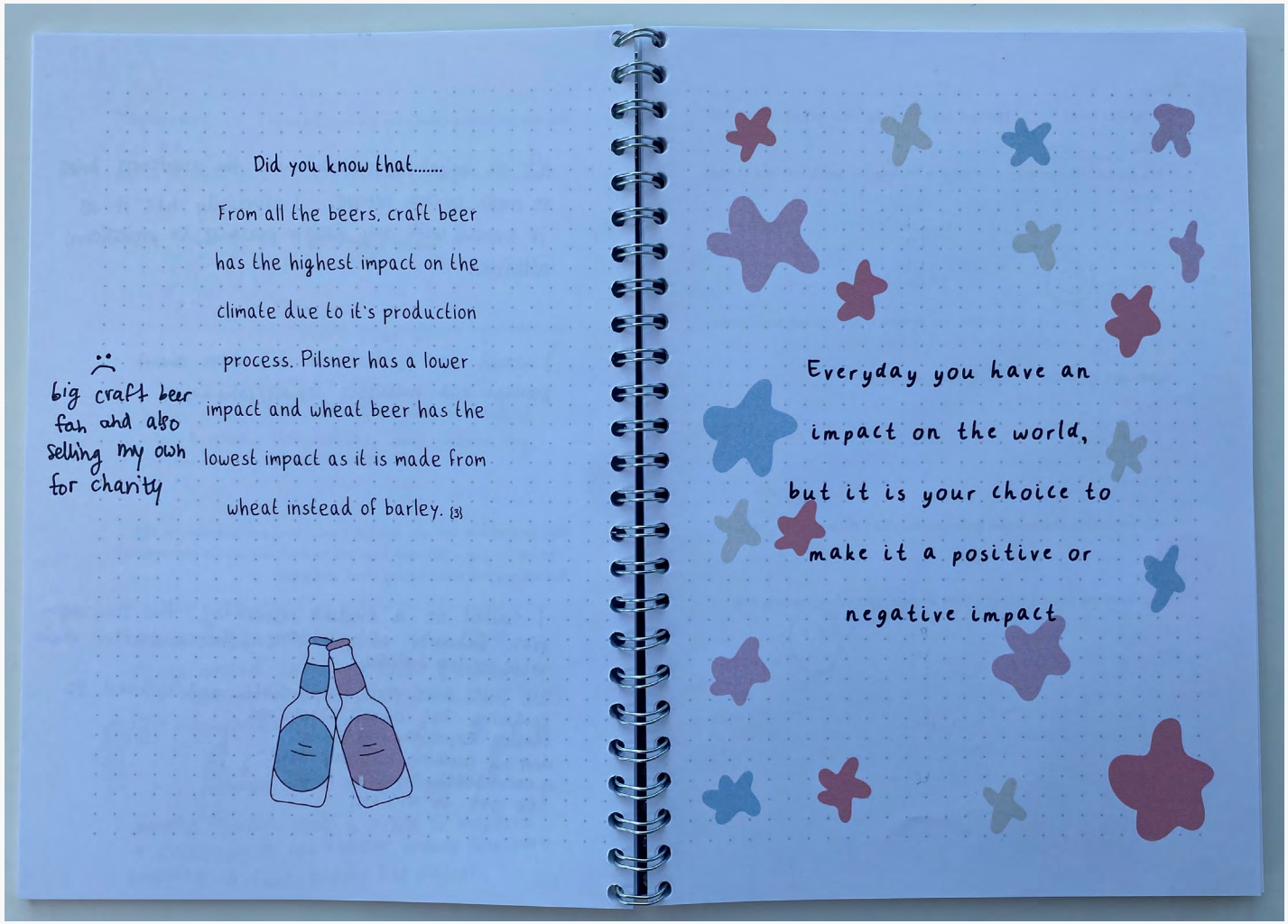


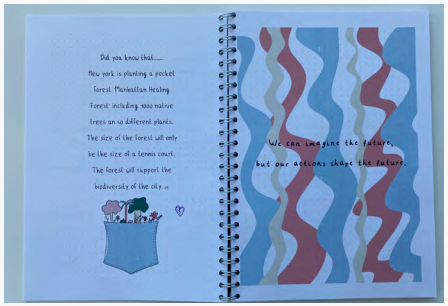


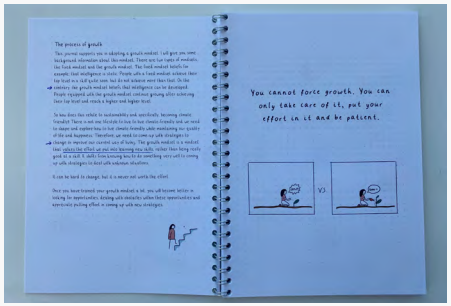


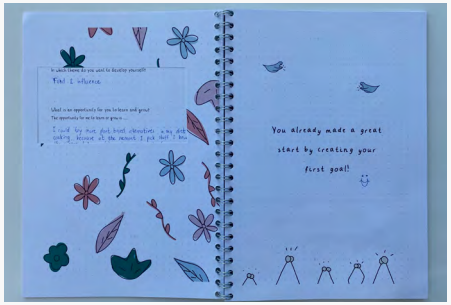
Overview participant journals to give an impression of how they were used.

Examples of marks made throughout the journal









4.1.2. Journal test analysis

Analysis approach

The journal test resulted in three different forms of data: the text results of the survey, the graphs made during the survey and the journal itself. Figure 30 gives an overview of the three input forms, and the purpose, analysis method, expected output, and personal reflection on the output are explained. The data was analysed on two levels, macro and micro. The macro level focuses on the three design requirements set at the beginning: (i) positivity, (ii) growth mindset, and (iii) lifestyle. The micro level focuses on practical improvement points for the journal. First, the macro level will be discussed per input form.

Macro level

The data was analysed per design requirement to analyse the journal on the macro level (Appendix K). A deductive analysis was done of the textual survey questions. Codes were created deductively for each design requirement, based on what needed to be validated per design requirements (Appendix N2). Figure 31 provides a schematic overview of this. Additionally, the graphs filled in during the survey were analysed quantitatively (Appendix L). They were clustered on similar patterns. Lastly, the journals were browsed through to read entries and confirm or deny findings from the survey (Appendix M). The findings will be discussed per design requirement (positivity, growth mindset and lifestyle).

Input	Purpose	Analysis method	Output	Reflection
Survey questions - text	Provide insights in pre-set subject's experience, mindset and becoming climate-friendly.	Deductive and inductive analysis of answers given by participants.	- Confirmed or rejected assumptions in my design. - Provided improvement points.	Provided many insights in how to improve the journal. Most assumptions were confirmed.
Survey questions - graphs	Reflective exercise before filling in the text questions in the survey. Sometimes it is easier to draw a graph before putting your feelings in words.	Cluster similar graphs and analyse if people had the same experience.	- Showed issues in using the journal. - Some people had similar experiences.	- Did not provide as many insights as intended. - Was difficult to analyse as many participants made different types of graphs.
Journals	- Not as a diary study probe. - To see how the journal is used. - To see how answers given in survey are visible in use journal.	- View journals and see how survey conclusions match with how the journal is used. - See what stands out to me.	Provide visual evidence next to output of survey.	- Journal usage was a product test and not a diary study, which made it difficult to come up with an analysis strategy. - Did give more of a feeling and insight in how the journal was used which helped improving it intuitively.

Figure 30: Overview of different elements of the test.

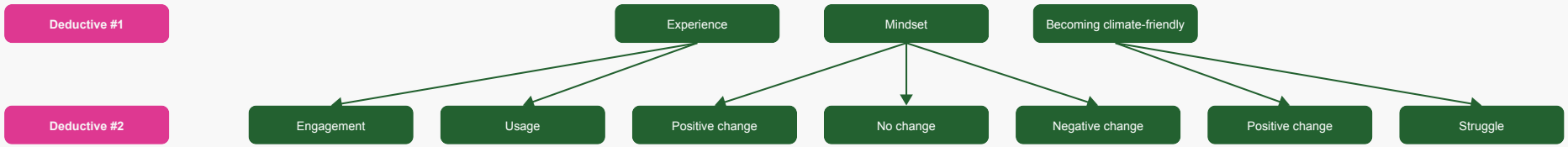


Figure 31: Overview clusters deductive analysis.

Positivity

Participants have acknowledged the positivity throughout the journal. The journal's aesthetics excited participants to use it and supported their engagement. Creative thinking did not suit all participants though, as one participant expressed: "I think it's a nice creative way to communicate something, but I feel like my drawings don't communicate what I felt properly" (Appendix K, quote 1). Participants were able to express themselves through drawings (Figure32).

Three aspects negatively impacted the participants' positive engagement: difficulty in goal setting, managing to journal in busy schedules and not enjoying journaling. Goal setting has often been mentioned as a struggle, as shown in the graphs. When graphs show a decrease in enjoyment, it is often because the participants had to create a new goal or their current goal was not working (Figure 35. 36, Appendix L2). However, for some participants when their goal was not they still filled in the progress notes (Figure 33). The journals also show that some participants needed help with goal setting as some only had half of the brainstorm filled, while others had very rich goal brainstorms.

In the usage of the journal, having a busy schedule was mentioned most often for not being able to journal consistently. As one participant expressed: "To keep filling it in is always a bit difficult for me with non-structured weeks (like exam weeks), then when I'm back in it, it feels normal" (Appendix K, quote 3). Some developed a journaling routine by sitting down for it, as can be seen in the following statement: "I planned in the journaling moments on set days during the week, which I was able to conform to most of the days. I usually did this whilst I was drinking my cup of coffee in the morning or after dinner when I was working through some tasks" (Appendix K, quote 4).

Lastly, some participants mentioned that the questions were too repetitive and that "at the end it felt like more documenting than I needed" (Appendix K, quote 5). This suggests that there was decreased joy in journaling, impacting the participant's positivity. However, when looking at the journals' first and last entries, there was little difference in the text heaviness (Figure 34).

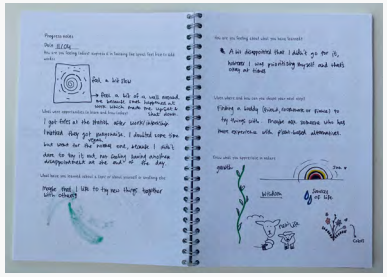


Figure 32: Participant journal with drawings.

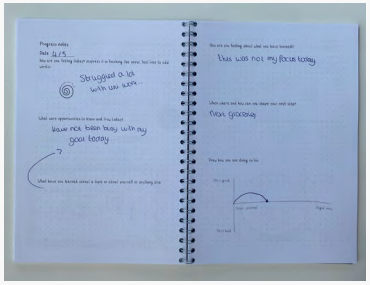
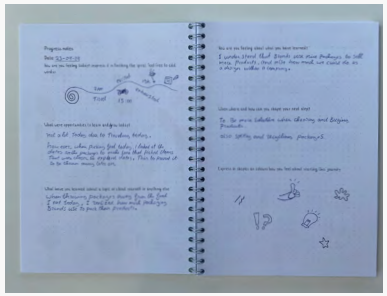


Figure 33: Participant not working on goal but still writing about it.



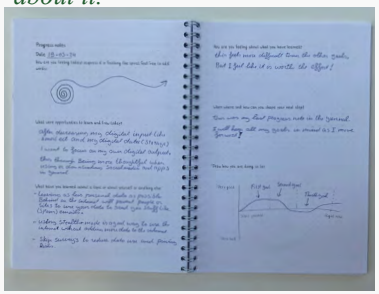


Figure 34: First and last progress note of a participant.

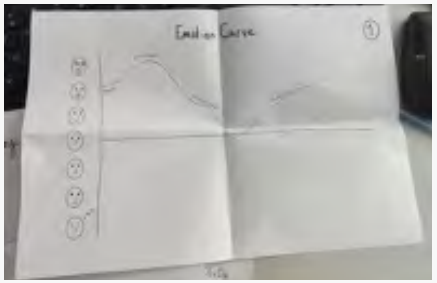


Figure 35: Emotion curve from particiapant.

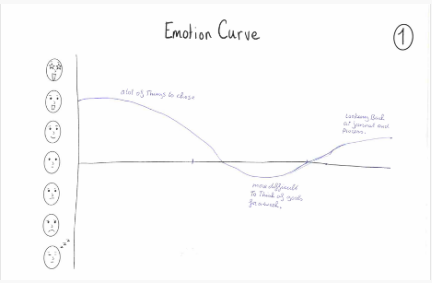


Figure 36: Emotion curve from particiapant.

Figure 37: Mindset matrix from participant

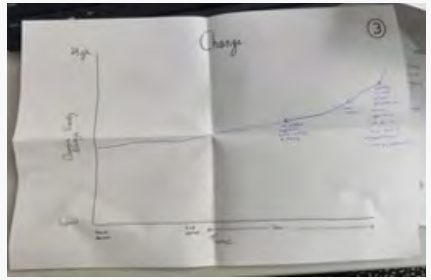


Figure 38: Change graph from particiapant.

Growth mindset

Measuring the development of a growth mindset remained difficult as three weeks is short to adopt a new mindset and to provide enough data to indicate this. However, the mindset matrix clearly shows that all participants progressed in their view of the future and their ability to make a difference (Figure 37, Appendix L1). This is confirmed in the survey and through the journals. One participant mentioned, “I feel like there is more that I can do personally” (Appendix K, quote 6), which was expressed by more participants. The journal was “a place to go back to and a resource for ways and approaches to do things differently or better” (Appendix K, quote 7). A participant expressed how they needed to give their goal multiple tries before it worked and that they felt empowered afterwards (Figure 39).

Participants also realised that they were already taking steps and were willing to share steps with people close to them to take steps together. Participants could also reflect and come up with ideas to maintain their growth and how to move forward (Figure 40). In one participant’s last progress note, they wrote that this was their last entry in the journal but would keep all their goals in mind when moving forward (Figure 41).

However, some participants expressed in the survey that they made no change or even an adverse change in mindset. Arguments made for this often were related to already being or becoming aware of the size of the climate change issue or feeling powerless compared to the impact of the big industry. As one participant mentioned: “On the other hand, I also notice now while filling it in that I feel even more angry towards big industry wasters/ polluters/ people who are not climate-conscious at all” (Appendix K, quote 7).

Lifestyle

Many participants said similar statements about changing their lifestyle: ‘I will try to make some adjustments, such as cooking more vegetarian dishes because we should do something about the irreversible impact we are having on climate change (Appendix K, quote 8). This is also seen in the change graph (Figure 3, Appendix L4), where most participants showed they can continue developing a climate-friendly lifestyle after using the journal. When working on goals, participants also became less harsh on themselves (Appendix K, quote 9). For example, when accidentally doing the opposite of a set goal, participants were still able to learn from this (Figure 42).

However, goal setting remained the most challenging part of the journal, as expressed previously. Participants mention that “it will be hard to get good inspiration for setting a graspable goal, to keep track of it and be reminded of it” (Appendix K, quote 10). Big industry is often mentioned as an argument to block becoming climate-frendly and not only focus on individual action as the following quote illustrates: “We can (or should) all do our part, but we should also pick up the big (institutionalized) issues” (Appendix K, quote 11). These insights could indicate that the journal can support people in becoming climate-friendly, but more support is needed in providing inspiration on how to do this and their role.

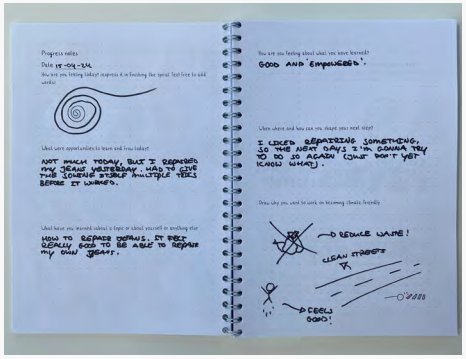


Figure 39: Participant mentioning to feel empowered after learning to repair jeans.

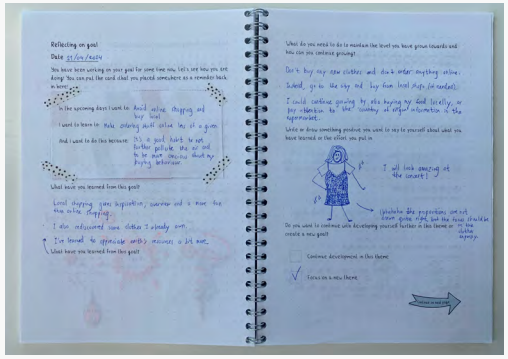


Figure 40: Participant formulating how to maintain growth.

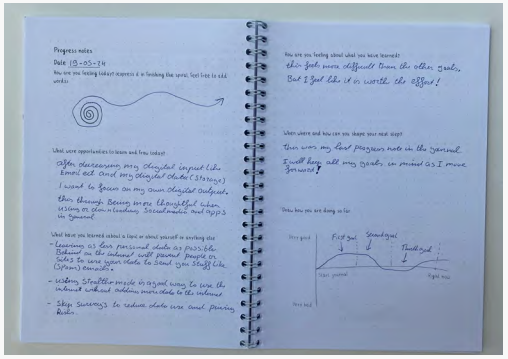


Figure 41: Participant writing that after last entry will continue working on goals.

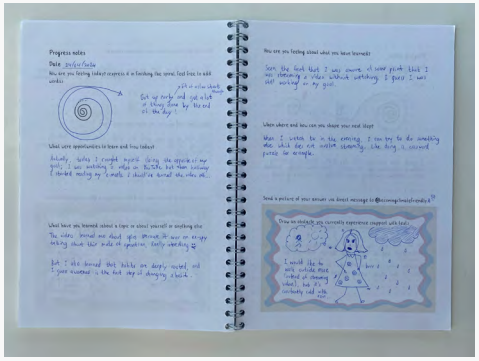


Figure 42: Participant writing about doing the opposite of goal.

Micro level

As the textual survey questions were rich in data, it was decided to continue the analysis by focusing on practical improvements and focus less directly on the previous set design requirements. In addition to the macro deductive analysis, an inductive analysis was done (Appendix N1) as I became familiar with the data, making it easier to create new codes (Appendix N2). From each cluster, conclusions were drawn (Appendix N3). Some clusters had multiple conclusions, summarized in one conclusion (Appendix N4). Lastly, clusters that occurred in multiple design requirements in the macro analysis were compared to see if new insights would arise inductively (Appendix N5). Figure 43 shows a complete overview of the process. These insights were compared with the journals. The graphs were excluded in the micro analysis as they only provided insights on a macro level.

Next, the most interesting conclusions will be highlighted. It was interesting to read that some participants did not fit the journaling method or did not write as frequently as intended. However, they kept thinking about the journal and their goals. Also, some comments were made on the Instagram community, which was received positively, and participants expressed that they liked to see what others were working on. However, one participant preferred being encouraged earlier to engage in the community, as they became hesitant to share their community assignments later. This is also seen in the journals, as more Instagram assignments were filled in than were eventually sent to Instagram (Figure 44).

Another interesting insight was that participants became focused on the impact of the big industry. The journal aims to focus people on their personal efforts and climate mitigation. However, this shows that participants need more guidance or perspective on their responsibility and contribution in comparison to big industries.

All participants' results from the mentioned and other conclusions of the microanalysis are defined in improvement points shown in Figure 45. An example of an improvement point is creating an onboarding flow for involving the community.

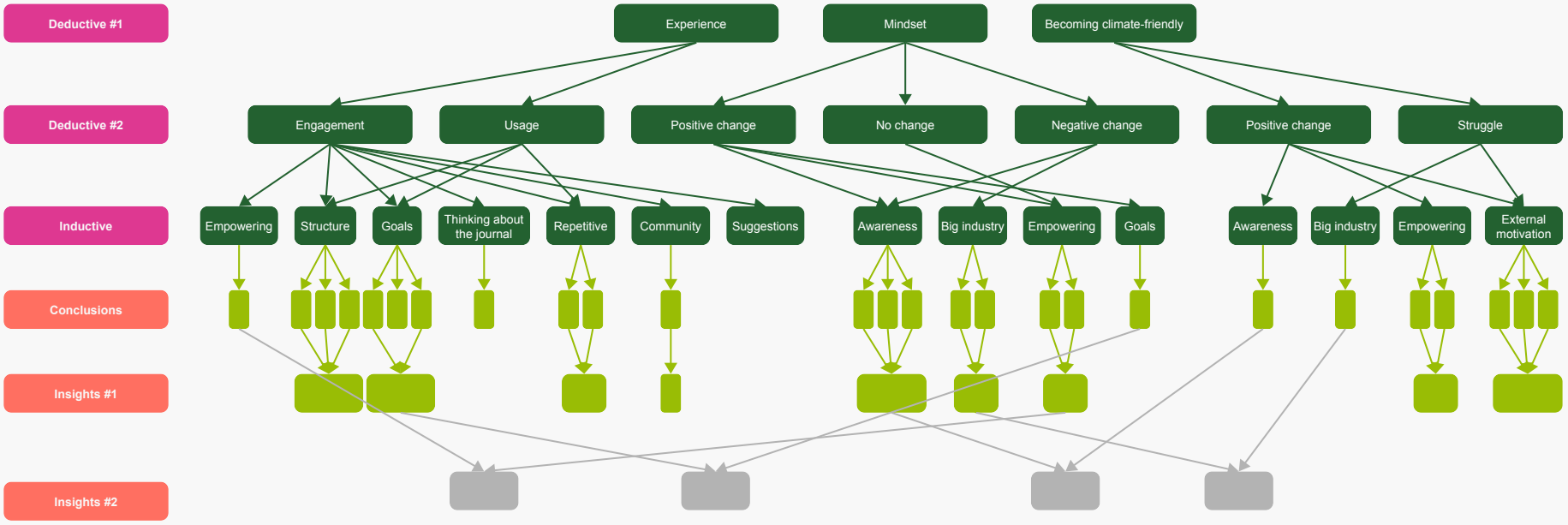


Figure 43: Schematic overview of analysis

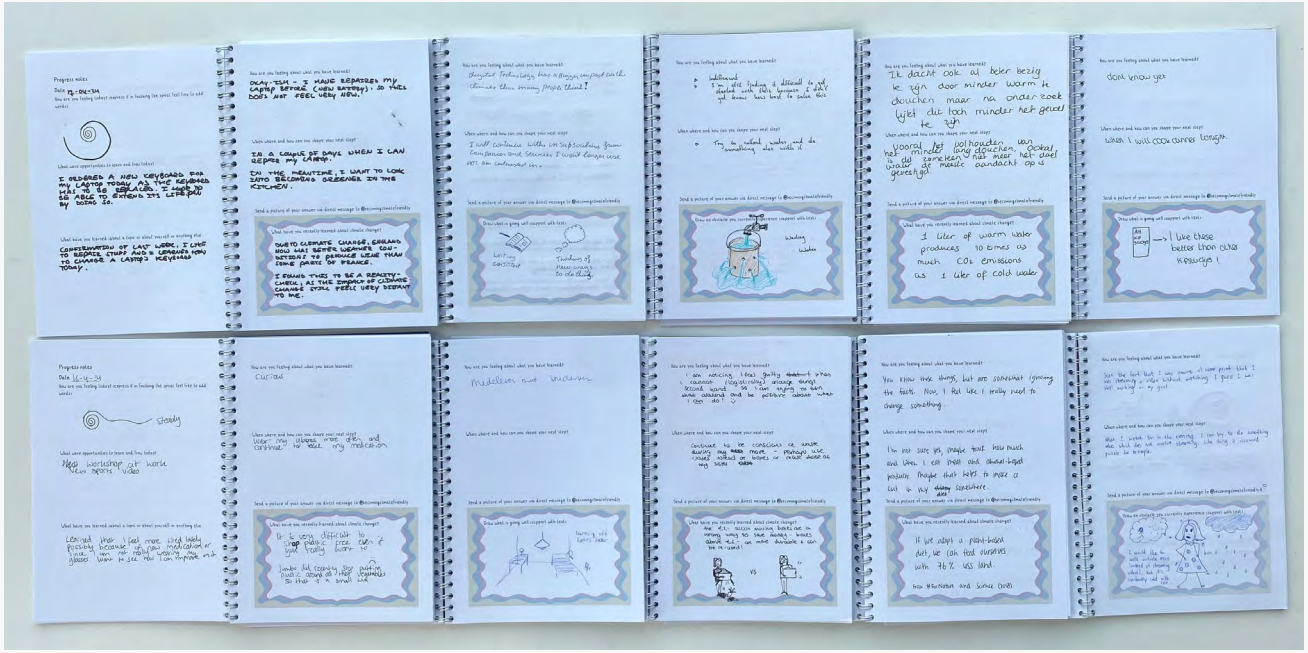


Figure 44: Several Instagram assignments from participants which not all are sent to the Instagram account.

	Insight	To improve	How implemented
V2 journal test	The participants need more guidance in creating the goals		
	Participants felt that the journal was too much focused on succes, which made participants also only want to write when they had succes in the goal they set		
	Be encouraged earlier to participate in the community in the journal as they were hesitant to share information later on		
	More variety in the setting goal/reflection pages could help to make it more engaging		
	The goal setting and performance in goals had a large influence in how people used the journal.		
	For the repetitiveness the progress notes need more variety.		
	The big Industry remains having a role in blocking the transition to become climate-friendly but participants acknowledge that they are part of the solution.		
	The reflection and setting up new goal came unexpected and participants would have liked to be prepared for them		

Figure 45: Insights from analysis.

4.2. Deliver

4.2.1. Journal version 3

Based on the results of the journal test analysis and my personally gained knowledge, a new version of the journal was created. Figure 46 shows how the results are implemented in the journal. Most improvements are minor and built upon the previous version. New elements added to the journal are mainly community-based, which will be explained separately. In this section, a detailed overview of the content will be given.

Schematic overview of journal

Figure 47 provides an overview showing where each journal element comes from. Almost half of the journal is based on the growth mindset theory and additional research, and the other half is created through user-test insights or designer perspectives . This creates a proper balance between multiple perspectives and resources. The user test has more influence than demonstrated here; in the visual, only completely new additions have been marked with this label. As Figure 47 illustrates, the sections goal creation, progress notes and goal reflection have been primarily built on the growth mindset theory, while the other more supporting pages have been based on other research and designer perspectives.

Figure 46: Overview of results from analysis, what to improve and how implemented in a new version.

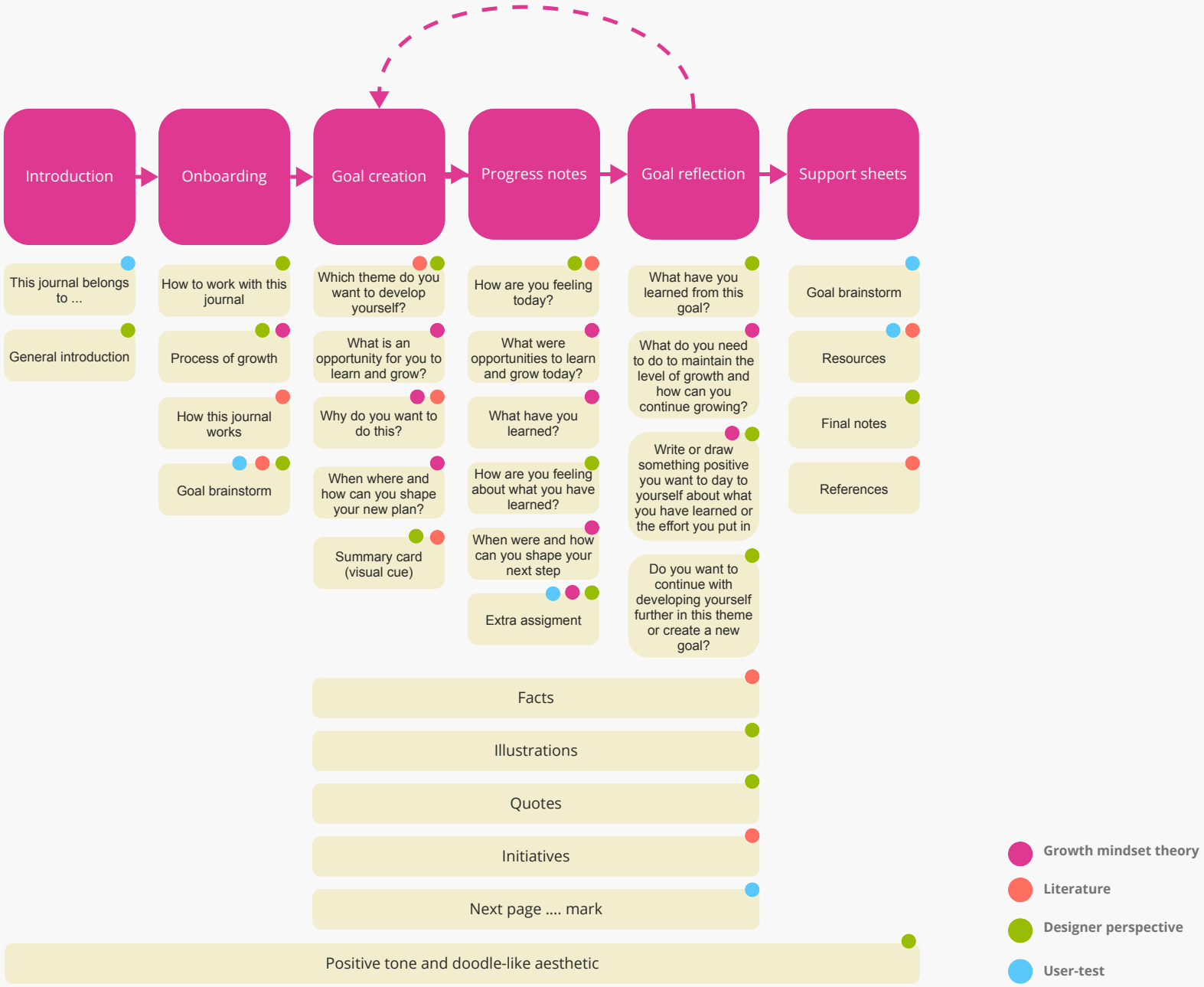


Figure 47: Schematic overview of the journal with labels on which knowledge each component is based.

Visual overview of journal

The journal will be explained through visuals from front to back summarizing the pages in Figure 49. Figure 49.1 shows the front of the journal, where it is decided to keep it in a minimal design with a dotted background, a linen cover for the 'nature' aesthetic and doodle-like leaves to show growth. The introduction pages and the support sheets have a few more pages including different information (Figure 49a.2 - 49a.4, 49a.17, 49a.18). For the other pages also more variety is given in the journal such as the progess notes which have different start and end exercises per progress note (Figure 49a.7 - 49a.9). The goal setting page focused on making the users' ideas actionable (Figure 50). The left page asks questions to create the goal, while the right page summarises this.

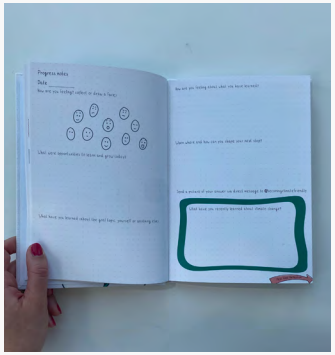
The progress notes are explained in Figure 51. Some of the different options of the first and last questions are shown as they vary per page. They are either focused on community or climate change. To end the goal cycle, after four pages of progress notes, a reflection page is added (Figure 50). The user can place the cue card back and reflect on what they have learned. Lastly, the user needs to decide on continuing the goal or creating a new one on the next goal-setting page, which starts a new goal cycle.

4.2.2. Community

In the journal

The journal aims to strengthen two types of community: (i) the 'direct' and 'physical' community of the user and (ii) the online community with other journal users. The user is stimulated to engage their direct community through assignments to talk to people close to them about their goals. The extra assignments in the progress notes provide a question or give an assignment to discuss with someone (Figure 51). As participants mentioned, this needs to be integrated sooner in the journal, and a sort of onboarding is created in the journal from cycle two and on (Figure 48). The user is first asked to draw their network of people (based on the toolbox created in this project), then provided with a page with tips on how to talk to people about climate change, as this is sometimes a politically loaded topic (Figure 49b.11). In addition to the assignments of talking to someone, there are also challenge pages in the journal (Figure 49b.16), which 'randomly' occur between the goal reflection and goal creation pages. These challenge pages can serve as a 'break' from setting goals for yourself and are an opportunity to challenge someone in your network. The page can be cut in half and given to someone else.

Secondly, the journal is connected to the online community by creating assignments that ask the user to complete and send to the direct messages of the Instagram account (Figure 51. This connects the user to other journal users through the Instagram account.



Cycle 1: Send message to Instagram community.

Cycle 2: Draw personal community.

Cycle 2: Information on how to talk about climate change.

Cycle 2: Assignment to talk to someone about goal.

Cycle 2: Assignment to summarise conversantion and send to the Instagram.

Figure 48: Onboarding flow for talking about goals and participating in Instagram community.

1. Cover

Linen cover

2. Introduction page

Personalisation of the journal

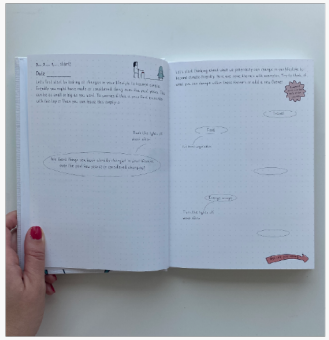
3. Introduction page

Briefly explain the journal and welcome the user.

4. Onboarding page

Explain the journal setup and its purpose to the user.

5. Goal brainstorm



Start ideating on steps related to a climate-friendly lifestyle and brainstorm what they could change.

6. Goal setting page

Making the users' ideas actionable. Including a cut-out summary card to create a visual cue.

7. Progress note

Progress note with other exercise than spiral and onboarding network.

8. Progress note

Progress note with other exercise than spiral and Instagram exercise.

9. Progress note

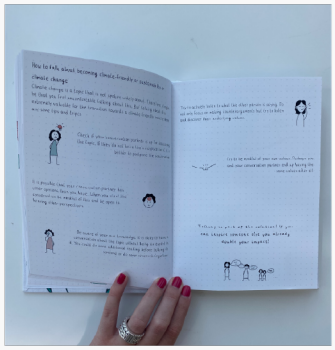
Progress note with other exercise than spiral and non-community related exercise.

10. Reflection page

Place to put visual cue card in and reflect on progress.

Figure 49: Explanation of pages of the journal part one.

11. Explanation page



Page dedicated to explain how to talk about climate change.

12. Inspirational quote

Quote to cheer user on

13. Facts

Facts to show amount of impact.

14. Initiatives

To show climate-friendly initiatives.

15. Inspirational quote

Quote on big industry.

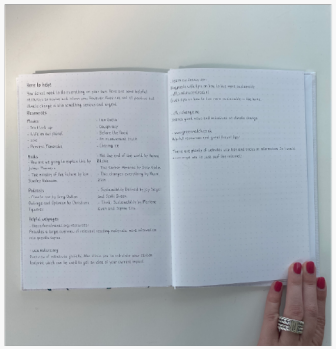
16. Challenge

Challenge with the possibility to share with someone.

17. Support sheet

Participants needed more knowledge or inspiration for new goals. Support page was added with a filled brainstorm.

18. Support sheet



Additional resources for research or inspiration

19. Back journal

Information on the journal.

Figure 49b: Explanation of pages of the journal part two.

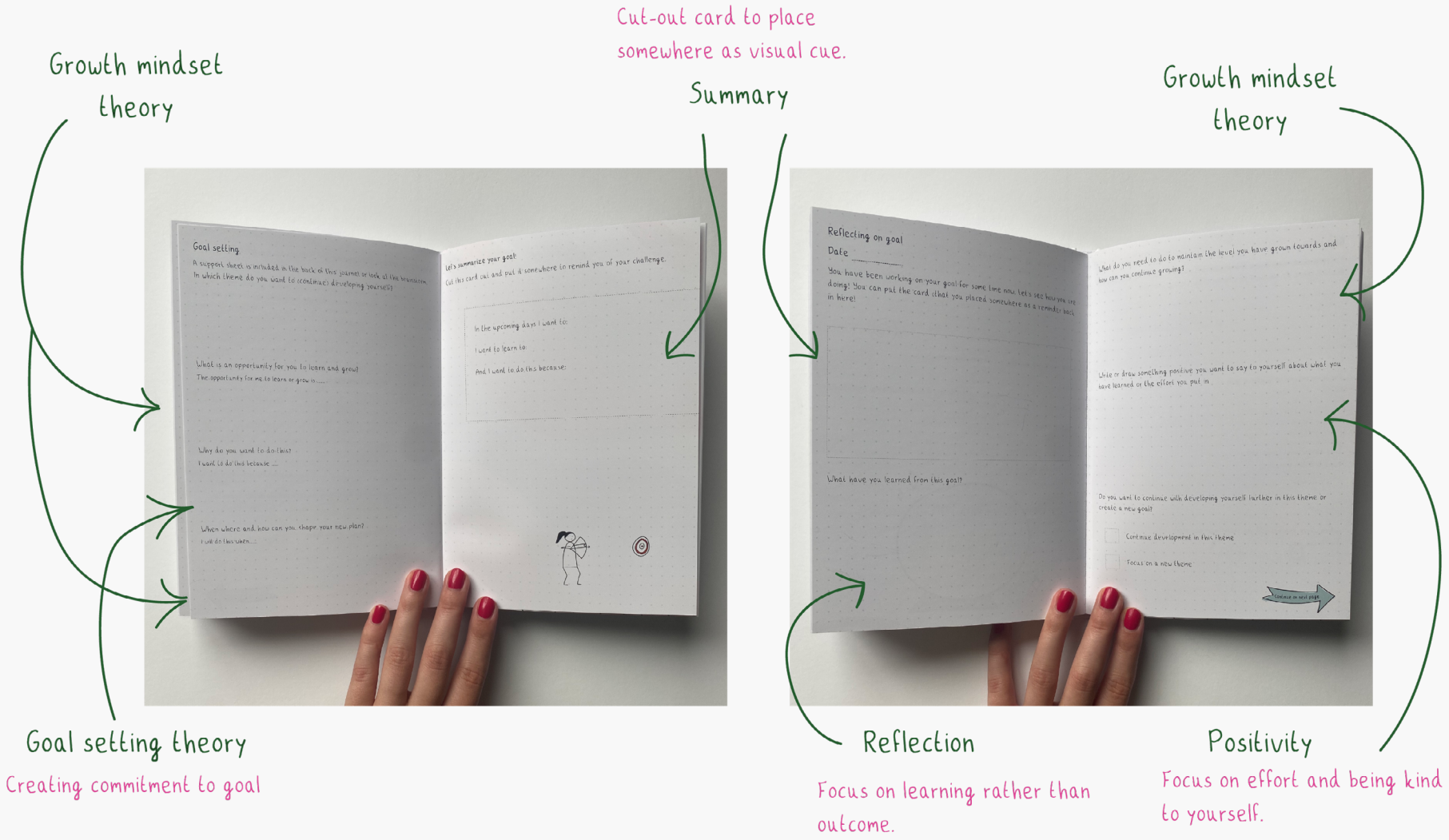


Figure 50: Goal setting and reflection pages explained.

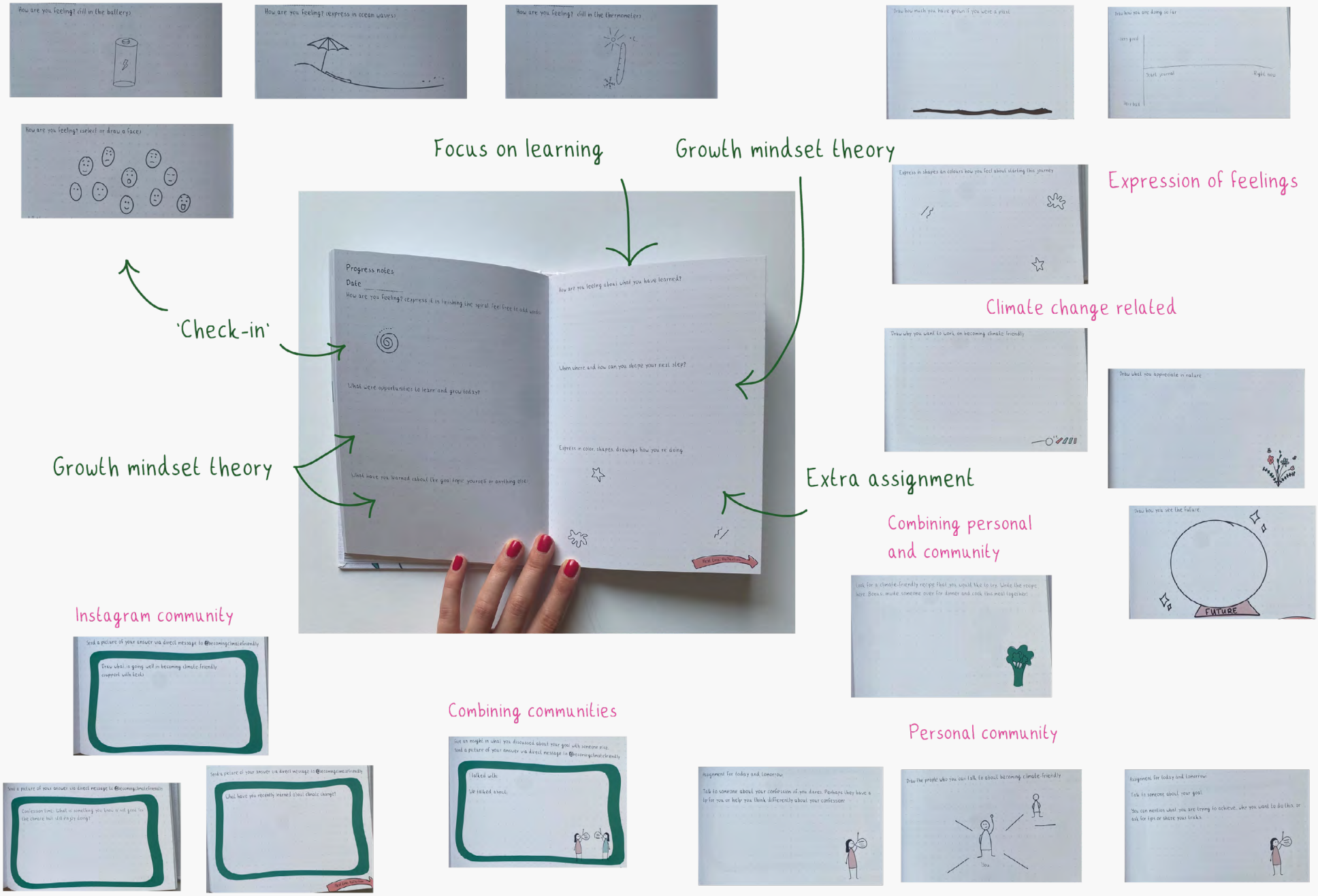


Figure 51: Progress notes with varying exercises.

Online

In continuation on the assignments that stimulate the connection between the journal and the online community, this is the first contact point for journal users with the Instagram account. The results from the co-reflection were also used to do a small Instagram research by asking the followers what they would like to see on Instagram. From this, followers were most interested in getting practical information on becoming climate-friendly and climate change and sharing tips and struggles (Figure 55).

During the journal test, the content of Instagram was mainly posts based on input from participants (Figure 52). After the test, I created content exploring 'becoming climate-friendly' hacks (Figure 53), reposting information from other accounts (Figure 56), and sharing information on topics that make an impact (Figure 54). All content can be found in Appendix Q.

The Instagram account not only connects journal users but also serves as a platform for them to learn from each other's practices. The community is a hub for informative and inspiring information on climate change and becoming climate-friendly. By sharing videos of me trying new things and figuring new things out, the account inspires others to take similar steps, making them feel part of a larger, inspiring movement.

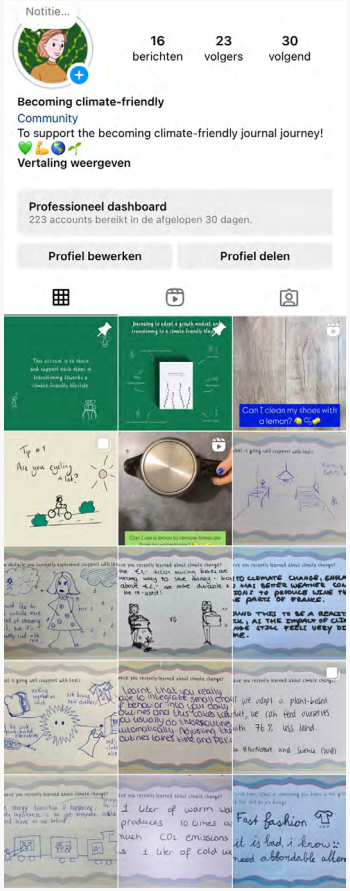


Figure 52: Overview Instagram page.

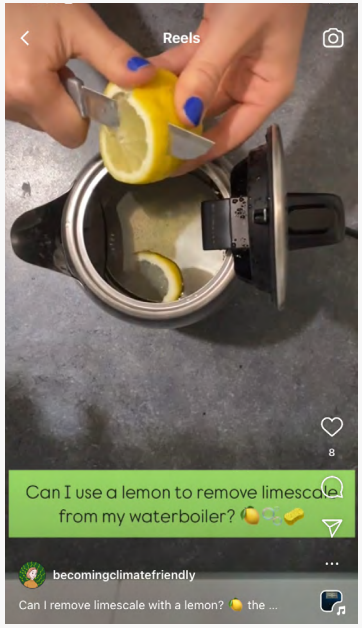


Figure 53: Reel on sustainability hack.

Figure 54: Sustainability tip (post of 3 images).

Figure 55: Research on which content followers want to see.

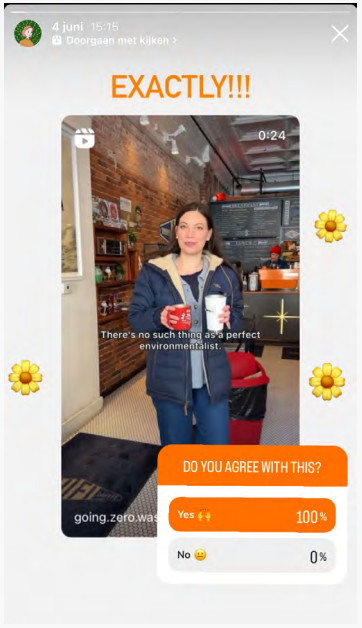


Figure 56: Reposting content from other accounts.

4.2.3. Demo day and exhibition at the kazerne

The project has been exhibited twice, on demo day (Figure 58, Appendix P) and during the course 'Researching the Future Everyday' exhibition at the Kazerne (Figure 57) in Eindhoven. During both these exhibitions, the project received many visitors who were interested in the project. I have collected the contact information of 13 people who would like to receive an update on the development after graduation, indicating that people are interested in the outcomes of this project. Additionally, many people commented that this is the type of book that they would see lying around in trendy stores or would give as a gift to their family and friends. The visitors validated that the product is attractive and would be something people would buy. Comments have also been made about how the aesthetic matches the journal's approach and is inviting.

Figure 57: Stand at the 'Researching Future Everyday' exhibition at the Karzerne in Eindhoven.

Figure 58: Stand at Industral Design demo day TU/e.

5. Iteration 3: Bringing to market

The third iteration aims to analyse how the product could be brought to market (Figure 59). Throughout my studies, I have experienced that when a project is over, it is hard to continue afterwards and put the results into the world. The purpose of a year-long graduation project was to end with a product almost ready for market. First, it is analysed how the product could be produced more sustainably, and secondly, it is analysed how the journal could be published through a publisher, collaborating with the municipality and signing up for an award. Lastly, this iteration analyses opportunities to expand the product and how it could increase its impact. Therefore, efforts were made to research how to publish the journal or develop it further with the municipality. Therefore, efforts were made to research on how to publish the journal or develop it further with the municipality.

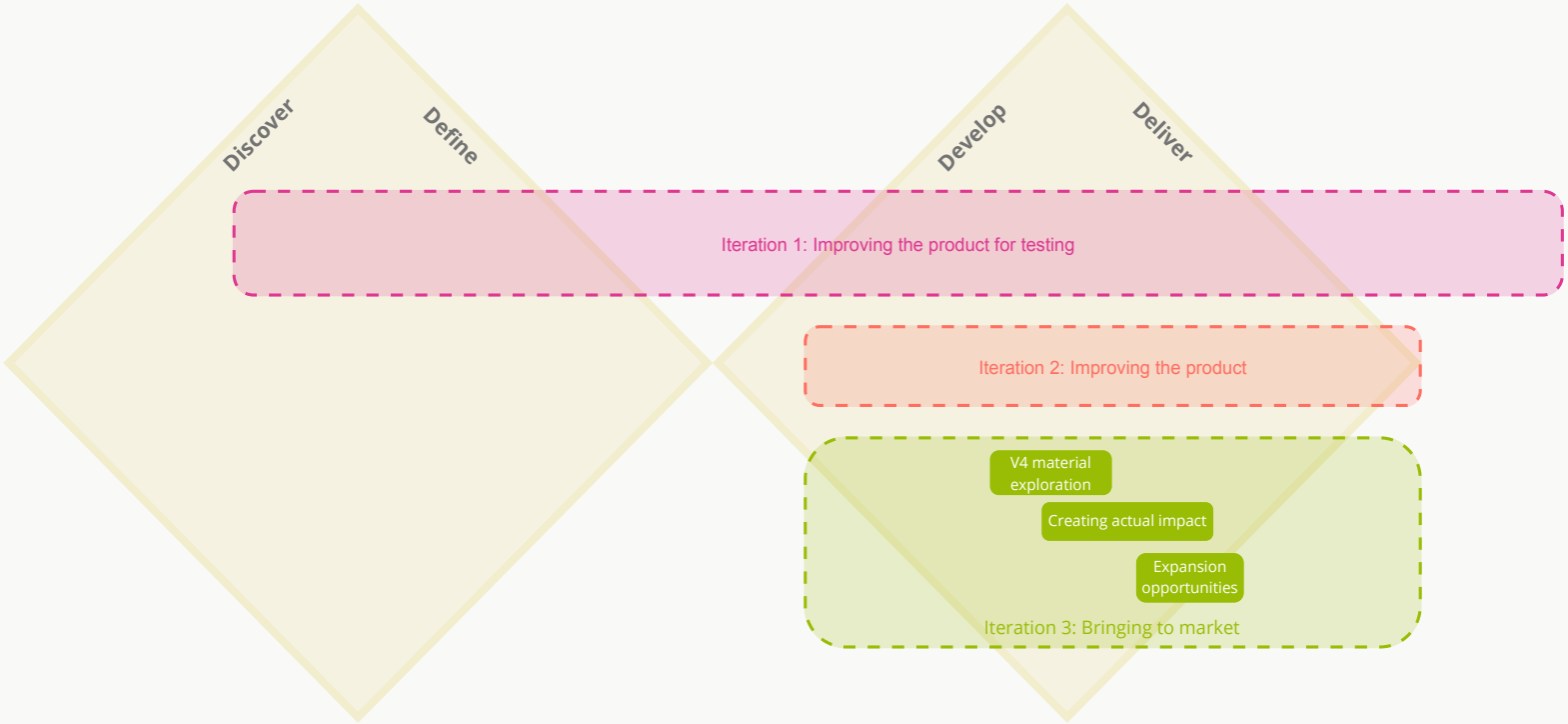


Figure 59: Overview of iteration 3: Bringing to market

5.1. Deliver

5.1.1. Material exploration for journal version 4

With the perspective on a larger production of the journal, it was necessary to explore how this journal could be produced more eco-friendly. In Figure 61, an overview of the choices to be made when producing an eco-friendly book is given. Extra research on paper and binding using the Harris Profile method can be found in Appendix Q (Van Boeijen et al., 2020b). All sustainability considerations are also depending on what printing companies offer. Therefore, an EVR decision matrix is created to determine the eco-costs / value ratio and what should be given priority in making a production decision (Figure 60) (Van Boeijen et al., 2020a).

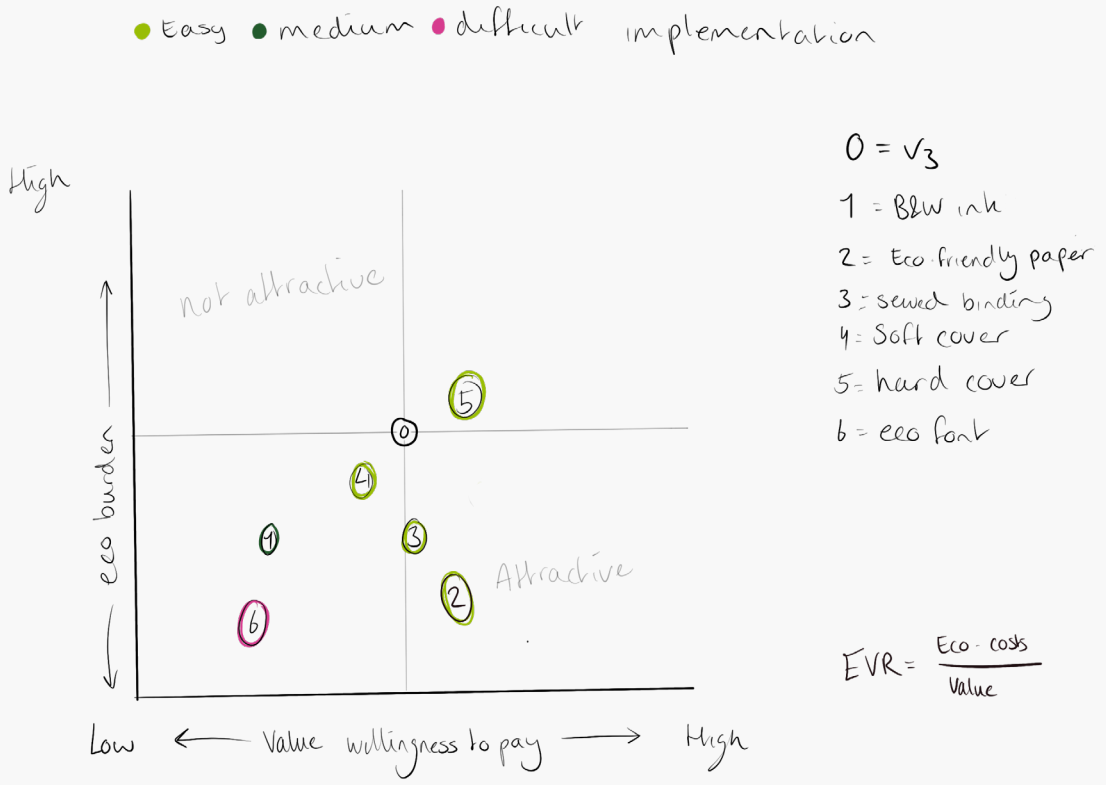


Figure 60: EVR Decision Matrix on elements of the journal. The paper and the binding have the best EVR and should be used to base the printing company on.

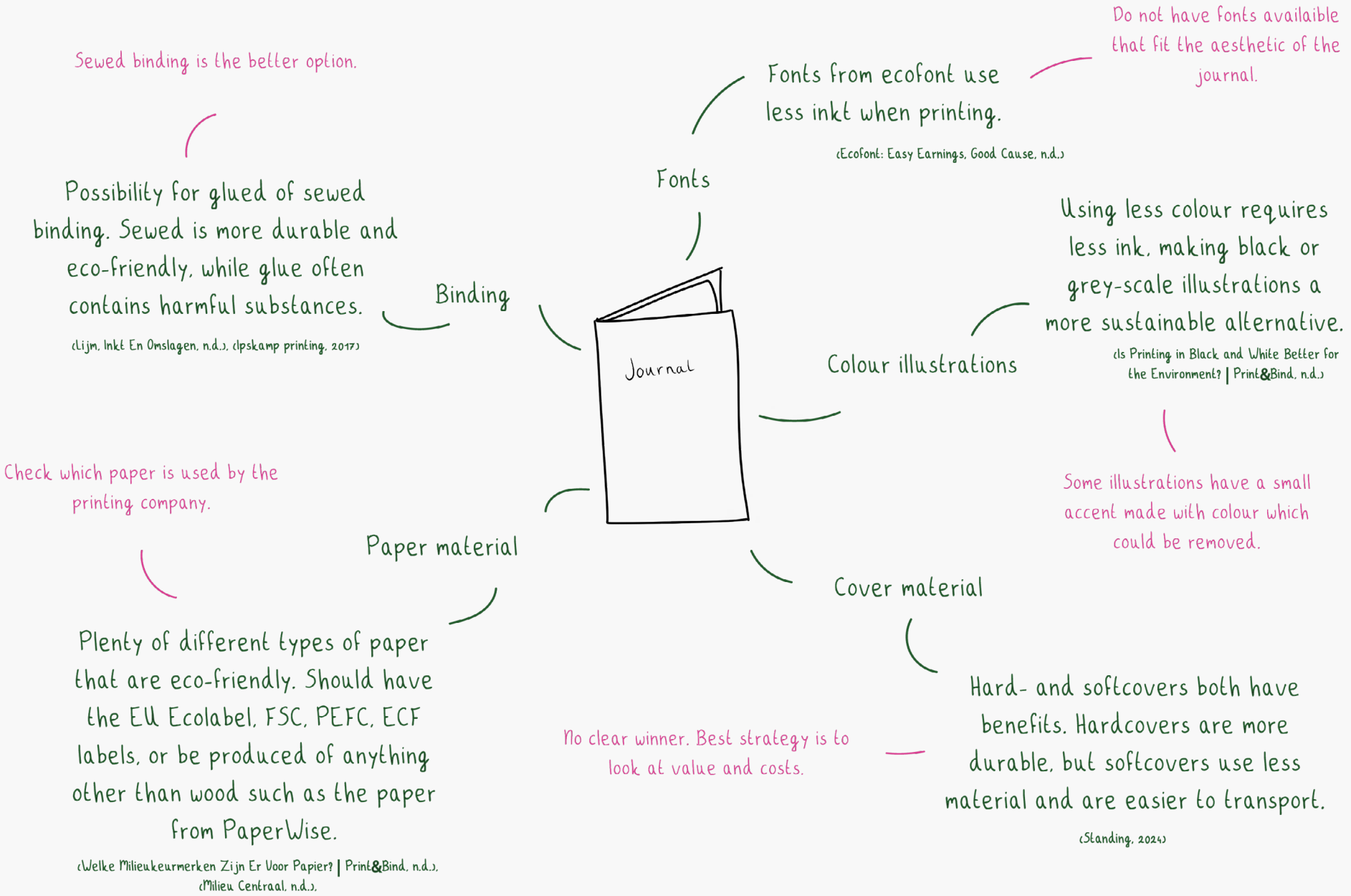


Figure 61: Each element has a short description of the eco-friendly option (green) and a concluding consideration of what this means for the journal (pink).

5.1.2. Publishing the journal

Several steps are needed to be taken to publish a journal. Figure 63 gives an overview of the different elements needed before you can publish a book. This section will focus on the publisher element as the other elements depend on this. There are two possibilities for publishing a book: through a publisher and self-publishing. Both have advantages and disadvantages. For example, there is a 1% chance that a publisher will accept a proposal from an unknown author (Uitgeverij Boekschout, n.d.).

Publishers and self-publishing through platforms have equal advantages (Appendix R). A publisher has benefits due to their extensive network but has a low chance of acceptance. While self-publishing marketing efforts are reliable on personal networks, but the journal will be published. However, due to the Instagram platform, self-selling is possible. In additional research on self-publishing platforms Pumbo.nl would fit this project best as it is more sustainable among other things (Appendix R).

5.1.3. Publisher proposals

The extensive network of a publisher seemed beneficial for the journal as I have not an elaborate network in this field to sell the journal. Therefore, three publishers were selected based on their previous published books on sustainability. Proposals were sent to BIS Publisher (Appendix S1), Haystack (Appendix S2), De Bezige Bij (Appendix S3). Friedman (2024) created a template for publisher proposals, including the book context, target audience, and related titles, which was used as a starting point. Each publisher had different proposal requirements (Figure 62).

So far, I've received one reply, a rejection from Haystack. While they decided not to publish the journal due to a perceived lack of commercial value, they did express a genuine liking for it (Appendix S4). This feedback, coupled with the journal's potential to make a significant impact, keeps me optimistic about its future. I'm still awaiting responses from the other two publishers and will look for new publishers after this project.

	BIS Publisher (EN)	Haystack (NL)	De Bezige Bij
Book Proposal	●		
Brief description book	●	●	
Author information	●	●	
Target audience	●	●	
Comparable titles	●	●	
Marketing and promotion	●	●	
Manuscript and delivery specifications	●	●	
Table of contents journal	●		
Chapter overview	●		
Sample chapters	●		
Manuscript	●	●	●
Synopsis			●
Accompanying letter			●
Totat amount of words excl. manuscript	3738	2010	935

Figure 62: Overview of what each publisher received depending on what was asked for.

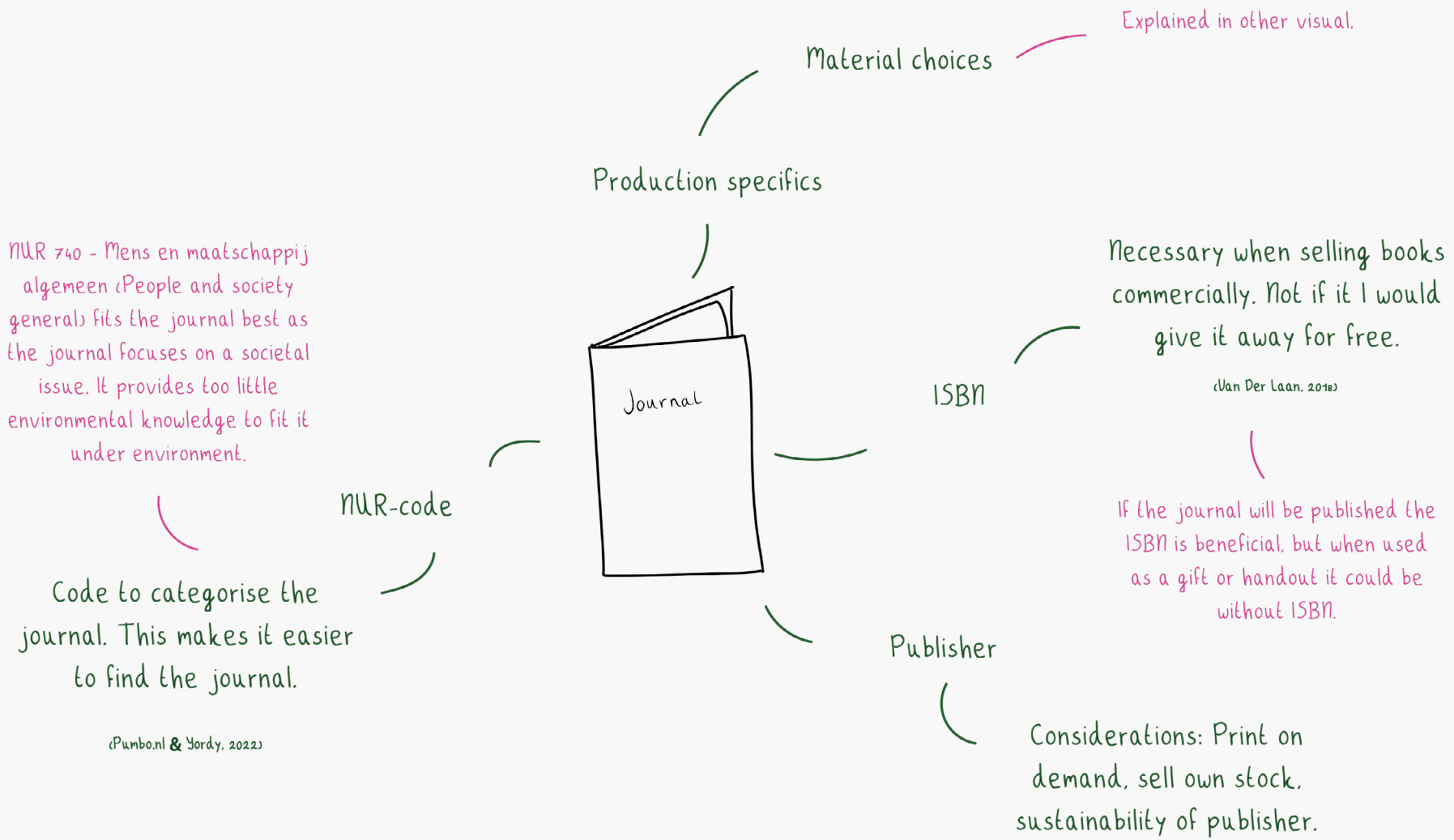


Figure 63: Each element has a short description of what is needed (green) and a concluding consideration of what this means for the journal (pink).

5.1.4. Municipality

In addition to publishing the journal, it could also make a large impact when distributed through municipalities or other (semi-) governmental institutes. The municipality of Eindhoven is already making efforts in climate adaptation and mitigation in their policy or through websites such as www.klimaatnetwerk040.nl and www.eindhovenduurzaam.nl. However, as a citizen of Eindhoven, I have never experienced them trying to take me along in their climate transition. Therefore, there is an opportunity for the journal to be published through the municipality and serve as a translation from policy into action. In preparation for the meeting, a sample journal was created to explain how the journal could support and integrate Eindhoven's policy. The aesthetic was modified to the style of the municipality of Eindhoven, more information on climate change in Eindhoven, specific Eindhoven-related assignments and more (Figure 66).

Figure 64: Discussing the journal with the municipality

Meeting

The meeting was held with an employee in the energy transition department (Figure 64, 65). We explored the journal's and the municipality's collaboration possibilities throughout this meeting. The municipality of Eindhoven is dependent on its policy, meaning that the journal should be closely related to the municipality's needs. Practically, it would mean that the journals' content should be related to the policy, which could conflict with the idea of the journal. However, people would still adopt the growth mindset, which could mean that they start to see other things in their lifestyles that they would also like to work on. For the municipality, it is essential to consider its role in this transition and how the journal could support its role.

In conclusion, the journal has the potential to be created for the municipality of Eindhoven but would need to become less open and more fitting to their political agenda. This could steer away slightly from the journal's core intention but would help to create actual impact, which is more important.

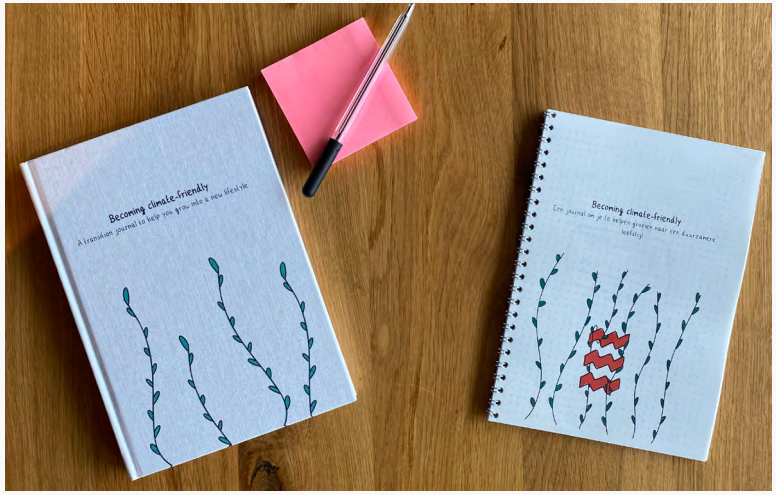
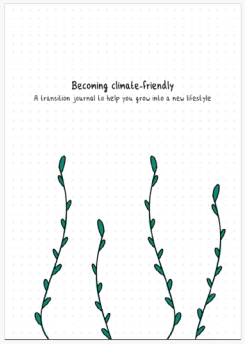
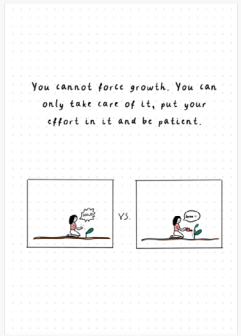


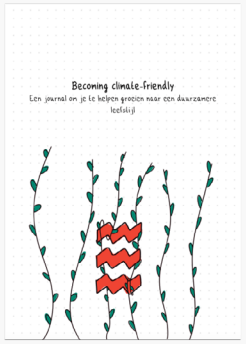
Figure 65: Journal and sample booklet for munipality of Eindhoven.

Journal U3





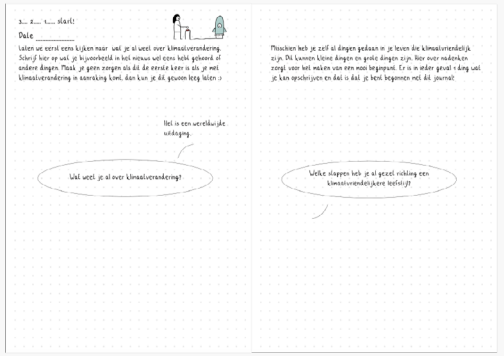
Journal Eindhoven



Logo of Eindhoven added.

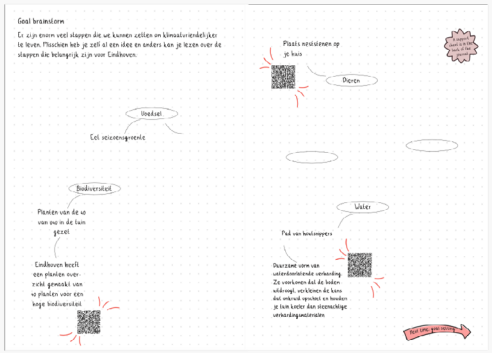
Translated to Dutch.

Onboarding brainstorm



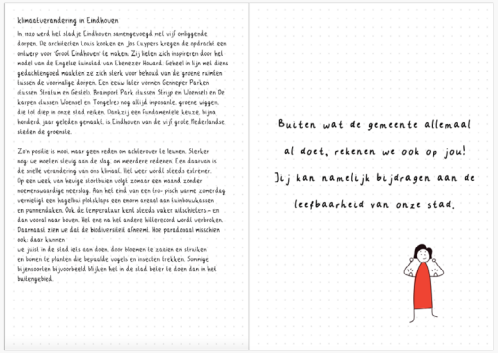
Larger brainstorm on previous steps and knowledge of climate change.

Goal brainstorm



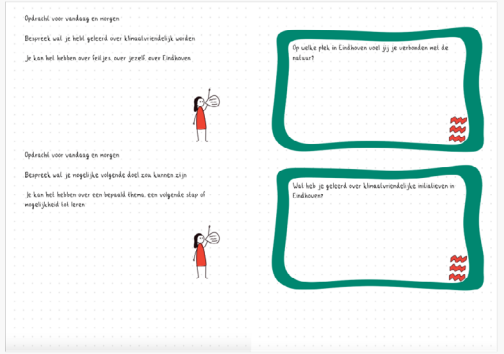
Goal suggestion based on municipality resources, including QR code for more information.

Information



Information about Eindhoven and the role of climate change in Eindhoven.

Community assignments



Examples of Eindhoven specific community assignments.

Figure 66: Overview of changes made from journal to municipality journal.

5.1.5. Social Design Talent Award 2024

Every year, Ondernemend Eindhoven and the municipality of Eindhoven organise the Social Design Talent Award (Social Design Talent Award in 2024, 2024). I have signed up for the award, and I can proudly announce that I am one of the five nominees for this year (Figure 67). By winning, I would get to collaborate with the municipality of Eindhoven on the journal and run a pilot in Eindhoven. Additionally, all the promotion regarding the award has led to more positive responses on the project and interest in buying the journal.

5.1.6. Expansion opportunities for more impact

The journal can create more impact through different formats. The journal could be explicitly altered to companies, affiliate products to spread the message, other challenges, or educational modules. Additionally, the format could become 'public' knowledge, meaning that people or companies could use the basic structure of the journal and make it their own. Follow-up journals could be created with less guidance, creating a more open space for exploration, and documenting your steps. Some ideas are based on a meeting with an expert from 2B Collective, a company that creates sustainability challenges in the workspace through gamification (2B Collective, n.d.) and the meeting with the expert from the municipality. Figure 68 gives an overview of promising opportunities for expanding the product.

Figure 67: Screenshot from the promotional video for the award.[More to learn about the climate transition and taking steps]. Credits: Studio New West, Jeffrey Heiligers, Ondernemend Eindhoven, Gemeente Eindhoven.

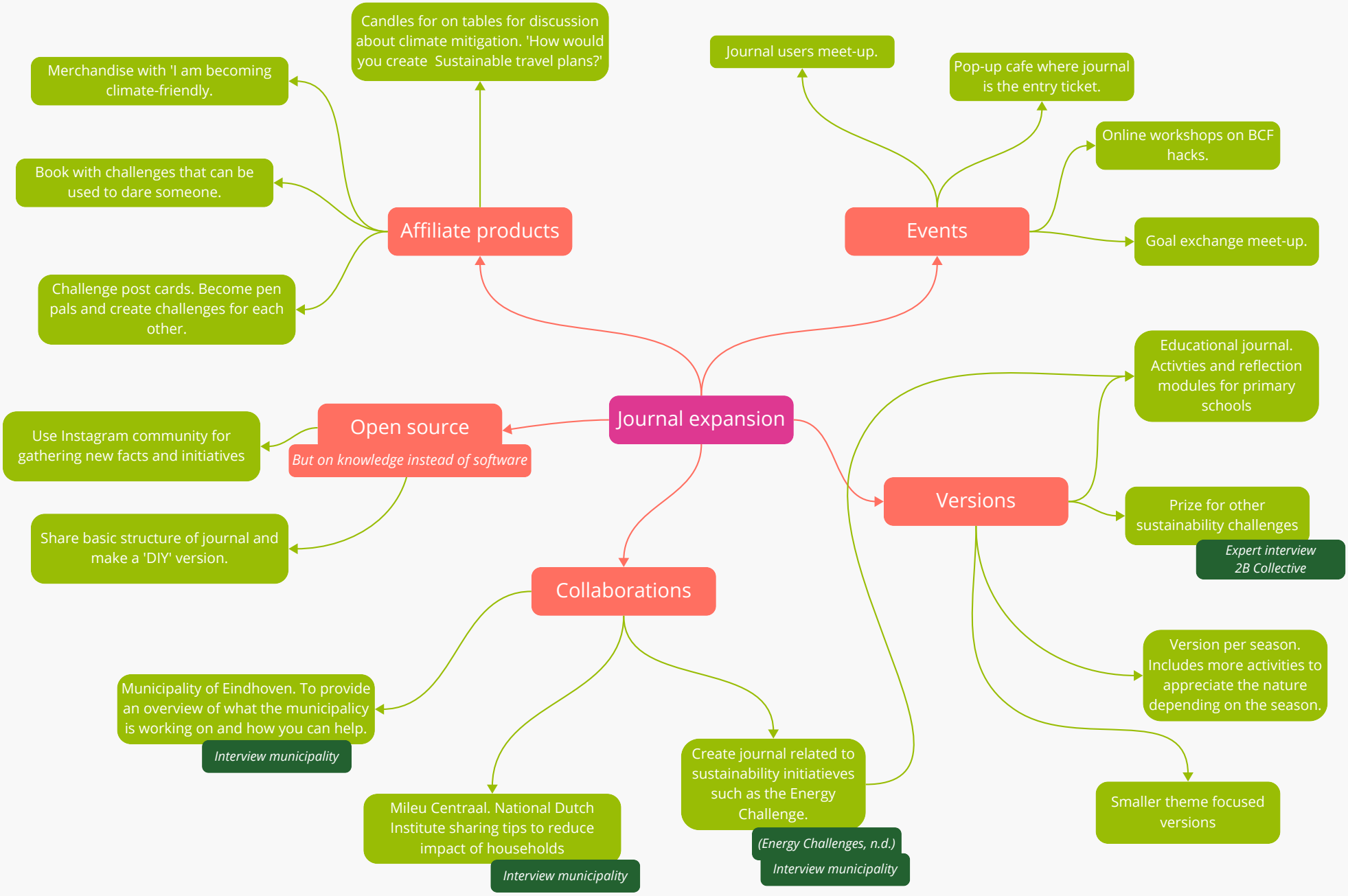


Figure 68: Overview of opportunities for expanding the impact of the product.

6. Discussion

With the design process described, this chapter focuses on reflecting on the project, describing its limitations, and making recommendations for further research and development.

Dutch households emit 34% more than the average EU household (CBS, 2019), and there is a gain in reducing their emission as the first step in climate mitigation. The results of this project, a journal focused on climate mitigation and a community supporting this, can support citizens from the Netherlands in climate mitigation. The journal supports people in adopting a growth mindset, which makes them more accepting of pro-environmental behaviours (Duchi et al., 2020). In addition to the journal, the online community could serve as a network for information, inspiration, and challenges to keep people engaged in becoming climate-friendly even when they have finished the journal. Next, the online community could reach people outside the journal community and attract more people to buy the product, increasing its impact.

The journal test evaluated the three design requirements: positivity, growth mindset, and lifestyle. The journal's aesthetics enhanced positivity and enjoyment of the journaling process. More importantly, the test indicated that the journal has the potential to influence the adoption of a growth mindset significantly. The third design requirement, lifestyle, also showed potential, as the test indicated that with additional goal-setting guidance, individuals could create and work on goals that fit their lifestyle.

Additionally, the journal test and co-reflection have shown that adding a community element benefits people's efforts to become climate-friendly. Once more people use the journal, the community can continue evolving.

This project used two user involvement methods to create the journal: a three-week deployment and two co-reflection sessions. The three-week deployment and the evaluation survey provided valuable insights to evaluate the journal's functioning and potential and how to continue its development. Journaling is a process rather than an experience, so the long deployment is essential to give participants enough time to engage with the journal fully.

To continue on the user involvement, two different co-reflection sessions were held, resulting in a different engagement. While the journal is for individual use, the session has been shown to provide better engagement and insights when it is done collaboratively. In the first session, participants mapped their community and brainstormed individually. This led to low engagement among participants as they did not debate outcomes. As a designer, this required me to intervene in the session and keep the conversation going, while in the second session, I could position myself more in the background. In the second session, participants collaboratively mapped their community and continued on each other's ideas, which resulted in a higher engagement in what each participant was telling and more discussions were held. The discussions helped to understand their thoughts behind choices, which were the most valuable insights in the sessions. Therefore, evaluating what type of dynamic you want to create between participants is valuable in collaborative design activities.

6.1. Limitations

The project also has limitations that should be considered when discussing the results. Firstly, the test lasted three weeks. According to the Trans Theoretical Model, a model for behaviour change, it takes more than six months to change behaviour and not return to old behaviours (Prochaska et al., 2008). The project started exploring if the journal can support people in changing, but to create a lasting change, the journal needs to be used for a more extended period.

Secondly, all participants had a higher education degree. Therefore, the results cannot be generalised to the Dutch society as only one-third of the Dutch society has a degree in higher education (Volksgezondheid en Zorg, 2024). Climate mitigation is not a trend for highly educated people only; the Netherlands (and the world) need as many people as possible to reduce our impact and minimise the impact of climate change. In further development of the project, the product should be evaluated and tested by people from different levels of education and reflective skills to make the journal more inclusive and effective.

Lastly, in the co-reflection sessions, it was important to establish the context of the participants for which the toolbox was created. However, in conversations during the session, it was noticed that the topic of climate mitigation and the role

of the journal and community were left too open, leading to many suggestions that were out of this project's scope. Therefore, when creating a journal in combination with collaborative design sessions, it could be valuable to host the sessions with participants who have engaged with the journal previously. Perhaps design processes such as participatory design where users provide ideas, knowledge, and participate in making decisions (Interaction Design Foundation - IxDF, 2023) could be valuable as there is a higher involvement through the process and so, build knowledge on the project together.

6.2. Recommendations

The project's results show potential for further research and product development. Participants frequently mentioned the impact of the industry versus the individual. As this remains a demotivating factor, it could be beneficial to devote more space and guidance in the product to this. Journals are often used to work through anxiety as they focus on making sense of emotions (Koziol, 2021). The negative or frustrating feelings towards slow change in the industry could perhaps relate to climate anxiety, which is experienced more nowadays, especially by young people (Dooley et al., 2021). The journal could provide more active support in expressing anger or fear and how to deal with these emotions rather than only providing a place to express emotions, whereas the online community could provide information on steps taken by the industry.

The product created in this project is a journal and community, focused specifically on climate change but with the potential to be a model for other transitions. While this project specifically focused on climate change, there are other challenges that today's society faces. The challenges are best expressed through the 17 Sustainable Development Goals (SDGs) for 2030, created by the United Nations as an agenda for world peace and a better life for the people and the planet and the 17 Awesome Anthropocene Goals (AAGs) created by Futerra for when the 20 SDGs are accomplished in 2030 (United Nations, n.d.; Futerra, n.d.). The project's success could pave the way for creating journals for other transitions.

The journal user test showed that for two participants, the journaling activity did not fit them, but they still kept thinking about the journal. As journaling is an existing concept, the process of this project focused less on the routine or habits people would develop for using this journal. The journal in itself does not create the change, but through the use of the journal, it will. Therefore, conducting further research on how the journal is used in everyday routines and adapting to that could be beneficial. For example, now the journal is structured so that all pages have a similar length, but perhaps the journal needs more variety for busy days.

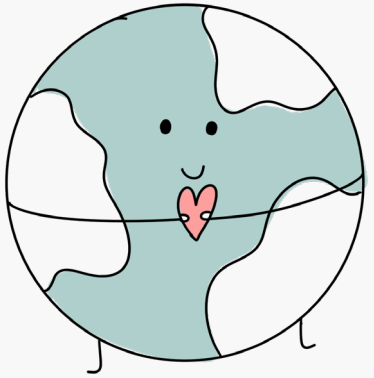
Lastly, the project focused on climate mitigation in the Netherlands, but climate mitigation should happen anywhere on Earth. Different cultures have different consumption patterns, indicating that the results from this project are not generalisable outside of the Netherlands (Wageningen University & Research & Wertheim-Heck, 2024). Therefore, this project is the first step in exploring how adopting a growth mindset through a journal with a positive approach can support the adoption of a growth mindset and climate mitigation. Further research should be conducted on how and if the journal could fit other cultures in making steps, thus creating a more significant impact.

7. Conclusion

The project focused on the design challenge ‘Support people aged 18 – 30 in the Netherlands in their transition of climate mitigation by adopting a growth mindset through a journal that reflects a positive approach’. To achieve this design challenge, the project went through three iterations focused on improving and testing the product, and strategies were developed to bring the product to market. The result from this project is a journal stimulating people in adopting a growth mindset while focusing on climate mitigation with, in addition, a community that is open for journal users and people who also want to become climate-friendly. Many positive responses have been received on this project’s result. The outcomes of this project provide a product that can be brought to market and create actual impact.

Acknowledgements

An individual project is never completely individual as many people have supported me. First of all, I would like to thank my coach, Dan Lockton, for his support, inspiring me along the way and 1,5 years of wonderful coaching. Secondly, thank you to all the participants for sharing their thoughts with me. Thirdly, Alicia, Elke, Ilse, Edelweiss, Lars, Aukje and Emma for their support, hearing about my breakthroughs and setbacks and listen to all my climate change facts. And lastly, Pleunie, the academic advisor, for thinking along with me and supporting me in doing an FMP while recovering from a concussion. Without all of you, this project would not have been as enjoyable as it is now. Thank you.



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A. M2.1 Benchmarking

B. M2.1 Findings

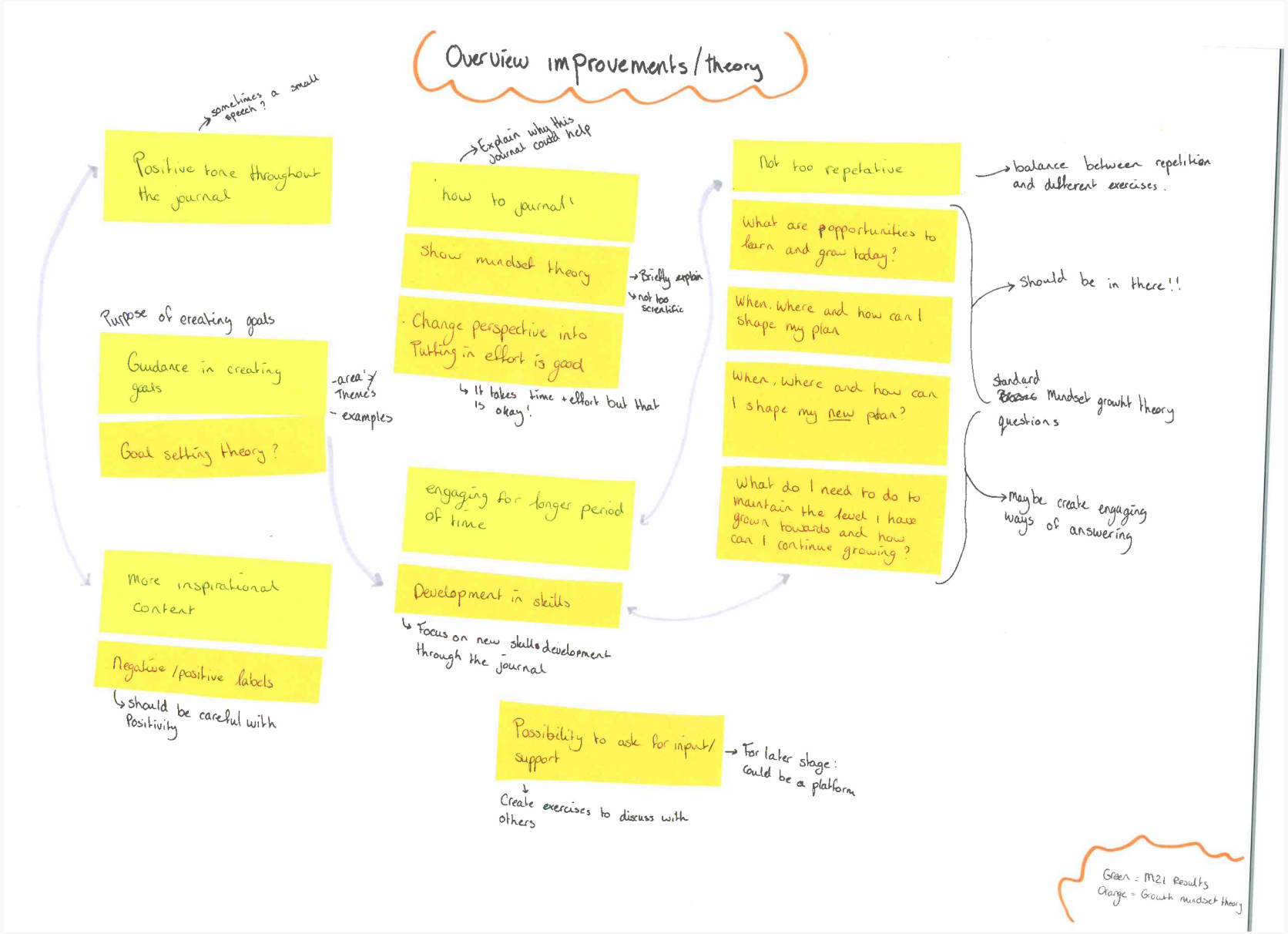
Assumptions	P1	P2	P3	P4	P5	Conclusion	Future step
People like to journal	Het was wel leuk om te doen. het was ook kort dus dat vond ik fijn. Even kort stilstaan. Ik heb het nu vier keer gedaan en toen werd het wel repetitief	Maar ik heb nog nooit gejournald dus dat moet je ook leren denk ik.	Bij mij voelt het denk ik ook per dag anders of het veel was of niet. Dat was nieuw maar ik vond het eigenlijk heel leuk. Ik vond de spiraal echt top. Dat vond ik echt een fijn begin van de dag dat je denkt, oh, het kan gewoon even tekenen en dan kom je er vanzelf wel om het al het uit te leggen.		wat heel veel sneller ging en leuker was. Dat voelde meer als journaling.	People enjoyed the journaling. The open format of the journal helped in making it enjoyable. However, for some the inexperienced journal participants they had to learn how to journal first and get used to the format.	It could be beneficial to not only focus in the onboarding on creating a goal but also guide people in how to journal.
The journal is inspiring	Dit is leuk om elke dag even naar te kijken en als je dan veel strenger of veel dieper focust dan moet je wel veel gemotiveerder zijn.		Ik zit ook even te denken. Ik heb niet per se gereflecteerd op wat ik beter had kunnen doen denk ik. Het was meer dat ik nadacht over welke dingen ik nu wel al had gedaan. Dus ik bleef wel in een positieve toon.			In combination with the assumption about positivity it could be argued that the journal is inspiring. However it was noticed that at first the encouragement from the journal was really high, and decreased throughout the journal.	In a longer version there is also more room to inspire people through questions or quotes.
The focus on learning is enough	Wel goed. Dan ga ik ook iets reflectiever nadenken over wat ik heb gedaan, dus dan gaat het niet per se over het klimaat vriendelijk zijn maar over hoe pas ik mijn gedrag aan. Ja dit, maar dat wist ik eigenlijk al', maar dat is wel een goede reminder.	Ik denk eigenlijk dat ik misschien zelfs wel op een dagelijkse basis bezig ben met het klimaat en dat ik heel graag dingen wil veranderen. Maar het voelt altijd dat wat je zou kunnen doen, niet echt groot genoeg impact maakt. Misschien dat het daardoor ook te veel en te grote stap voelde om dan de kleine dingen te veranderen, omdat dat toch minder impact had en dat dat dit boekje wel meer liet zien van 'oké, Waarom probeer je het niet gewoon om in ieder geval iets te doen'. Bij de derde dag en de vraag 'wat heb je geleerd?' dat gewoon iets uitproberen, niet echt kwaad kan, dus waarom doe ik dat dan niet meer in plaats van dat ik het alleen maar groot maak?	Ik vond wel de vraag van 'wat wil je leren' moeilijk, daar heb ik geen antwoord gegeven maar alleen 'oeh moeilijk' opgeschreven. Die vond ik echt lastig. Ja, bijvoorbeeld wat leer ik dan bijvoorbeeld over mezelf? Andere vragen gingen heel erg over hoe voel je je over het ging en wat je hebt geleerd? Hoe ervaarde je het? Misschien dat ik daar een beetje soort van andere kant op ging. Dus ik heb meer geleerd over het echt doen en niet theoretische kennis. Ik vond het erg leuk om even te merken dat je ook met kleine dingen wel iets kan bereiken. Inderdaad wel grappig om na te denken over wat bereik je dan echt, want dat weet je ook weer niet.	Ik had als goal meer recyclen en geen nieuw materiaal gebruiken. Wat wil je dan leren van how to live with zero waste? Is Misschien iets makkelijker? Ja dus ik was daardoor tijdens het eten en koken ook meer bewust van dat ik bepaalde dingen kon gaan gebruiken. over. Ik weet ook wel dat ik bij vraag 3 'wat heb je geleerd' wist ik niet zeker of ik iets had geleerd over het onderwerp. Dus ik denk dat het per dag kan verschillen hoe je je voelt of hoe je er tegen aankijkt. Ik denk dat ik juist een beetje meer heb geleerd om er meer bewust van te zijn in het dagelijks leven.	En ja, ik heb kleine dingetjes geleerd van het boekje. Ik schreef ook op dat ik me dat soms pas realiseerde als ik het moest opschrijven. Niet eens dingetjes over hoe makkelijk het is om eigenlijk iets te vinden in de stad wat ik anders online had besteld, maar ook dingetjes over mezelf. Over mijn houding richting het klimaat of gewoon in het algemeen tegenover ziek zijn bijvoorbeeld of zoiets, dus dat had ik ook al geschreven. Dat is wel een leuke reflectie.	Overall it helped people reflect and had an influence on their attitude.	

					was wel genoeg ruimte voor je gevoel maar die vraag voelt toch alsof er een bepaalde		
e to let go	Ik zag het niet heel erg als een andere vraag. Voor mij was de vraagstelling het gene wat het minder waardevol maakte	Maar het was ook al fijn om een soort van niet per se gedwongen, maar gemotiveerd te worden om dat groter dat te	Dan was ik inderdaad niet meer die kant op gegaan, maar dat is denk ik ook precies wat je wil, want dit laat ook zien hoe ik	De check in met het tekenen vond ik heel leuk, want daar ging ik echt even voor zitten en gewoon random dingen	En, ik vond ook wel dat het de creativiteit probeerden te stimuleren. Maar als mensen niet echt houden van tekenen	Overall people enjoyed the 'other' pages and used it as a room to put down their feelings.	For a lo should l one pag

The progress notes are nice to fill in and are accessible	Ik heb de progress notes dus gezien als kies elke dag een nieuw doel		de progress notes voelde het als even een update geven. De vraag lijkt heel groot terwijl het heel klein kan zijn.		Aan het einde merkte ik met de progress notes dat ik gewoon maar opschreef wat meteen in mij opkwam, wat heel veel sneller ging en leuker was. Dat voelde meer als journaling. Maar ergens voelde het boekje ook weer zo positief dat ik bij de vraag 'what steps have you taken' en ik geen stappen had gezegd het stom voelde om dat op te schrijven maar uiteindelijk wel heb gedaan. Er was wel genoeg ruimte voor je gevoel maar die vraag voelt toch alsof er een bepaalde	They were received pretty well. They were easy to fill in and did not take too long. People wrote down what they have learned and reflected on that even if it was not always positive.	
The extra assignments help people to let go and be open for new things	Ik zag het niet heel erg als een andere vraag. Voor mij was de vraagstelling het gene wat het minder waardevol maakte maar een ander soort formulering zou het wel leuk maken.	Maar het was ook al fijn om een soort van niet per se gedwongen, maar gemotiveerd te worden om dat groter dat te uiten.	Dan was ik inderdaad niet meer die kant op gegaan, maar dat is denk ik ook precies wat je wil, want dit laat ook zien hoe ik me voelde.	De check in met het tekenen vond ik heel leuk, want daar ging ik echt even voor zitten en gewoon random dingen tekenen. Ja, ik zou het niet elke dag doen, maar wel om de zoveel tijd. Misschien iedere week? Dan kan je aan het einde van de week ook reflecteren hoe het is gegaan, net zoals met die plant opdracht, daar kan je vooruitgang in zien.	En, ik vond ook wel dat het de creativiteit probeerden te stimuleren. Maar als mensen niet echt houden van tekenen vroeg ik me wel af wat ze zouden gaan doen. Maar ik vond het een leukere opdracht dan het schrijven zelf eigenlijk omdat het gewoon leuk is om te doen. Ik wil alleen nog over de check-in zeggen dat ik het wel leuk zou vinden om het vaker te doen, maar dan misschien maar één opdracht in plaats van twee en dan dat een beetje verspreiden door het journal voor de afwisseling.	Overall people enjoyed the 'other' pages and used it as a room to put down their feelings.	For a longer journal the frequency should be different. And maybe only do one page instead of two.
It is not too difficult to think of a goal	Ik denk dat het verwarrend was dat ik hier al heel concreet een doel stelde en dat ik daarna steeds nieuwe doelen opzet. Dit zie ik als een beetje het week doel en dan dit zie ik als de dagdelen. Voor mij helpen voorbeelden gewoon heel erg. Als ik hiermee langer door was gegaan dan moest ik wel gaan googlen van wat ik daarna kan doen. Dus ik had wel wat voorbeelden kunnen gaan gebruiken	Nou, toen ik ermee startte werd ik eigenlijk een beetje angstig. Want ik merkte dat ik bijvoorbeeld bij de vraag van of je al dingen doet, want ik wil eigenlijk mijn doelen stellen op de op basis van wat ik al ook al had gedaan. Tot ik het moment nam om te kijken van wat internet zijn, wat je kon doen en wat ik dan al had gedaan. Toen had internet van zulke laagdrempelige dingen gezegd, waarvan ik dacht, oké, Ik ben niet zo slecht bezig eigenlijk. En toen werden de doelen iets makkelijker. . Ik denk dat ik het dan te groot zie en denk 'oh god, ik moet meteen de hele wereld redden'. Ik weet niet of jullie dat ook voelde, maar ik denk dat het dan ook ergens zou helpen om te kijken wat ook kleinere veranderingen kunnen zijn die nog steeds	Wel grappig, ik hoorde jou ook wel zeggen dat je ook online had gekeken. Dat ging ik na een tijdje ook doen en toen vroeg ik mij af of ik online mocht kijken of dat ik het allemaal al moest weten.	Ik denk wel dat je een voorbeeld kan geven in hoe groot een doel zou kunnen zijn. Dus dat was al een klein voorbeeld van wat ik kon veranderen en dat vond ik wel fijn.	Ik vind ook het voorbeeld van minder afwaswater ook fijn. Dat is net iets anders dan wat je meteen op internet vindt van minder auto nemen enzo, dat zullen allemaal zo mainstream, dus ik probeerde ook iets te vinden wat dan iets anders was. Dus ik wilde me focussen op kerst inkomen en dan minder op internet bestellen maar meer lokaal kopen. Dus ik was heel blij met dat doel maar daarna was mijn creativiteit wel weg en kon ik alleen maar aan dingen zoals vegetarisch eten denken.	It was clear that in the goal setting people eventually got to a goal, but that they would have liked to receive more support in this such as examples, or area's to look into. Also making use of the internet felt for some normal and for some as cheating.	

This is an engaging way of working on climate adaptation	Het was ook wel duidelijk dat het om kleine stapjes ging en niet ineens hele grote dingen. Ik vind het ook leuk dat je het climate friendly noemt, want dat geeft al een hele andere lading dat duurzaam bijvoorbeeld. Ik vind dit veel empatischer en dat spreekt mij erg aan.	En je bent is staat meer stil op wat je wel bereikt. En ja, dat doe je tot nu toe niet echt. Je krijgt meer artikelen je hoofd ingestampt dat je dit moet doen en dan weet je dat, maar die laat je ook weer gaan.	Je wordt even bewust van alle kleine beetjes helpen of zo. Ik vond het leuk dat doordat je zelf dingen opschrijft, het wel iets meer in je eigen handen voelt. Misschien heel vaag, maar het voelt altijd zo ongrijpbaar. Nu denk je, oh, fijn dat ik iets heb opgeschreven en er ja, dat het vanuit jezelf is gekomen. Je krijgt wel begeleiding maar je doet het zelf.	Ja Ik vind het ook wel fijn dat je juist een beetje zelf reflecteert en dan die concrete stap van 'what steps have you taken' vond ik erg fijn. Omdat je dan ook kleine dingen erin kan zetten en erop terug kan kijken. Ik denk dat ik de tweede pagina soms wat lastiger vond om te bedenken en me eraan te houden. Want 'what is your next step' heb ik veel opgeschreven maar niet echt dingen opgezocht.	Ja, ik had opgeschreven dat het makkelijker was dan ik dacht. Het boekje maakte me wel bewust en ik probeer er ook positief over te zijn. Het voelde eerst alsof je eens wat hebt bereikt, ze zo voelt het voor mij, terwijl bij andere klimaat oefeningen dan lees je er wel over en heb je het bewustzijn maar doe je er niet echt iets mee.	It can be concluded that among these participants the approach was well received. People were more aware of how small efforts are also important and that it was an active way of working with climate change.	
The journal is positive -> gives people an optimistic feeling	Ik vond het ook een hele vriendelijke journal, Het is iets wat ik dan doe voor mezelf, maar het is ook fijn dat een ik soort van die waardering terugkrijg door het boekje dus dat vond ik heel leuk		Dus na dat verhaaltje dacht ik in plaats van dat ik heel hard werken voelde het meer positief. Dus dat was fijn. De 'Yes' heb ik erbij geschreven. Later in het boekje was de toon nog steeds positief, maar de aanmoediging voelde het minder.	Volgens mij begon ik gewoon ook heel enthousiast de pagina's door te bladeren	ik heb ook 'I am excited' erbij gezet.	It is clear that the aesthetic and the tekst style was received positively.	

C. Ideation for journal version 2



EXTRA

Visualize growth

Check-in plant-page → Development

↓

Include in reflection?

Goal brainstorm

write down a nice vegetarian/plant-based recipe and cook it for someone

Emotion curve

Quotes → 2pages?

What in nature do you appreciate

Initiatives → good news

Things you can support

What are vegetables and fruits of this month?

Empty space to just express

What can you change and what not

What are you concerns regarding the future and the climate?

'Why do you want to work on your lifestyle?'

What is going well? What remains a struggle?

Talk to someone about your goal.
How was the conversation? → Ask this in next Progress notes

→ give this as assignment at the end of progress notes

~~Who are people~~ Who you can learn from regarding climate-friendly lifestyles?

Different levels in Extra assignments
↳ start small / easy
• Insta

W1
① What are things that you already have changed
② What do you appreciate in nature
③ Why do you want to work on becoming C-F
④ What have you recently heard about CC
↳ ~~share~~

W2
① Talk to someone about your goal
② What did you discuss? What was their response
③ ~~Who is~~ From who (in your network) can you learn something about sust.
④ Express in colour etc. how you are doing

W3
① Draw what is going well
② Draw what remains a struggle
③ Emotion curve ④ Draw your concerns regarding CC and the future

W4
① Look for a new fact
'veggie of the month :)
② Tell someone about this fact
③ ~~What did you learn so far~~
How is it going?
④ Draw your development

W5
① Draaw your favo plant based food
② Who do you often eat dinner with?
↳ invite them to eat your favo Plant-based food
③ Share your favo recipe ~~on~~ with the community
④ What are the veggies of upcoming month? what can you make with them

maybe at the back and refer to that in 'How this journal works'
→ where do i explain insta?

D. Recruitment messages

Dear,

During demoday we had an interesting conversation about my project 'becoming climate-friendly - a transition journal', where you expressed that you would be willing to participate in research activities related to this project.

I am e-mailing you to ask if you are still interested in participating in my upcoming user-study. I have worked on a new and improved version of the transition journal and I am looking for participants who want to try this out.

The research will exists out of two activities. Using the journal for 3 weeks and a questionnaire about your experiences. The journal should be used at least 3 times a week and takes around 10 - 20 minutes.

More information can be found in the added consent form. If you would like to participate, please fill in this form: https://forms.office.com/e/djkx4suteG and send me the signed consent form.

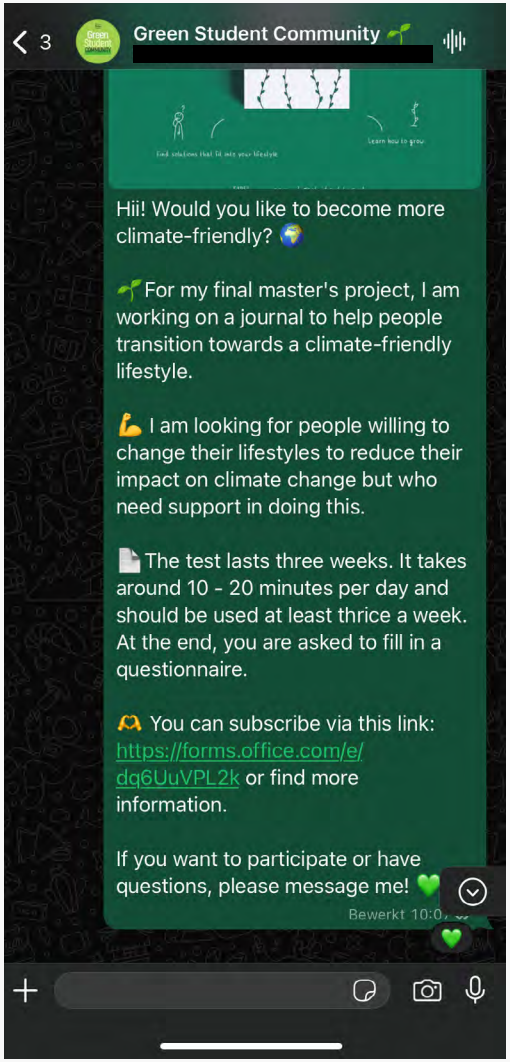
If you have any questions please let me know.

Kind regards,

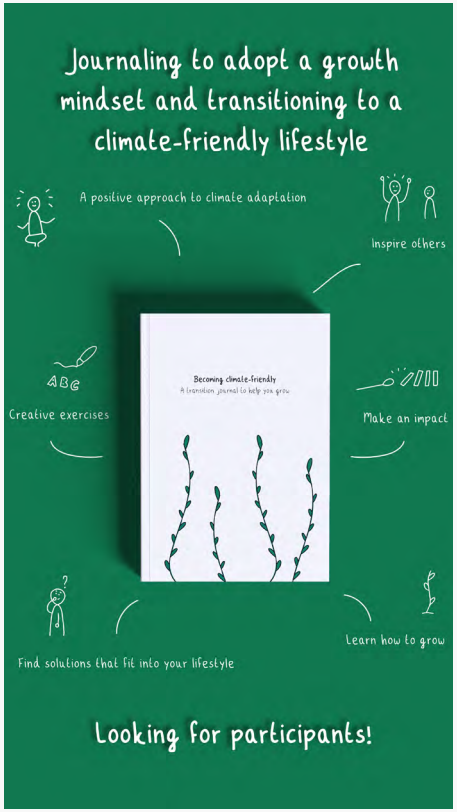
Vere Vreeswijk
Master student Industrial Design
Eindhoven University of Technology

Did you know that 73 emails are equal to 1 kg of CO_2 [1]? That is why I am trying to limit my emails. Every effort helps the planet.
[1] Godin, S. (2022). De klimaatalmanak (1st ed.). Haystack.

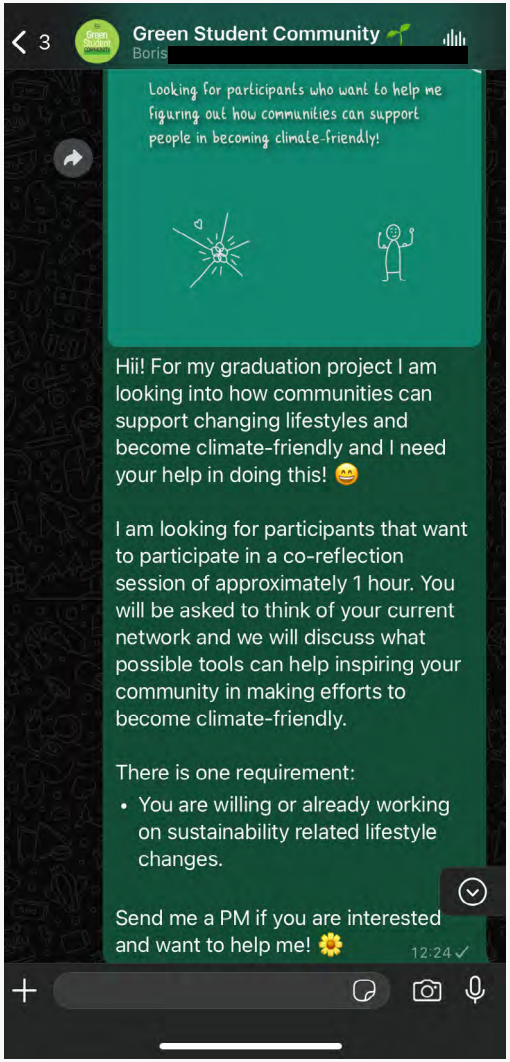
For the journal-test



For the journal-test - Instagram



Co-reflection



E. User test package

E1. Start envelope

Explanation message

Dear,

Thank you so much for helping me improve my product by participating in this test. In this letter, I will explain how the test will look. The test will consist of three steps:

1. You will read through this letter and position yourself on the added matrix in this envelope.
2. You can read in the journal and start journaling! It is important to note that at the beginning of the pages, there is quite some text with how-to's, so make sure you take some time for that.
3. You will fill in a questionnaire.

I have also included a nice plant-based snack you can enjoy whenever you like! :)

After three weeks, you can open the envelope with 'end', which will inform you how to finalize the user test. When you have finished the end survey, you can include everything in the box again and mail it back to me with the return label.

Lastly, there are some assignments related to Instagram. You can send these assignments to Instagram @becomingclimatefriendly through DM. They will be posted anonymously.

The account is managed by me (the researcher), and no one else has access, so it is not visible to the people who submitted the content. Of course, the content will be checked before posting to ensure nothing is posted against the Instagram guidelines. Following the account or responding to other posts is not mandatory; only if you would like to do that!

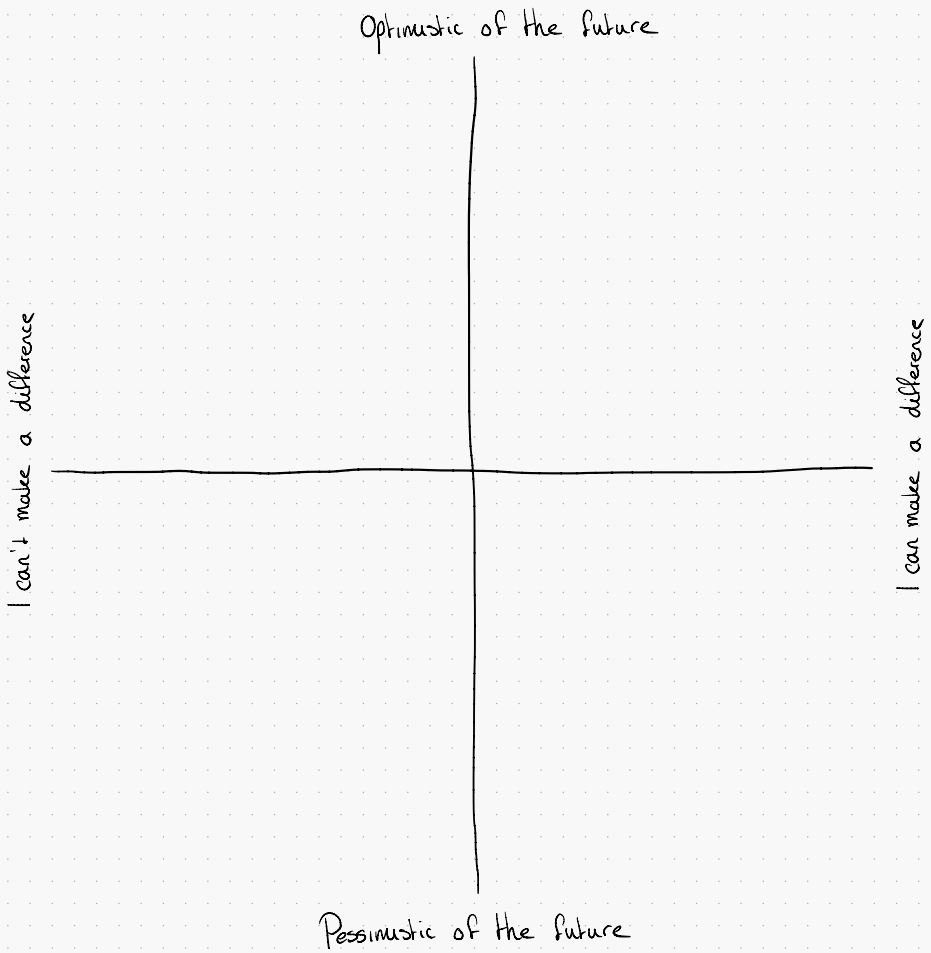
I hope I have informed you properly. If you have any questions, please send me a message through Instagram or to v.vreeswijk@student.tue.nl.

Good luck and have fun!

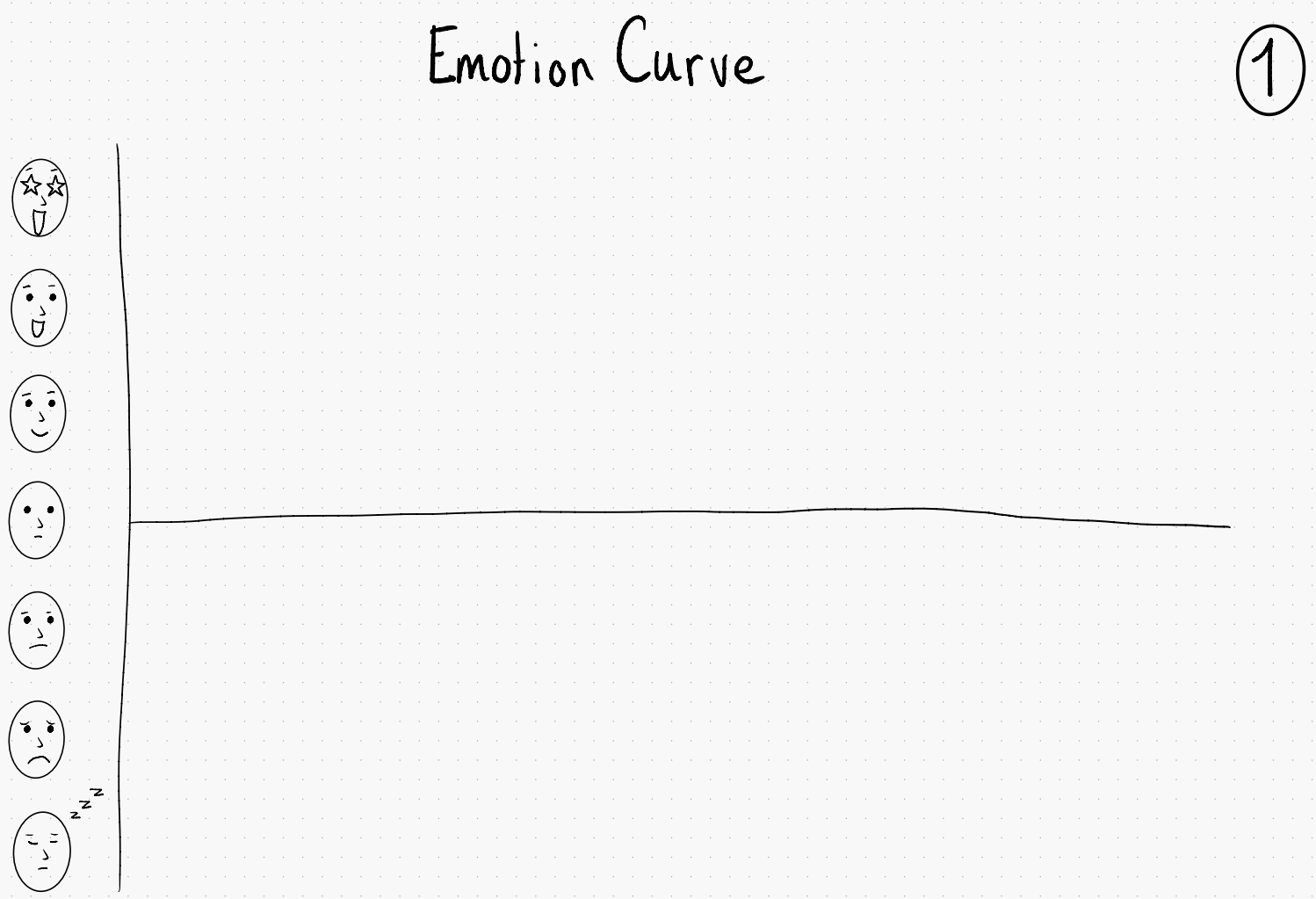
kind regards,

Vere Vreeswijk

Mindset

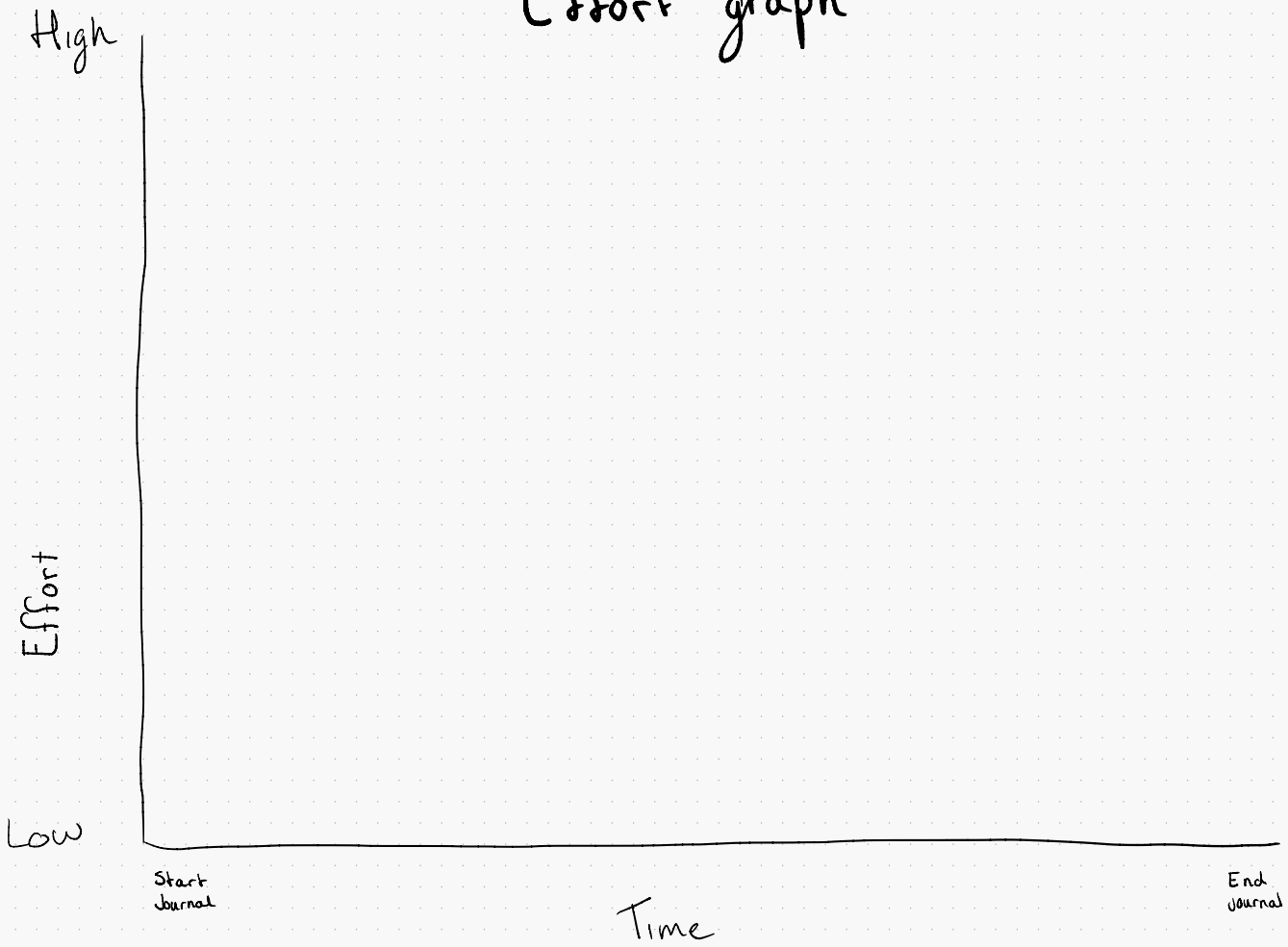

Optimistic of the future
I can't make a difference
I can make a difference
Pessimistic of the future

E2. End envelope



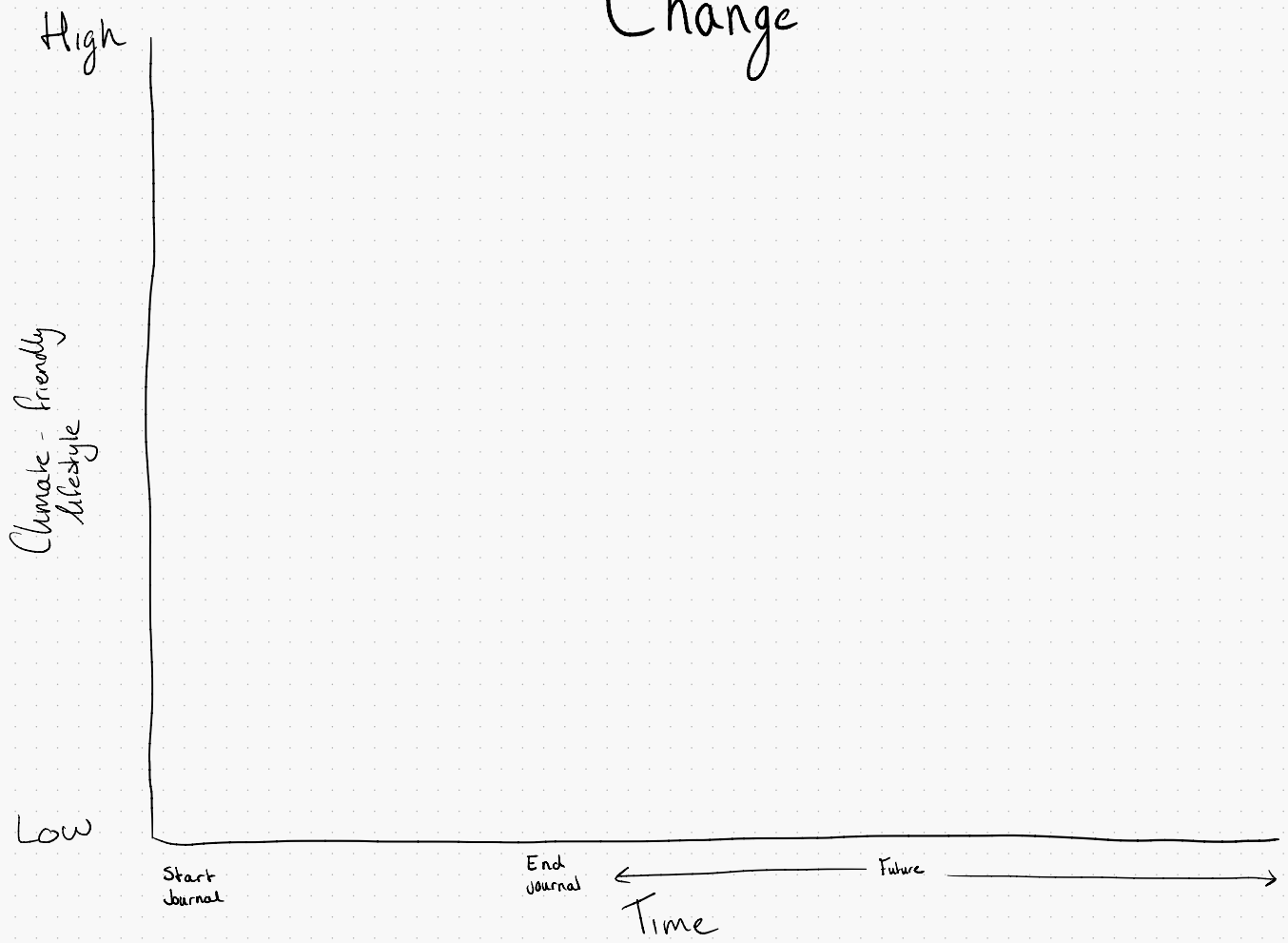
Effort graph

(2)



Change

3


High
Climate - friendly lifestyle
Low
Start journal
End journal
Future
Time

Thank you for using the journal the past three weeks. I am curious to know more about your experiences. In this envelope you see a few more sheets of paper which will be used in the questionnaire. You can find the questionnaire via the QR code or the URL.

Once you have finished the questionnaire you can open the envelope 'return'

Or go to:
https://forms.office.com/e/uAabuc86vp

E3. Return messages

Return

Thank you for successfully completing this user-test! We have arrived at the final step, the return of the package.

As discussed, you can give this to me on the campus university. You can send me an email to inform me when and where I can pick it up. You only need to return the journal! The other paper assignments should be submitted via wetransfer to me, so therefore, not needed to include in the envelope.

Thank you so much!
If you have any other comments on this study, please let me know through email or include in the package.

Return

Thank you for successfully completing this user-test! We have arrived at the final step, returning the package. As discussed, you can send this package to me.

In this envelope 4 post stamps are included. You need to put all 4 post stamps on the package, add my address and hand it in at a regular mailbox.

You only need to return the journal! The other paper assignments should be submitted via wetransfer to me, so therefore, not needed to include in the envelope.

Thank you so much!
If you have any other comments on this study, please let me know through email or include in the package.

Please return to:

Vere Vreeswijk

[redacted]

F. User test survey

Post user-test questionnaire - becoming climate-friendly journal

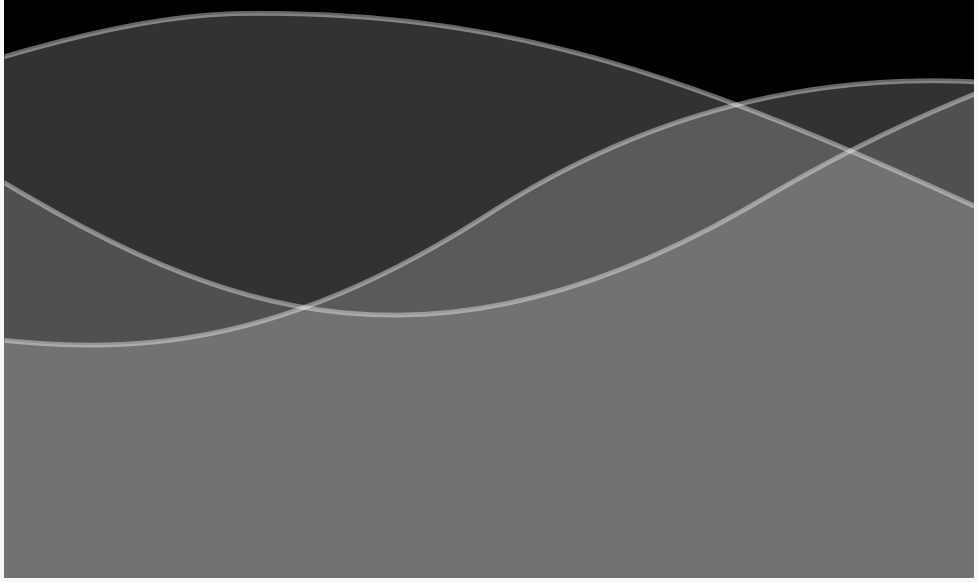
Thank you for participating in this user test. I would like to learn more about your experiences with the journal. Please share your thoughts as extensively as possible and explain the reasoning behind your answers.

In the envelope, you also found multiple assignments necessary to use for this questionnaire. Make sure that you have something to write with. These assignments are referred to with 'paper assignment'.

** Note: this form works best via your laptop. When leaving the form on your phone before finalizing it might not remember your answers.*

* Vereist

1. What is your participation key (included in the envelope) *



Engagement

2. **Paper assignment:** Please take sheet nr. 1 and draw the emotion curve of your engagement with the journal throughout this test. *You can also add words in the curve*

3. Can you explain your emotion curve? Why did it stabelize, increase or decrease? *

4. **Paper assignment:** Please take sheet nr. 2 and draw the amount of effort over time

5. Can you explain the amount of effort you put in the journal? Why did it feel like a minimal or high effort? *

6. What kept you engaged with the journal? Why? *

7. When did you feel less engaged with the journal? Why? *

8. Can you tell me how you used the journal? Did you have a specific moment to journal? Did you have a certain ritual etc.? *

9. Is there anything else you would like to share about your engagement with the journal? Could also be about ways to improve it or things you missed.

Mindset

10. **Paper assignment:** In envelope day 1 you filled in a card about mindset *(the matrix with optimistic/pessimistic etc.)*. Grab that card and reflect on if you are still positioned the same or if you have changed *(please mark your starting and end position)*.

11. Explain why you have or haven't changed. *

12. Did the journal change your feeling of capability of transitioning your lifestyle into a climate-friendly one? Why? *

13. Do you think there has been a shift in your mindset because of using the journal? Why? *

14. Have you noticed a change on your perspective of climate change? How? *

15. Any other thoughts you want to share related to mindset

Becoming climate-friendly

16. **Paper assignment:** Please take sheet 3 and draw in the curve how your lifestyle has become more climate-friendly and how this will continue in the future

17. Do you think you can become more climate-friendly? Why? *

18. Will you continue making improvements in your lifestyle to become climate-friendly? Why? *

19. Are there any other thoughts you want to share related to becoming climate-friendly?

Ending

Thank you for your participation in this user-test. Please include the journal and any other material used in the study and return the journal to me with the postal label included in the box. If you have any questions, feel free to send me an email through v.vreeswijk@student.tue.nl

24. I would like to be contacted for future tests related to this design project *

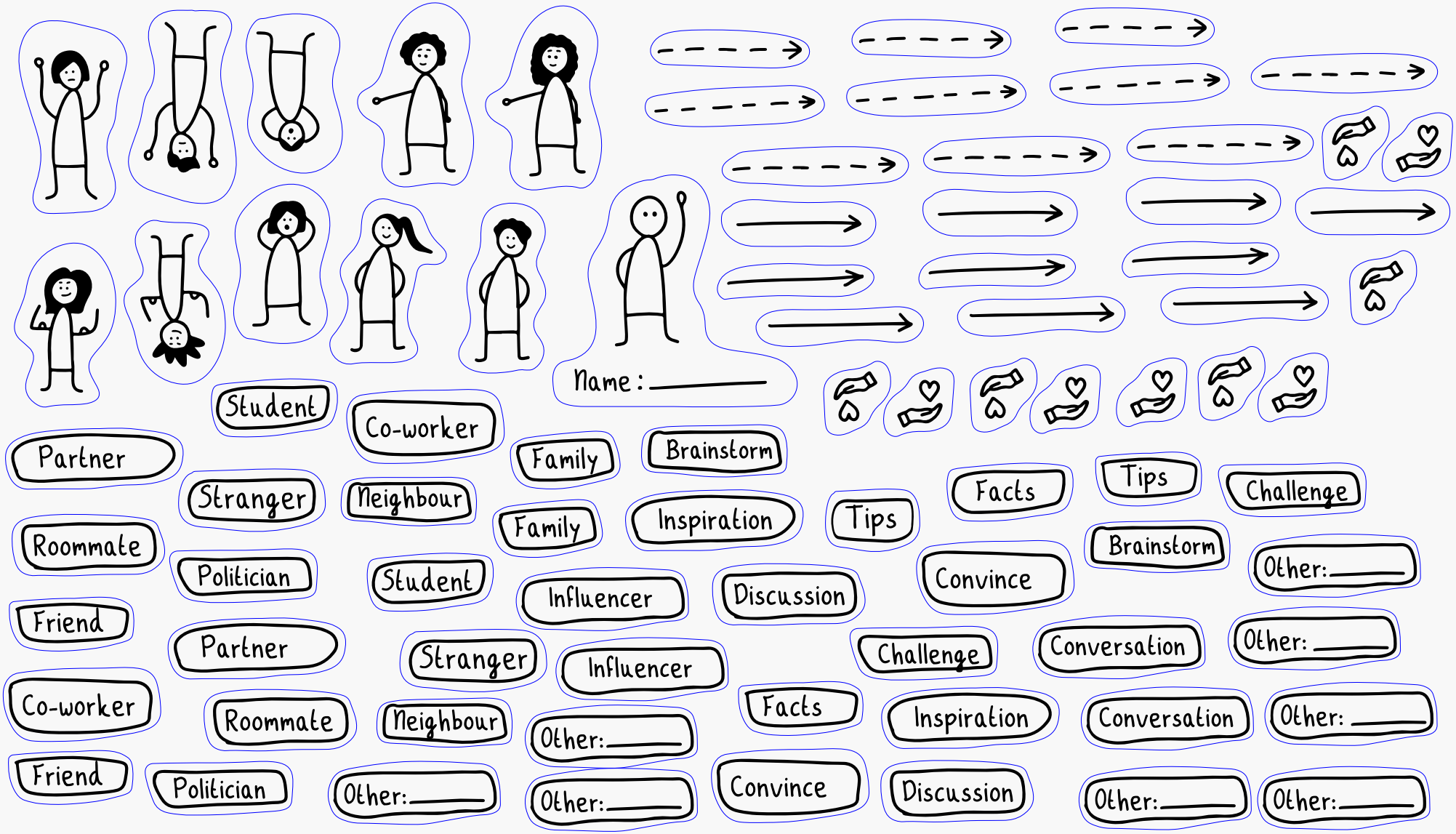
- ◯ Yes
- ◯ No

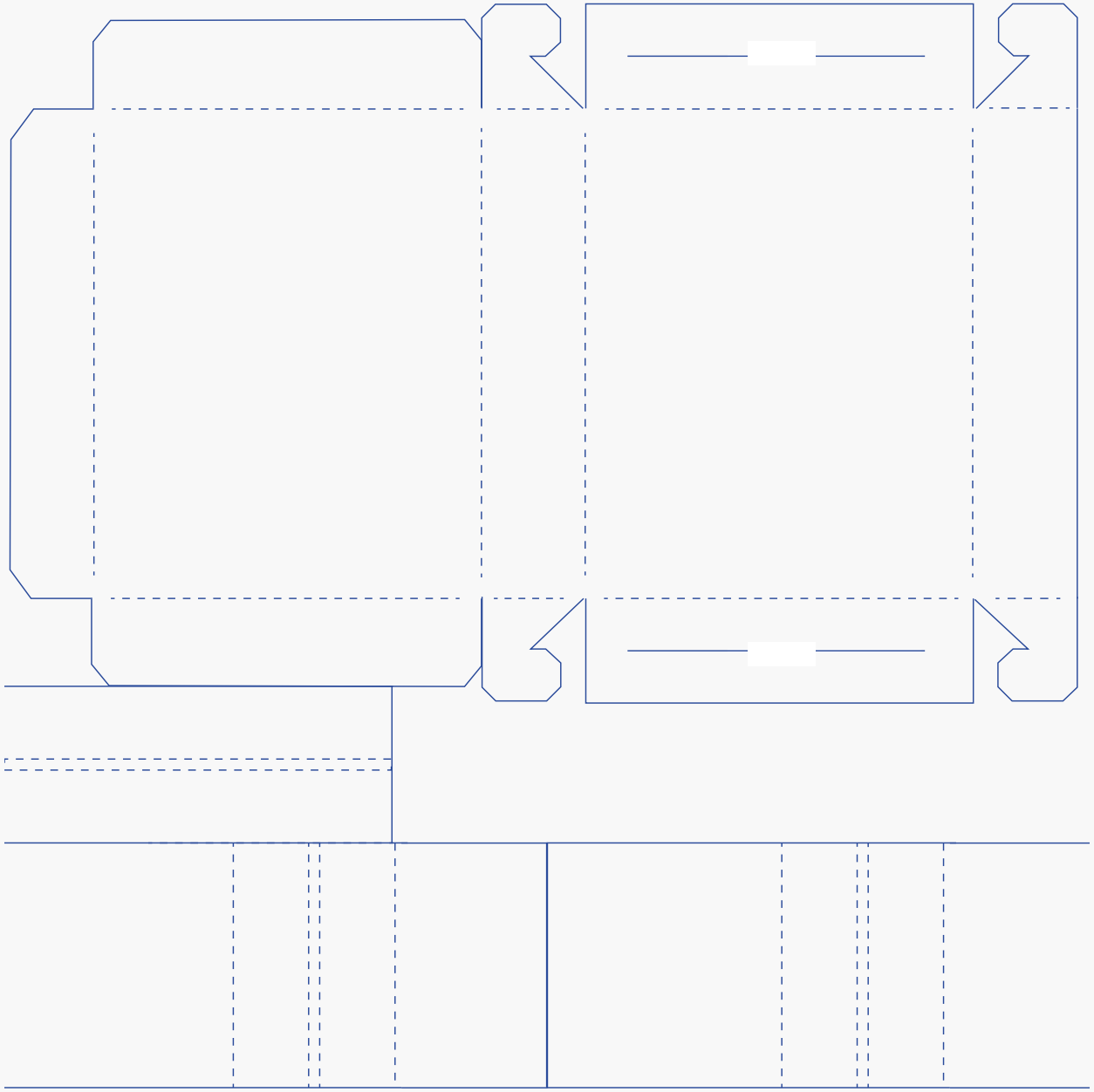
25. Please leave the e-mailadres I can contact you on again if you want to participatie in future tests.

Deze inhoud is niet door Microsoft gemaakt noch goedgekeurd. De gegevens die u verzendt, zal worden gestuurd naar de eigenaar van het formulier.

Microsoft Forms

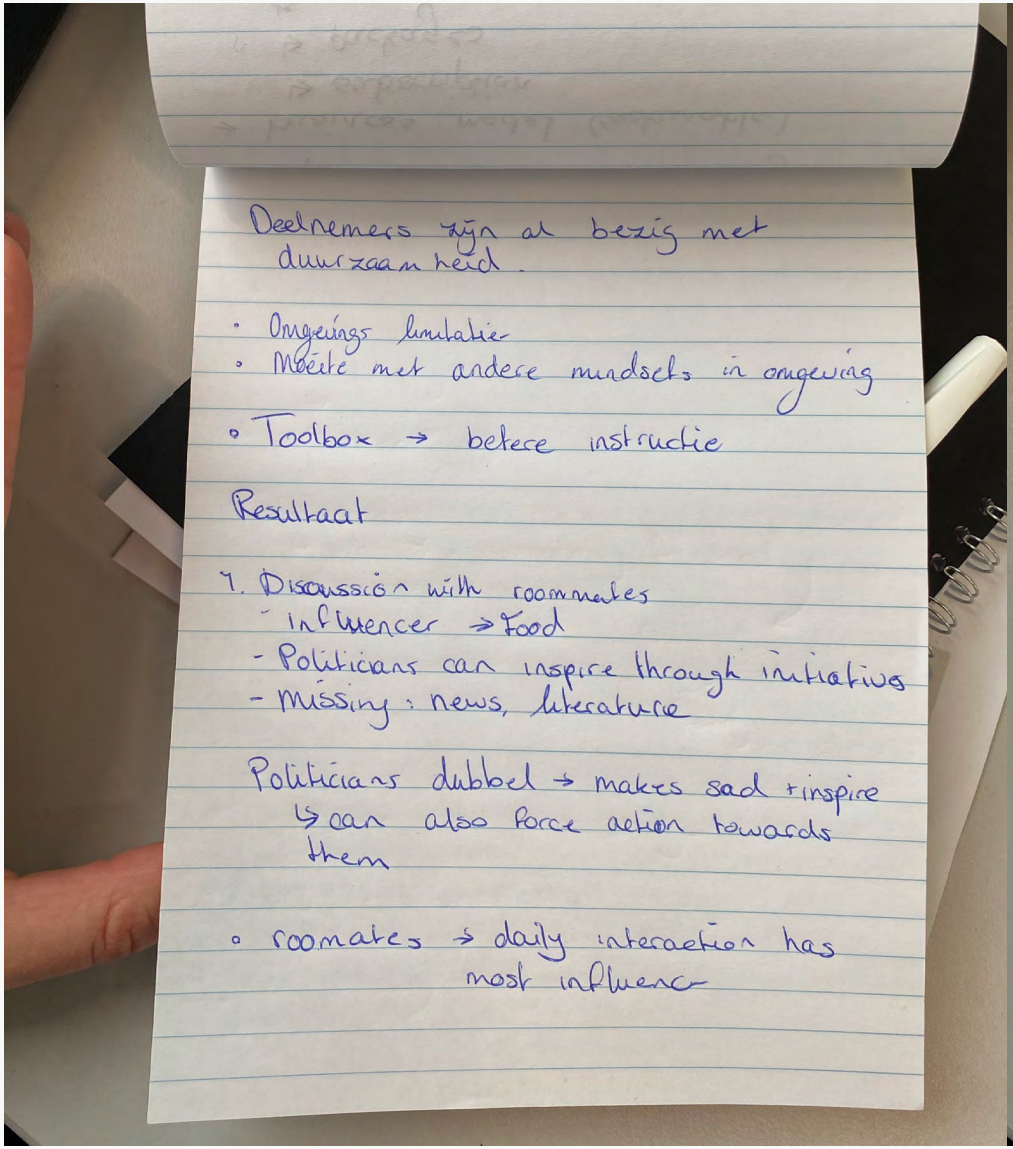
G. Laser cut files





H. Session notes

H1. Session 1



Deelnemers zijn al bezig met duurzaamheid.

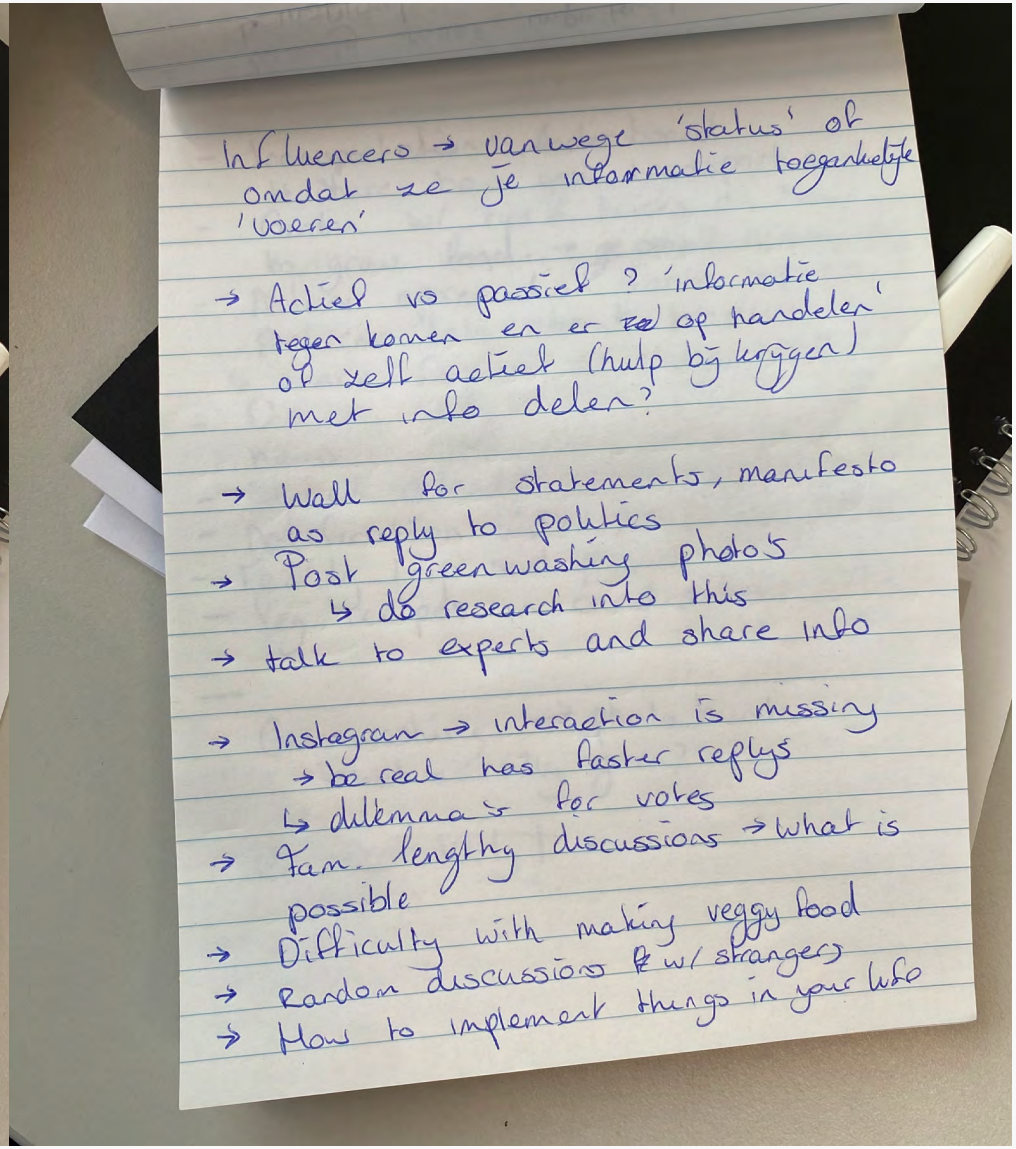
- Omgevings limitatie
- Moeite met andere mindsets in omgeving
- Toolbox → betere instructie

Resultaat

1. Discussion with roommates
   - Influencer → Food
   - Politicians can inspire through initiatives
   - missing: news, literature

Politicians dubbel → makes sad + inspire
↳ can also force action towards them

- roomates → daily interaction has most influence

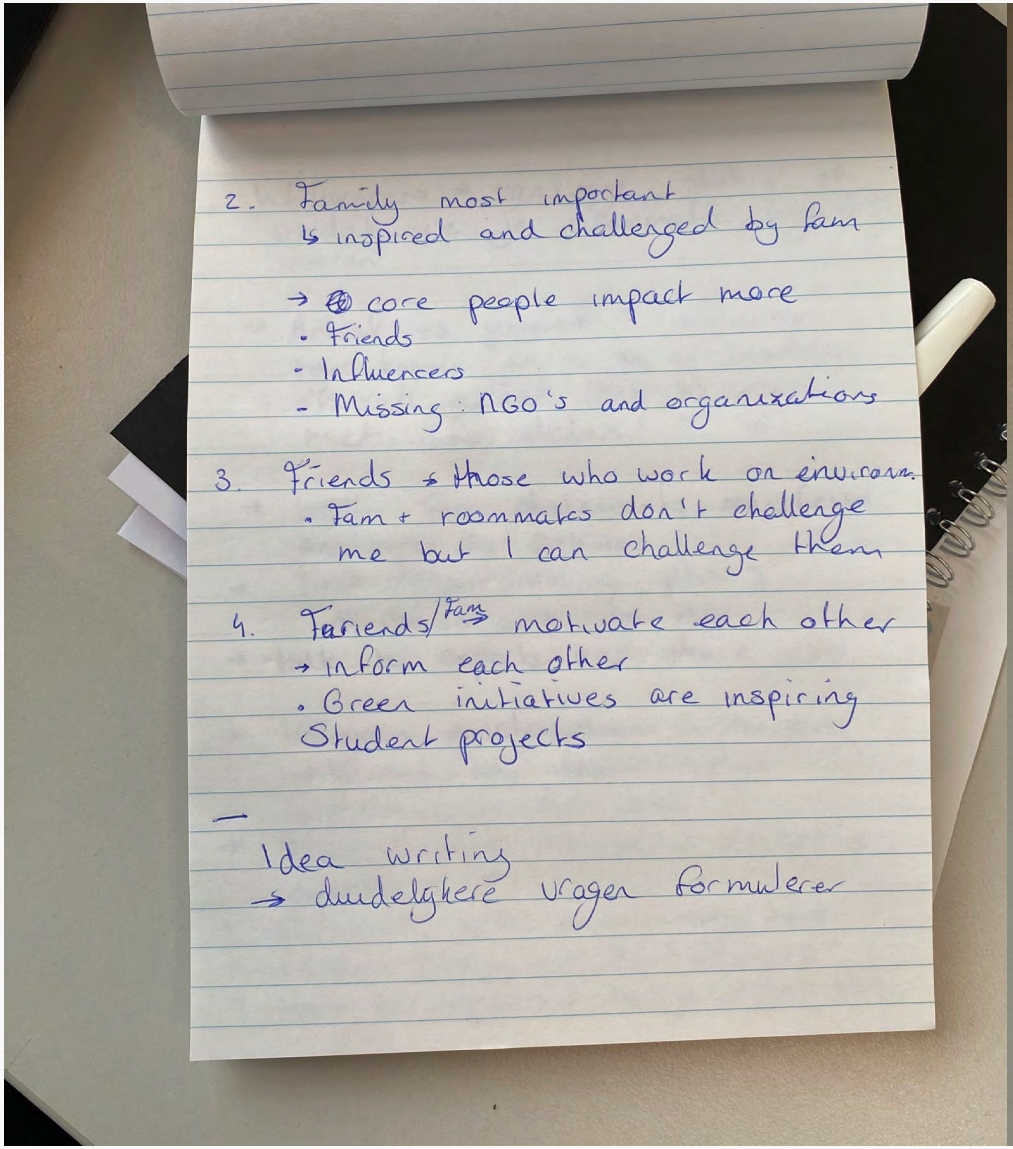


Influencers → vanwege 'status' of omdat ze je informatie toegankelijk 'voeren'

→ Actief vs passief? 'informatie tegen komen en er op handelen' of zelf actief (hulp bij krijgen) met info delen?

→ Wall for statements, manifesto as reply to politics
→ Post greenwashing photo's
↳ do research into this
→ talk to experts and share info

→ Instagram → interaction is missing
→ be real has faster replys
↳ dilemma's for votes
→ Fam. lengthy discussions → what is possible
→ Difficulty with making veggy food
→ Random discussions w/ strangers
→ How to implement things in your life



2. Family most important
↳ inspired and challenged by fam

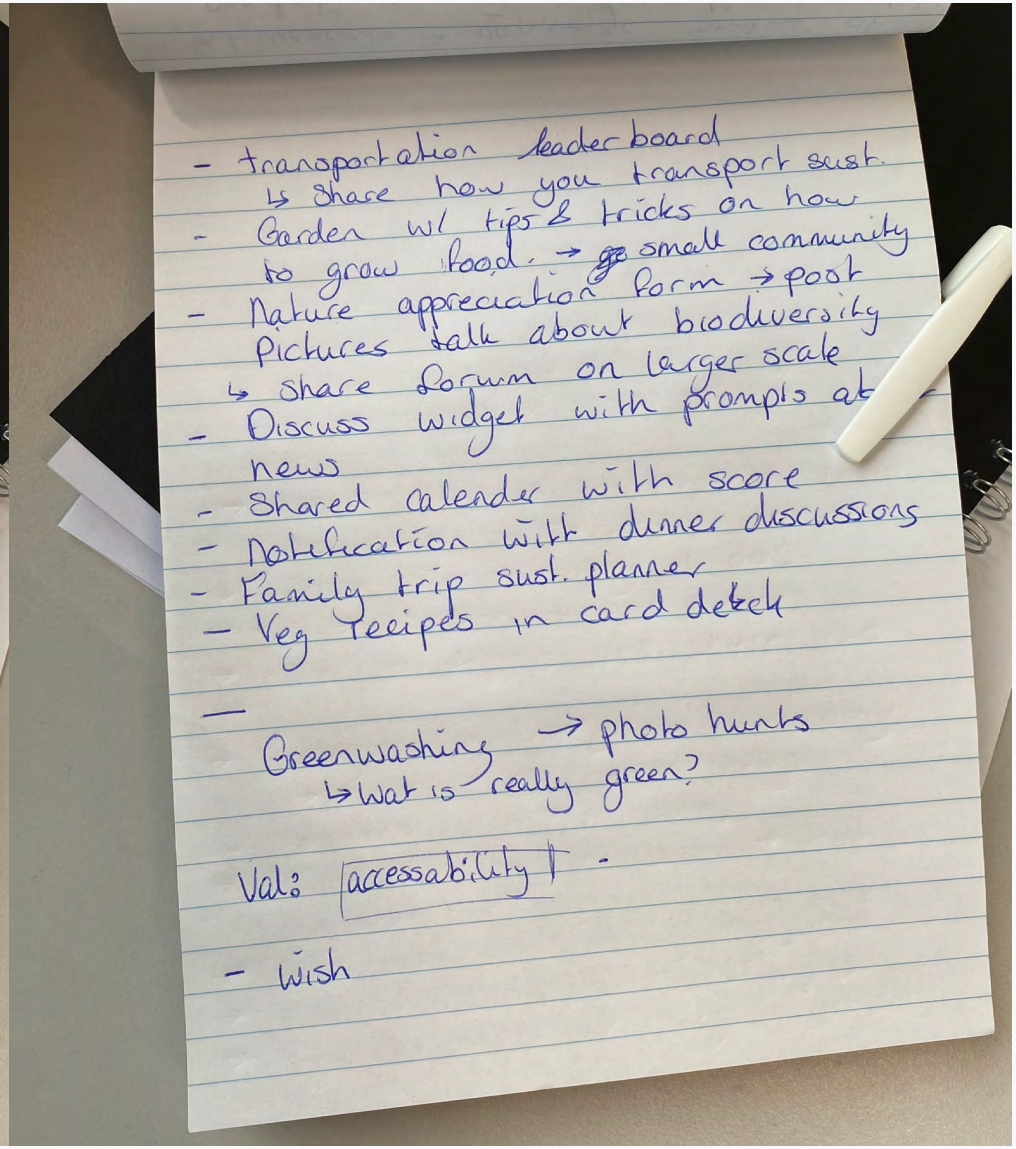
→ core people impact more
- Friends
- Influencers
- Missing: NGO's and organizations

3. Friends → those who work on environm.
- Fam + roommates don't challenge me but I can challenge them

4. Friends/Fam → motivate each other
→ inform each other
- Green initiatives are inspiring
Student projects

—

Idea writing
→ duidelijkere vragen formuleren



- transportation leaderboard
↳ share how you transport sust.
- Garden w/ tips & tricks on how to grow food. → small community
- Nature appreciation form → post pictures talk about biodiversity
↳ share forum on larger scale
- Discuss widget with prompts ab... news
- Shared calender with score
- Notification with dinner discussions
- Family trip sust. planner
- Veg recipes in card deck

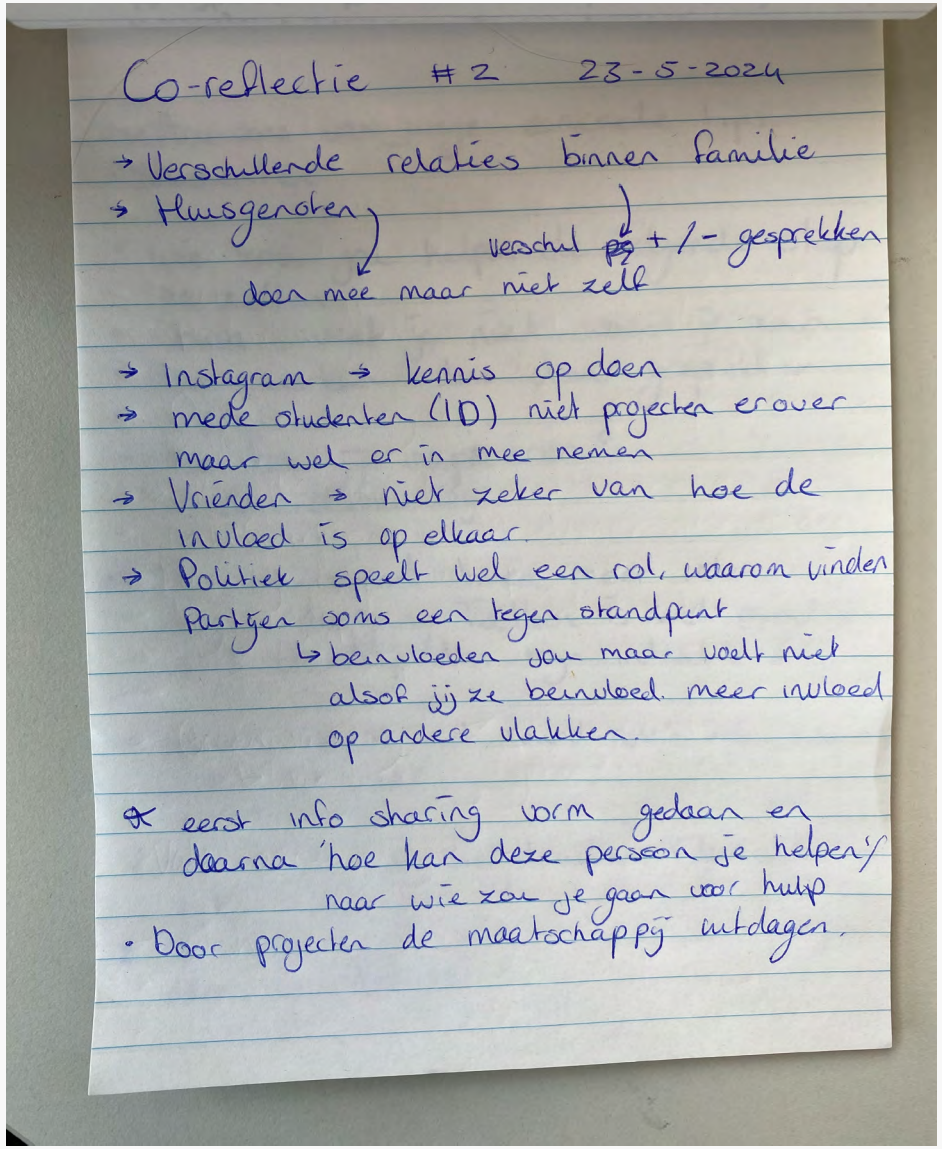
—

Greenwashing → photo hunts
↳ wat is really green?

Val: accessability !

- wish

H2. Session 2

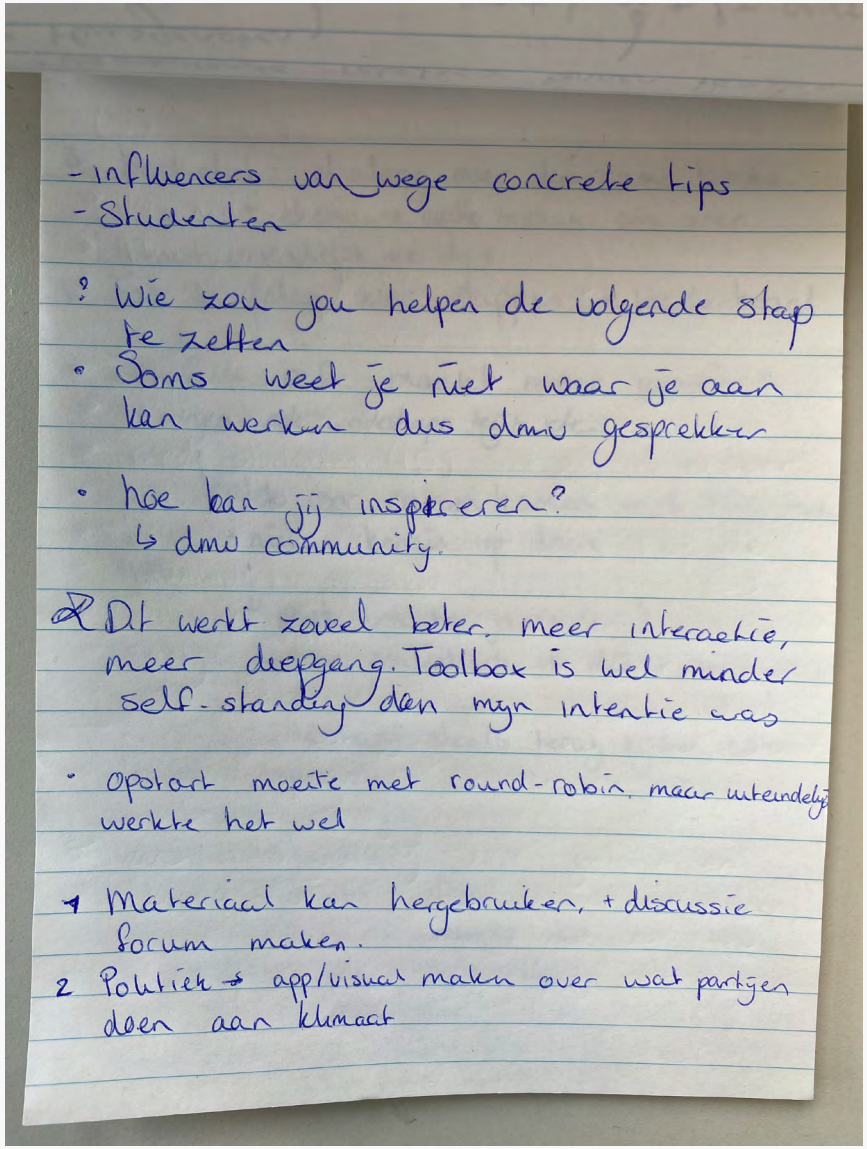


Co-reflectie #2 23-5-2024

→ Verschillende relaties binnen familie
→ Huisgenoten
doen mee maar niet zelf
verschil +/- gesprekken

→ Instagram → kennis op doen
→ mede studenten (ID) niet projecten erover maar wel er in mee nemen
→ Vrienden → niet zeker van hoe de invloed is op elkaar.
→ Politiek speelt wel een rol, waarom vinden Partijen soms een tegen standpunt
↳ beinvloeden jou maar voelt niet alsof jij ze beinvloed. meer invloed op andere vlakken.

* eerst info sharing vorm gedaan en daarna 'hoe kan deze persoon je helpen'/ naar wie zou je gaan voor hulp
• Door projecten de maatschappij uitdagen.



- influencers van wege concrete tips
- Studenten

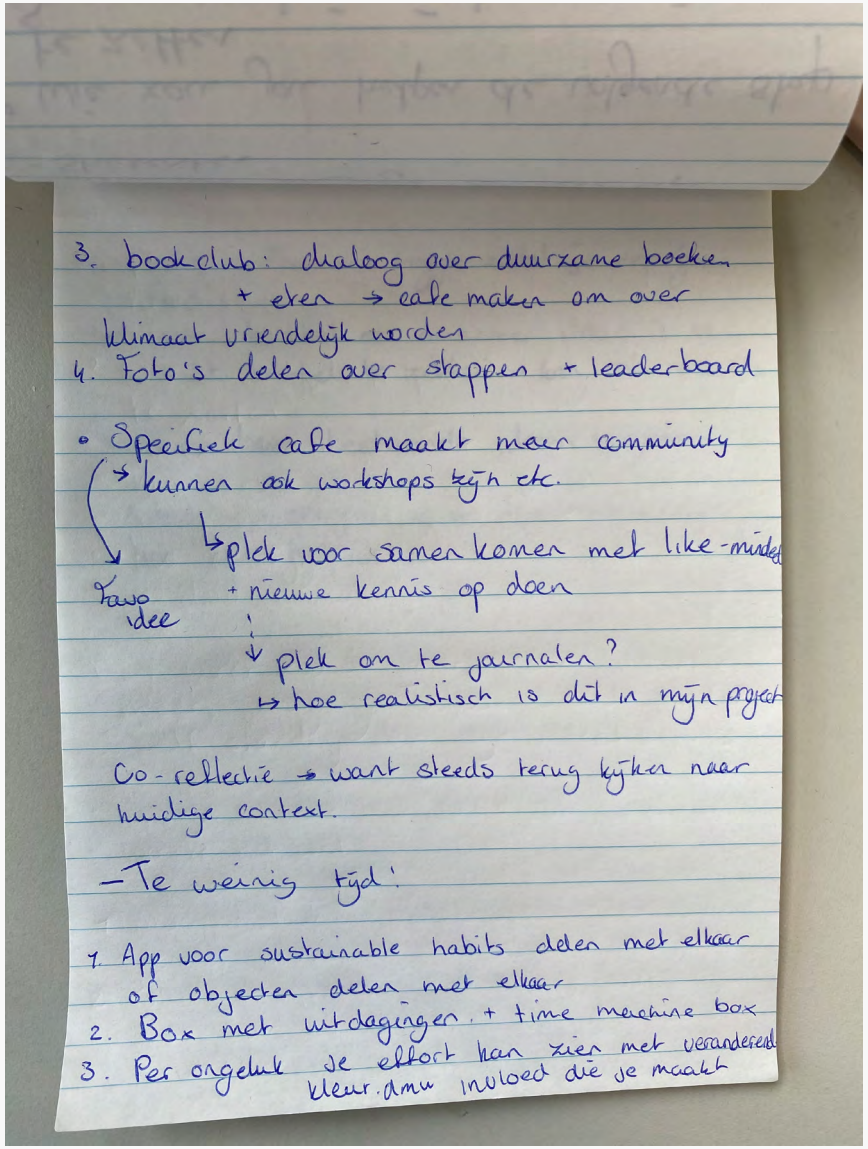
? Wie zou jou helpen de volgende stap te zetten
• Soms weet je niet waar je aan kan werken dus dmv gesprekken

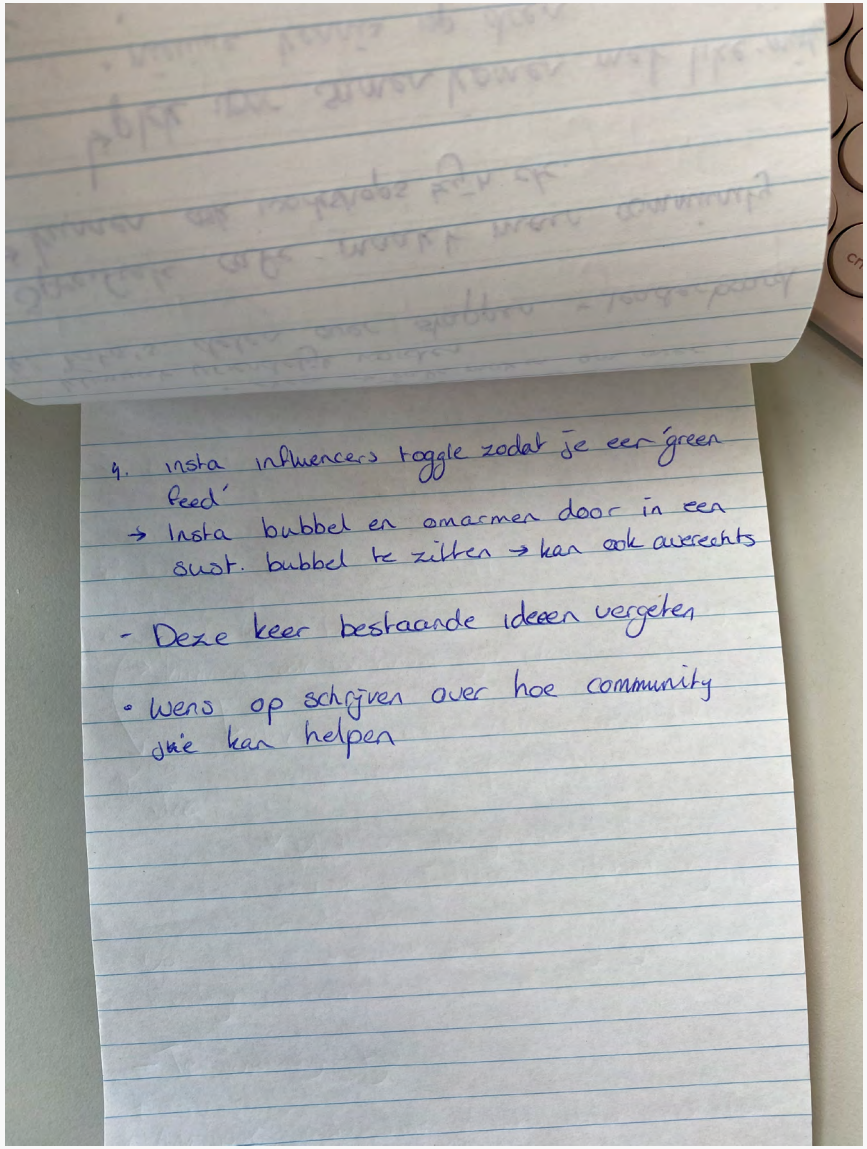
• hoe kan jij inspireren?
↳ dmv community.

Dit werkt zoveel beter. meer interactie, meer diepgang. Toolbox is wel minder self-standing dan myn intentie was

• opstart moeite met round-robin, maar uiteindelijk werkte het wel

1 Materiaal kan hergebruiken, + discussie forum maken.
2 Politiek → app/visual maken over wat partijen doen aan klimaat


3. bookclub: dialoog over duurzame boeken
+ eten → cafe maken om over
klimaat vriendelijk worden
4. Foto's delen over strappen + leaderboard
• Specifiek cafe maakt meer community
→ kunnen ook workshops zijn etc.
↳ plek voor samenkomen met like-minded
+ nieuwe kennis op doen
↓
plek om te journalen?
↳ hoe realistisch is dit in mijn project
Co-reflectie → want steeds terug kijken naar
huidige context.
-Te weinig tijd!
1. App voor sustainable habits delen met elkaar
of objecten delen met elkaar
2. Box met uitdagingen. + time machine box
3. Per ongeluk je effort kan zien met veranderend
kleur. dmv invloed die je maakt


4. insta influencers toggle zodat je een 'green
feed'
→ Insta bubbel en omarmen door in een
sust. bubbel te zitten → kan ook averechts
- Deze keer bestaande ideeen vergeten
• wens op schrijven over hoe community
die kan helpen

1. Co-reflection ideas

Co-reflection #1	
Idea	**Value**
Post greenwashing information	**Inform**
Wall of statement creating a manifesto for politicians	**Protest**
Talk to experts and share information	**Inform**
Instagram is not engaging for interacties, make a sort of BeReal on becoming climate-friendly	**Discuss, share**
Dilemma's where you can vote on	**Reflect**
Discussions about possibilities for change	**Discuss**
Random discussions with strangers on this topic	**Discuss**
Tips on how to implement changes in lifestyle	**Inform**
Leaderboard with who has less impact on environment based on transportation usage	**Challenge**
Garden with tips on how to grow food	**Inspire**
Nature appreciation forum, post pictures for biodiversity	**Inspire**
Notification with dinner discussion topics	**Discuss**
Family trip sustainability plan support	**Support**
Vegetarian recipes card deck	**Inspire**

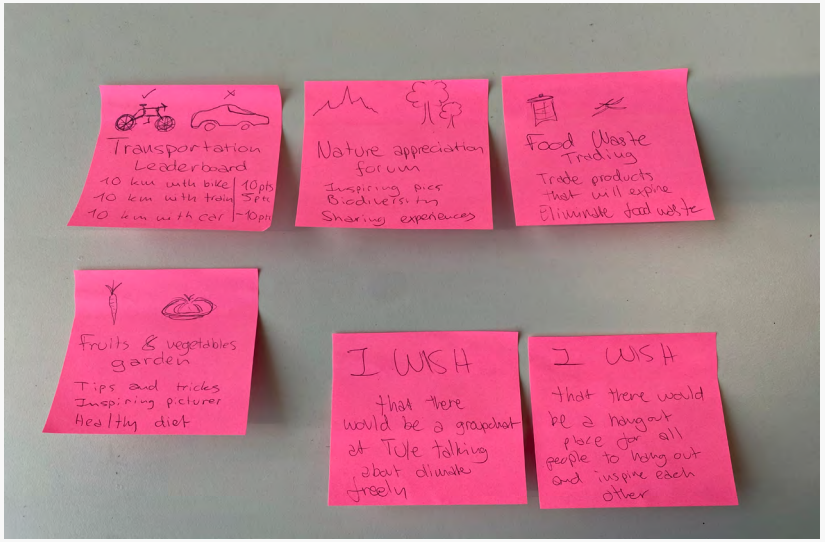
Co-reflection #2	
Idea	**Value**
Box for material re-use and discussion forum for tips and tricks	**Support, discuss**
Visualise what political parties do for climate change	**Inform**
Bookclub/cafe to discuss climate change	**Discuss**
Share images about taking steps and create a leaderboard	**Challenge, inspire**
App to share sustainability habits or objects	**Inspire, share**
Box with challenges	**Challenge**
Time capsule for a future me	**Inspire**
Interactive poster that shows your effort	**Inform**
Instagram toggle for a 'green' feed	**Inform**

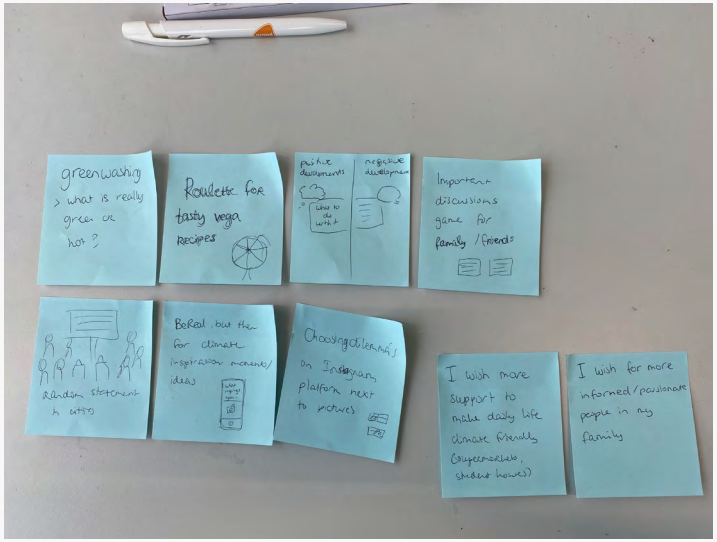
Discuss	Inspire	Support	Inform	Protest	Share	Challenge
4	3	1	3	1	1	1

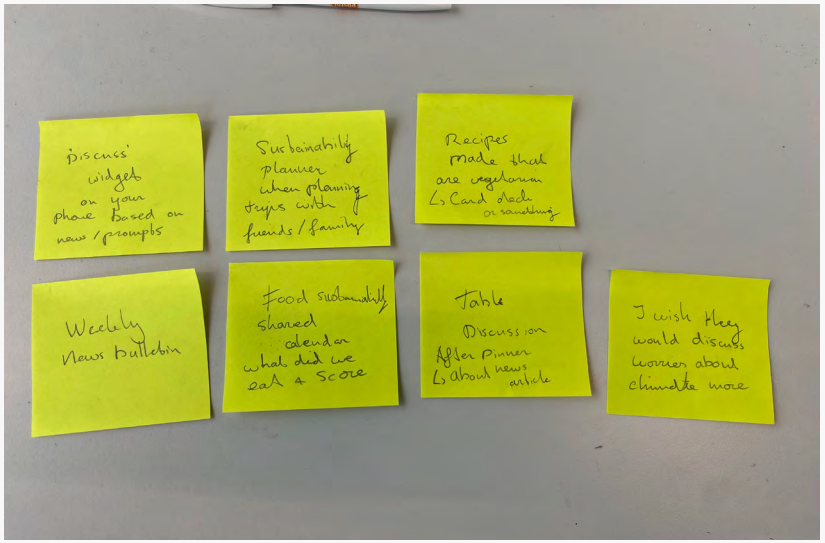
Discuss	Inspire	Support	Inform	Protest	Share	Challenge
2	3	1	3	0	1	2

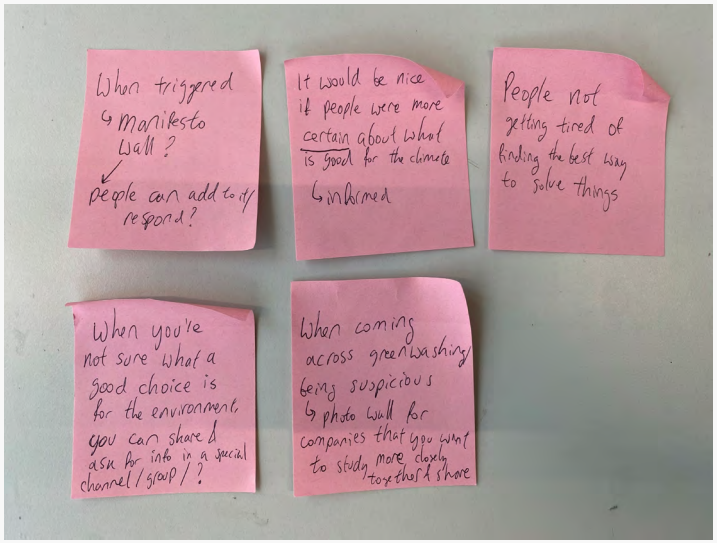
Discuss	Inspire	Support	Inform	Protest	Share	Challenge
4	6	2	6	1	2	3

1. Session 1

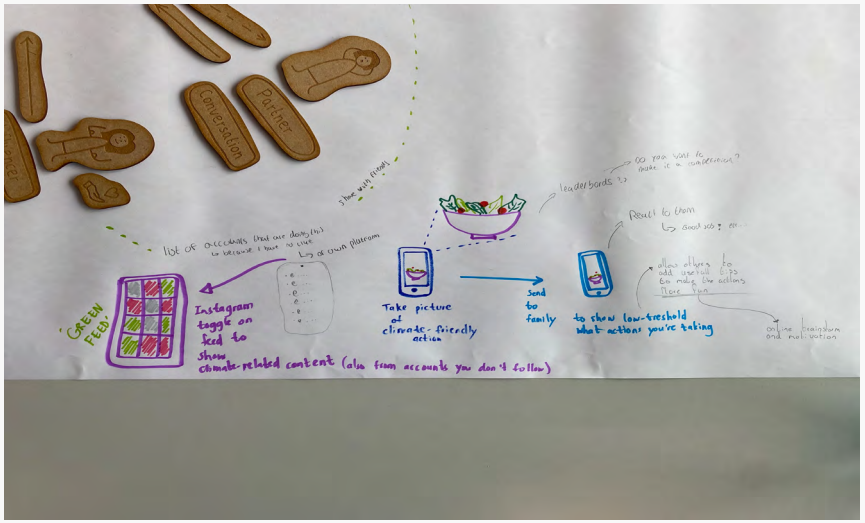

Transportation Leaderboard
10 km with bike | 10pts
10 km with train | 5pts
10 km with car | -10pts
Nature appreciation forum
Inspiring pics
Biodiversity
Sharing experiences
Food Waste Trading
Trade products that will expire
Eliminate food waste
Fruits & vegetables garden
Tips and tricks
Inspiring pictures
Healthy diet
I WISH
that there would be a groupchat at Tule talking about climate freely
I WISH
that there would be a hangout place for all people to hang out and inspire each other

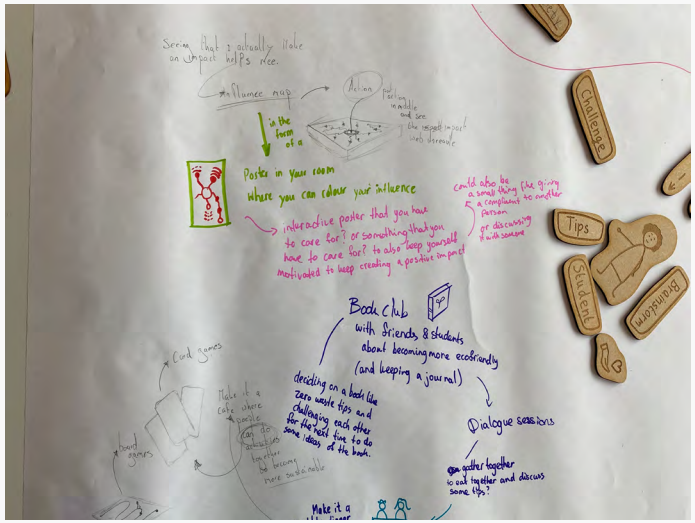

greenwashing
> what is really green or not?
Roulette for tasty vega recipes
positive developments
negative development
what to do with it
Important discussions game for family / friends
Random statement in cities
Beheal, but then for climate inspiration moments/ ideas
Choosing dilemma's on Instagram platform next to pictures
I wish more support to make daily life climate friendly (supermarkets, student houses)
I wish for more informed/passionate people in my family

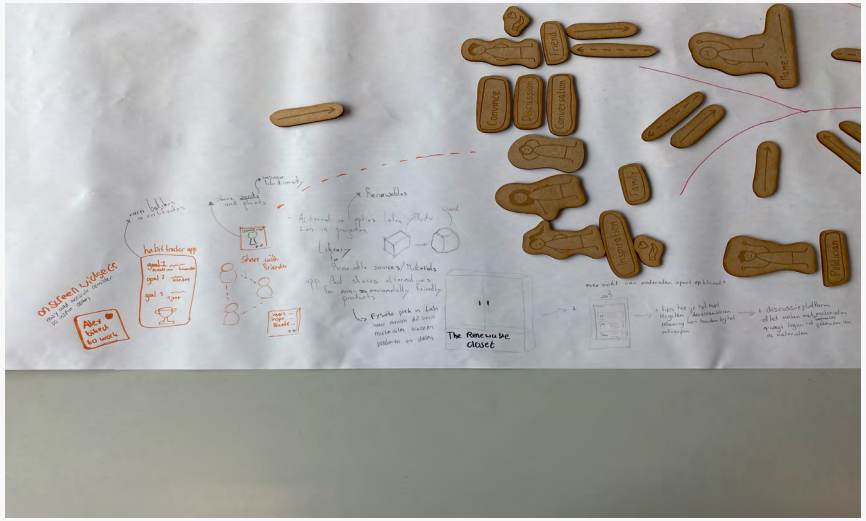

Discuss widgets on your phone based on news / prompts
Sustainability planner when planning trips with friends / family
Recipes made that are vegetarian
↳ Card deck or something
Weekly News bulletin
Food sustainability shared calendar what did we eat & score
Table Discussion After Dinner
↳ about news article
I wish they would discuss worries about climate more

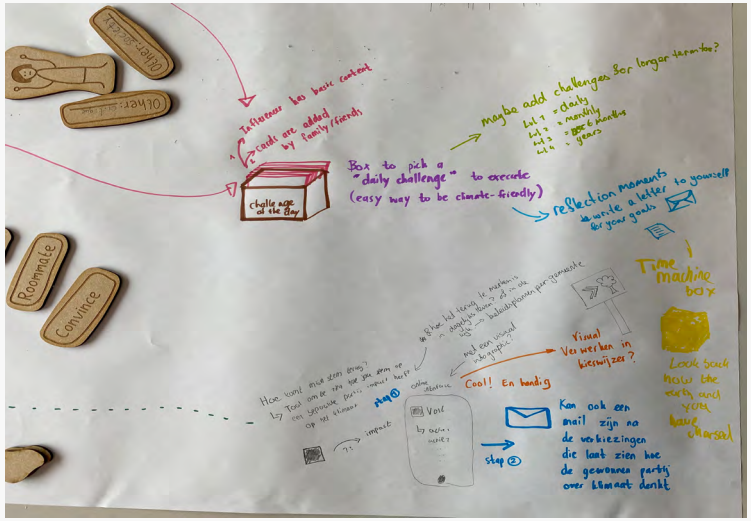

When triggered
↳ manifesto wall?
people can add to it/ respond?
It would be nice if people were more certain about what is good for the climate
↳ informed
People not getting tired of finding the best way to solve things
When you're not sure what a good choice is for the environment, you can share & ask for info in a special channel / group / ?
When coming across greenwashing/ being suspicious
↳ photo wall for companies that you want to study more closely together & share

12 Session 2


Conversation
Partner
'GREEN FEED'
Instagram toggle on feed to show climate-related content (also from accounts you don't follow)
Take picture of climate-friendly action
Send to family
to show low-treshold what actions you're taking
leaderbords
Result to them


Challenge
Tips
Student
Brainstorm
Poster in your room where you can colour your influence
Book club with friends & students about becoming more ecofriendly (and keeping a journal)
Dialogue sessions
Card games


Convince
Conversation
Friends
Roommate
Partner
Politician
The Renewable closet


Roommate
Convince
Box to pick a "daily challenge" to execute (easy way to be climate-friendly)
maybe add challenges for longer term too?
reflection moments to write a letter to yourself for your goals
Time machine box
Visual Verwerken in kieswijzer?
Cool! En handig
Kan ook een mail zijn na de verkiezingen die laat zien hoe de gewonnen partij over klimaat denkt
Look back how the earth and you have charged

J. Co-reflection wishes

Co-reflection #1

Idea	Value
I wish they would discuss worries about climate	Discuss
It would be nice if people were more informed about what is good for the climate	Inform
I wish more support to make daily life more climate-friendly	Support
I wish for more informed/passionate people in my family [on this topic]	Inform
I wish that there would be a groupchat at TU/e talking about climate-friendly	Share
I wish that there would be a hand-out place for all people to hand-out and inspire each other	Inspire

Discuss	Inspire	Support	Inform	Protest	Share	Challenge
1	1	1	2	0	1	0

Co-reflection #2

Idea	Value
Mij met een warm gevoel of positief gevoel ontvangen, samen workshops uitvoeren of volgen, tips uitdelen en green hacks delen	Inform, share
My wish is that the community provides me (and each other) support and inspiration and love. We all share the same (climate-friendly) values	Support, inspire
A brainstorm community that helps in spotting opportunities to become more environmentally friendly	Inspire
Inspireren om nieuwe methodes en manieren van duurzaam gedrag	Inspire

Discuss	Inspire	Support	Inform	Protest	Share	Challenge
0	3	1	1	0	1	0

Discuss	Inspire	Support	Inform	Protest	Share	Challenge
1	4	2	3	0	2	0

k. Thematic analysis - Macro

Positivity - Usage

Structure Usage Empowering Engagement
In the beginning, I put in a lot of effort due to the chosen goal. As the journal progressed, I felt like it became more difficult to put the effort in because of the goal I guess. Some goals require more effort than others. Some goals also fit better in your daily life which feels like minimal effort.
Engagement Goals Usage
At the beginning I saw the journal as amazing, and as a good method for gaining insight to myself and learning new things, thus wanting to put effort into it. Over time this diminished and I was mainly bu-by with thinking about the journal everyday but not acting on it. The small peak at the end is me writing this now :)
Usage Thinking about the journal Engagement Goals
Aan het begin begon ik erg enthousiast maar vond ik het ook wel heel erg lastig. Naar verloop van tijd werd het drukken in mijn weken waardoor ik minder mogelijkheid had om actief dingen uit te zoeken voor de journal. Dit voelde erg vervelend. Ik pakte het weer beter op maar aan het einde gebeurde weer hetzelfde.
Engagement Usage
Beginning enthusiastic, so it felt as less effort because motived. Then to keep filling it in is always a bit difficult for me with non structured weeks (like exam weeks), then when I'm back in it, it feels normal
Engagement Usage
At the beginning I was very enthusiastic and positive, later I was away a lot, not at home much, and I found it difficult to find moments to sit down for it and it felt rushed. But after that period, it got better to sit down for a while and it helped me so that made me happy.
Engagement Usage
At the start I had to put in much effort, because I read all introductory text closely and the exercises to get me started also took quite some time. However, when all was set and I started my first goal, the effort was low because it was quite easy to keep up with writing down my progress. The effort increased again when I reached the evaluation of the goal and setting up a new goal; that takes some brainpower.
Engagement Structure Usage
Structure Usage Empowering Engagement
I started with a little bit of effort when I read the first pages of the diary. Then put the diary down and procrastinated for a few days before actually getting started. Then, I came up with some goals to work on. After this, I still struggled to pick up the journal and write. I did however keep my first goal in mind during daily tasks.
Engagement Repetitive Usage
The encouraging drawings and facts kept me engaged with the journal, I was always excited to come across those pages. Also, it was nice to have some diversity, for example that each progress page had a little different assignment at the end. Those were most fun to do. Lastly, it was very engaging to see what others were writing in their journal through the Instagram account - that increased my engagement too.
Structure Usage Engagement Going well Community Empowering
Starting up the diary took a bit more effort, because it was more pages but also because I did not have a clear plan in what direction I wanted to learn/grow. Getting a routine and getting used to the questions made it take less effort. Setting up the first goal felt like more effort than the second - I felt a bit like an impostor when thinking of goals, because I did not know what would have most effect and I felt a bit uneducated. Having more example goals in the back of the booklet would have helped with this. The second goal was easier, because I had a clear idea what I wanted to work on. However, the third goal felt like more effort again, I did not really know what to do - to add to the current goal or start a new one, and if so, what kind of goal. I think over time this feeling will increase for me.
Engagement Usage
The physicalness of it. The booklet was on my uni desk so if I had a spare moment I was like "meh I can fill it in again". Also,it was an incentive to talk about it with my housemates. I was more excited to write in the journal if I had progressed in the goal (either by setting a clearer sub-goal or progressing unexpectedly).
Usage Engagement Goals Going well Community Empowering
Suggestion Usage Not going well Repetitive Engagement Going well
In the beginning, I put in a lot of effort due to the chosen goal. As the journal progressed, I felt like it became more difficult to put the effort in because of the goal I guess. Some goals require more effort than others. Some goals also fit better in your daily life which feels like minimal effort.
Engagement Goals Usage
The moments when I journaled were at night, (keeping it by my bed worked) however I usually have quite active days and the moments I journaled were late or I was tired, so I looked forwarded to sleeping more than journaling. This might have made a negative association.
Usage
At the beginning I saw the journal as amazing, and as a good method for gaining insight to myself and learning new things, thus wanting to put effort into it. Over time this diminished and I was mainly bu-by with thinking about the journal everyday but not acting on it. The small peak at the end is me writing this now :)
Usage Thinking about the journal Engagement Goals
First before bed, but when I was tired I would forget it. Then at uni as a break, that was nice and relaxing
Usage
Beginning enthusiastic, so it felt as less effort because motived. Then to keep filling it in is always a bit difficult for me with non structured weeks (like exam weeks), then when I'm back in it, it feels normal
Engagement Usage
2
Ik had in principe 3 dagen in de week in mijn agenda gezet om het journal in te vullen. Dit ging aan het begin erg goed, het was iets wat ik deed net voordat ik naar bed ging. De laatste 1,5 week was dit iets minder consequent.
Usage
Zodra ik minder tijd en energie had schoot het invullen er wel eens bij in.
Usage
Ik heb eigenlijk continu veel moeite in de journal gestopt, ik merkte wel dat het mij op het einde wat meer moeite kostte om op het juiste moment de journal in te vullen.
Usage
Aan het begin begon ik erg enthousiast maar vond ik het ook wel heel erg lastig. Naar verloop van tijd werd het dr-akken in mijn weken waardoor ik minder mogelijkheid had om actief dingen uit te zoeken voor de journal. Dit voelde erg vervelend. Ik pakte het weer beter op maar aan het einde gebeurde weer hetzelfde.
Engagement Usage
I really wanted fixed and specific times, but due to a busy schedule and being away from home a lot, that was not possible. When i went to fill in the journal, i often grabbed something to drink, a latte macchiato for example, and collected my colored pens to make something beautiful. I thought about the color of the spiral that I thought suited that day. I always filled in the diary at my desk.
Usage
At the beginning, I wanted to write and learn as much as possible. After that I got used to the questions and I had less time. Then I had more time and put a little more effort into it.
Usage
At the beginning I was very enthusiastic and positive, later I was away a lot, not at home much, and I found it difficult to find moments to sit down for it and it felt rushed. But after that period, it got better to sit down for a while and it helped me so that made me happy.
Engagement Usage
In the evening, before preparing for going to bed. It travelled with me a lot, because I moved houses a lot in this period.
Usage
When there were (in my opinion) too many page for a goal (see last question for a suggestion).
Usage
I planned in the journaling moments on set days during the week which i was able to conform to most of the days. I usually did this whilst I was drinking my cup of coffee in the morning or after dinner when I was working through some tasks.
Usage
3
The feeling of accomplishment and the fact that I'm in the right mindspace when I'm working in the journal, my best ideas and inspiration came whilst I was writing and looking back to the previous weeks progress.
Usage
At first, I planned to use the journal on specific days in the week (on the days I tend to be less busy). However, I noticed that I wanted to write down my progress if I had done something explicitly concerning my goal that day. So in the end I ended up writing on different days and more days than I had planned. I wrote impromptu; when I felt like it.
Goals Usage
I felt less engaged when the evaluation pages and setting up a new goal came consecutively. After writing my progress, I did not count on writing something extra, so I let myself have some time in between to think of a new goal. The brainstorm I did in the introductory exercise helped a lot though.
Structure Usage
The encouraging drawings and facts kept me engaged with the journal, I was always excited to come across those pages. Also, it was nice to have some diversity, for example that each progress page had a little different assignment at the end. Those were most fun to do. Lastly, it was very engaging to see what others were writing in their journal through the Instagram account - that increased my engagement too.
Structure Usage Engagement Going well Community Empowering
At the start I had to put in much effort, because I read all introductory text closely and the exercises to get me started also took quite some time. However, when all was set and I started my first goal, the effort was low because it was quite easy to keep up with writing down my progress. The effort increased again when I reached the evaluation of the goal and setting up a new goal; that takes some brainpower.
Engagement Structure Usage
When it came time to write frequent entries, I got quite stuck. Most days I was aware that I should open the booklet and reflect on my actions, but it was much easier to just keep living the same way and not take time for journaling.
Usage
I started with a little bit of effort when I read the first pages of the diary. Then put the diary down and procrastinated for a few days before actually getting started. Then, I came up with some goals to work on. After this, I still struggled to pick up the journal and write. I did however keep my first goal in mind during daily tasks.
Engagement Repetitive Usage
When I had a rough day, was not my focus, sorry..
Usage
I recognized I forgot to fill in the journal, so had to remind myself by a timer in de evening because I did not fill it in regularly on tje same time every day
Usage
The first week I used the journal on specific days, as indicated in the journal. The second and third week I used the journal more when I was working or thinking about my goal that day.
Usage
I could not find a ritual but I mostly did it after work or as a little break during the day
Usage
I could not find a moment in time to create a habit of working with the journal so it fluctuates a lot. Sometimes it also felt a bit like I was being very repetitive in my learnings which felt discouraging
Repetitive Usage
Half way I forgot about the journal a bit since I was not always staying at my own house so the journal traveled with me in my backpack and I forgot about it so I had to keep reminding myself, when I was more at home in the last week I put it in a prominent place again so I could see it and keep working on my goals
Usage
Suggestion Usage Not going well Repetitive Engagement Going well
It was mostly if I was looking for a break of my project at my desk, or if I had a free evening/ moment to spare at home. However, as said before it worked better to have it at my desk, as there I often look for a break where I do not see any screens.
I worked in it if I saw it laying around, if I was looking through my stuff for my project, and one time I set reminders after returning from being ill to make sure I remembered to write in it.
Usage
Usage
The physicalness of it. The booklet was on my uni desk so if I had a spare moment I was like "meh I can fill it in again". Also,it was an incentive to talk about it with my housemates. I was more excited to write in the journal if I had progressed in the goal (either by setting a clearer sub-goal or progressing unexpectedly).
Usage Engagement Goals Going well Community Empowering
Suggestion Usage Engagement Goals Structure

Positivity
- Engagement

Mindset
- Positive change

Mindset
- No change

No, it is still the same. We need to change together, it's urgent and important

Awareness No change

I still feel like that, though I have noticed that the way I used the journal will not get me to make the impact I would like to make.

Empowering No change

It takes a lot of effort to be honest

Empowering No change

I wish more people would be aware of the urgency of climate change

Awareness No change

There is, it made me realize that climate change can be a 'far from my bed show' and that big changes are needed (in attitude and business mainly) to change climate change for the better

Big industry No change

Not really, I still believe its essential to change our lifestyle and continuously be aware of the impacts our choices have, and to share this mindset with others.

No change

Awareness Empowering

My perspective on climate change is still the same, because before I was already quite educated on the effects of climate change and then I already believed it is an alarming development.

Awareness No change

No, I still believe I largely think the same as before. (see prior 2 questions)

No change

I think I may have become a tiny bit more climate conscious but I don't feel like my abilities to live more climate friendly have bettered significantly.

Positive change

Awareness No change

A bit more positive with the examples and making things tangible. But also still realization that it is difficult as a student due to lack of money and control over e.g. Vestide home

No change Positive change

Positive change

Goals No change

I think I may have become a tiny bit more climate conscious but I don't feel like my abilities to live more climate friendly have bettered significantly.

Positive change

Awareness No change

It didn't change, but it did change my perception of the urgency and size of the issue

Awareness No change Positive change

In the first week more so, as I was thinking about all the lifestyle choices I have, while in the later weeks I went more to "default mode" where I already have the feeling that I am making good choices, but not actively changing choices for even more sustainable alternatives.

No change Positive change

As mentioned in my previous answer, it feels a bit contradicting because the journal makes me feel good as a person when working on my goals, but it made me also see that my individual actions may not really change the climate on their own (through doing more research online for my goals).

Positive change
Awareness Negative change

Zowel in positieve als negatieve zin. Door deze journal ben ik mij meer gaan verdiepen in klimaatverandering en de invloed van een mens hierop. Ik ben geschrokken van wat bepaalde gewoonten kunnen doen met bijvoorbeeld CO2 uitstoot. Aan de andere kant ben ik ook door mij te verdiepen erachter gekomen dat er heel veel personen, initiatieven en bedrijven zijn die veel (willen) doen tegen klimaatverandering.

Awareness Negative change Positive change

On one hand I feel like it is even more part of my everyday life to be conscious about my behavior. I feel better about this, and excited to continue this/ continue talking to others about it.
On the other, I also notice now while filling it in that I feel even more angry towards big industry wasters/ polluters/ people who are not climate-conscious at all. I feel like the booklet is for people who are already working on their behaviour and being even more involved in it, and while I enjoy doing it I also feel demotivated when I think of my small changes versus the bigger world-scale.

Awareness Big industry Negative change Positive change

7

When looking back, I feel like it went down a little bit in both directions. I honestly think that my individual actions will not really make a difference when looking at the bigger picture. However, mind-wise I feel a better person when doing things that are more climate-friendly, so even if I know that my actions may not mean a lot to the environment in general. It could affect me as a person in a good way.

Positive change
Negative change
Awareness Empowering

I have become a bit more conscious of it but I still feel a disconnect between my own life and the climate distasters that are happening or coming up. And I still feel a bit powerless in regards to large issues that require collective action.

Awareness Negative change Positive change

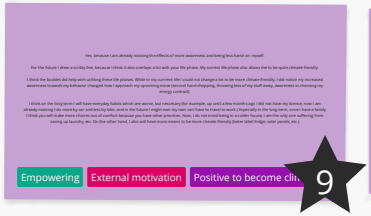
I do feel discouraged by the way we are so dependent on the retail and food industry's choices that we cannot make some changes ourself we would like to make such as have less waste during the day

Big industry Negative change

I think I shifted a little to the left and feel less like I can really change the future

Negative change

Lifestyle
- Posiible to become climate-friendly



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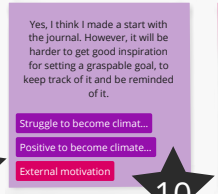

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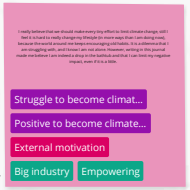

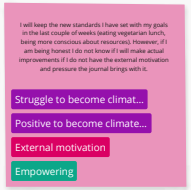

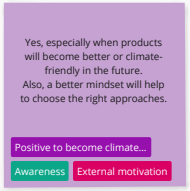

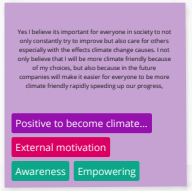

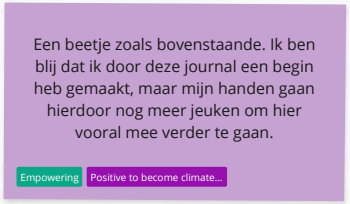

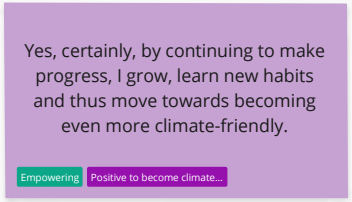

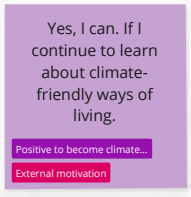

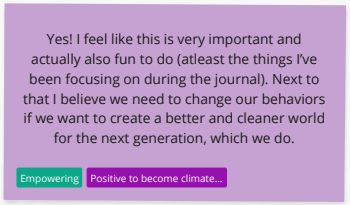

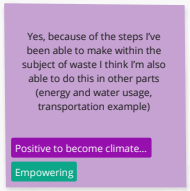

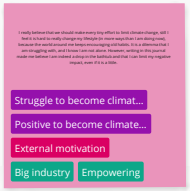

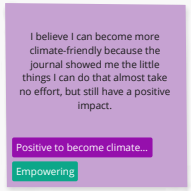

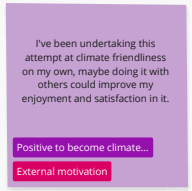

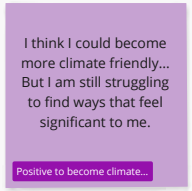

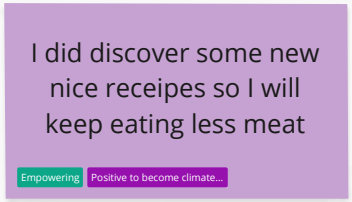

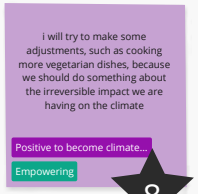

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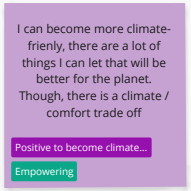
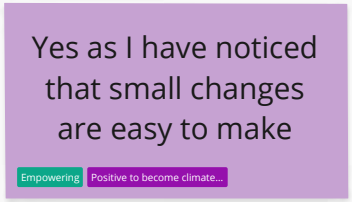
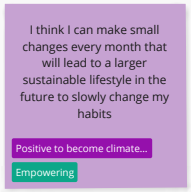
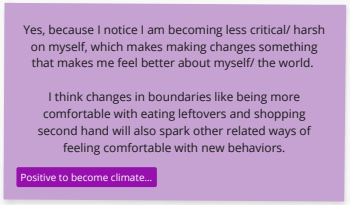








Lifestyle
- Struggle to become climate-friendly

Yes, I think I made a start with the journal. However, it will be harder to get good inspiration for setting a graspable goal, to keep track of it and be reminded of it.

Struggle to become climat...
External motivation
Positive to become climate...

I really believe that we should make every tiny effort to limit climate change, still I feel it is hard to really change my lifestyle (in more ways than I am doing now), because the world around me keeps encouraging old habits. It is a dilemma that I am struggling with, and I know I am not alone. However, writing in this journal made me believe I am indeed a drop in the bathtub and that I can limit my negative impact, even if it is a little.

Struggle to become climat...
Positive to become climate...
External motivation
Big industry
Empowering

I will keep the new standards I have set with my goals in the last couple of weeks (eating vegetarian lunch, being more conscious about resources). However, if I am being honest I do not know if I will make actual improvements if I do not have the external motivation and pressure the journal brings with it.

Struggle to become climat...
Positive to become climate...
External motivation
Empowering

Like I mentioned in the journal, I think bigger changes are needed than I have made using the journal. We can (or should) all do our part, but we should also pick up the big (institutionalized) issues

Struggle to become climat...
Big industry

11

If the right possibilities and options arise, definitely.

Not everyone has the money, time or place. to buy the most climate-friendly option every time.

Struggle to become climat...
External motivation

Honestly at this point I feel a bit disillusioned and powerless. But I felt that way before the journal and I didn't intensively engage with the journal so maybe it's just the same me as before. Maybe it also says something about how receptive people are towards behaviour change tools when they are not very optimistic to begin with.

I think I may continue making improvements but I would do this mostly from a need for self-actualization. I find it hard to believe that I am making a contribution to a larger effect, a saving of the planet of some sort.

Struggle to become climat...
External motivation

Positivity

Through answers in the survey, participants have expressed how the aesthetics or content of the journal have influenced their engagement. All answers can be found in appendix (#). One participant mentioned that when they saw the journal, they felt excitement to fill it in. Another participant mentioned that the drawings and facts het them engaged and that they were excited when encountering such a page. However, it was also mentioned that journaling was not a usual method used by a participant and they had to get used to the creative thinking. Additionally, one participant mentioned that they felt less engaged when asked to draw. They experienced as a nice creative way for communication, but that their drawings did not always communicate their feelings properly. The changing final progress note assignment was seen as fun and exciting. Participants felt guided through the process were one participant additionally mentioned that the drawing caused a relaxing and inspiring effect and helped organizing thoughts. Curiosity to next pages was also mentioned a few times. In other clusters, some participants expressed that they became more aware of the impact of the big industry which made them angry or feel helpless, but that they also started to acknowledge their personal part.

Growth mindset

Most participants expressed how their mindset has changed towards a positive direction. One participant mentioned that the journal acknowledges smaller goals which made it feel more reachable. Another participant expressed how the journal served as a place to return to and provided resources to do things differently and better. Multiple participants express how the journal helped to make their goals more actionable. However, some participants did not notice a mindset change or even had a negative mindset change. Some mentioned no change as they were already taking action and aware of the impact of their choices. One participant mentioned that the journaling took a lot of effort. Another participant mentioned that the way they have used the journal would not get them to make the effort they would like to make while another participant mentioned that finances are a limiting factor to make an impact. Some participants even realised that they made a negative change. One participant mentioned that they feel less like they can change the future. Other participant mentioned that they feel powerless or dependent on industry choices.

Lifestyle

Most participants mentioned that they made steps in becoming climate-friendly. Participants mentioned that they made steps and will maintain their progress. It is expressed that the journal showed them that minor improvements can create a positive impact. One participant expressed how they became less harsh on themselves which makes making changes make them feel better about themselves and the world. However, some participants mentioned that they struggle with becoming climate-friendly. Arguments made for this are the lack of good inspiration for goal setting, the lack of external motivation when they do not have the journal, not having the money or not feeling like they will make an impact. One participant mentioned that they were not optimistic at the start and did not engage with the journal and felt powerless in the end .

Survey questions – Graphs

The graphs were reviewed to see if similar patterns occurred and if they could provide an insight that the text questions did not provide. Per graph survey-question the results are categorized on similar patterns and conclusions are written. Additionally, per graph category an overall conclusion is written.

Positivity

Positivity was analysed through the emotion curve. Most participants started and ended feeling excitement but had a dip throughout the process. A few participants fluctuated throughout the use of the journal and two participants ended more negatively than they started.

Growth mindset
In the mindset matrix, participants marked at the start and end their mindset. Some participants only progressed in one direction, i.e. in the direction of feeling more optimistic or that they can make a difference. A few participants developed in both directions.

Lifestyle
In the change graph most participants feel that they can continue changing their lifestyle even after using the journal. Some participants experienced some ups and downs in how much they felt they can become climate-friendly while only a few had a decrease or stabilise after using the journal.

Effort of journaling
In the effort graph most participants had an increase and decrease of effort in their journey. Some felt that the effort was high at the start but decreased over time. Most participants had a steep decrease but increased later again.

Participant journals

Positivity
Participants expressed themselves through making small illustrations to support their text or to express themselves (figure #, #, #, #). One participant writes how it was easier to become aware than they expected with a happy smiley next to is. In the reflection page the question ‘write or draw something positive you want to say to yourself about what you have learned or the effort you put in’ is often answered with a positive realisation a participant had or used to say something positive related to their goal. However, participants also express when they are feeling less positive, but they do end formulating a next step. Or express their thoughts in fact pages and what it made them realise.

Growth mindset
One participant early on expressed that they wanted to ask her housemates for support on the topic to explore what they think and know. The same participant also expressed that they felt like they were in the starting blocks of becoming climate-friendly and needed to get in motion to stay in motion. Another participant expressed how they needed to give their goal multiple tries before it worked and that they felt empowered afterwards. Facing a challenge, one participant expressed feeling ashamed of not being open for some changes while still being proud of trying to change it. In the reflecting on goal, one participant explicitly expressed that the change in mindset is happening. Participants were also able to reflect and come up with ideas to maintain their growth and how to move forward (Figure #, #, #). In the final progress note of one participant they wrote that this was their last entry in the journal but would keep all their goals in mind when moving forward.

Lifestyle
Participants expressed how it was sometimes difficult to stay focused on their goals as they interfered with personal values or due to a lack of time. One participant accidentally discovered that their mother is comfortable eating vegetarian by accidentally losing a chicken and wrote about this while it was part of their previous goal. The same participant also expressed that while unintentionally doing the opposite of their goal, they were still able to learn from this realisation and do things differently next time. Participants also skipped progress notes when they felt that they had made enough process.

Overall insights
In this section an interpretation of the insights described above is written.

Positivity

The positivity throughout the journal has been acknowledged by participants. From the survey text it has come clear that the aesthetics of the journal made participants excited to use the journal. While the creative thinking was not fitting for all participants, most participants have expressed themselves through drawings similar to the style of the journal. The journal provided support in creating a comfortable place to also express more negative feelings such as anger towards the big industry or not proceeding in a goal. For the creative thinking a better onboarding goal be beneficial where it actively asks people to get creative and show why it is relevant. The emotion curve showed that journals had ups and downs throughout the process, but most fest excited for the majority of the process. It is not considered an issue if the participants are not equally positive all the time as long as they are positive for the majority.

Growth mindset

Measuring the development in growth mindset remained difficult as three weeks is short to adopt a new mindset and to provide enough data to indicate this. However, the mindset matrix clearly shows that all participants progressed forward in their view on the future or their ability. Conflicting with this insight is that in the survey some participants expressed how they made no change in their mindset or even a negative change. Arguments made for this often were related to being aware of the size of the issue or feeling powerless compared to the impact of the big industry. For these people it can be said that the growth mindset is not embodied yet. However, in the journals most participants were able to create goals and continue their growth. Some even mentioned that the mindset was developing.

Lifestyle

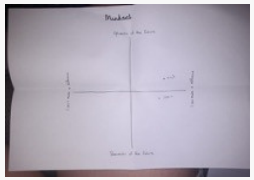
Goal setting remained the most challenging of the journal. Even though most participants in the journals were able to come up with goals it was frequently mentioned that inspiration for new goals was often a struggle. Additionally, participants mentioned that busy schedules or other personal circumstances made it hard to focus on their goals. However, concluding from the change graphs, most participants felt that they can continue developing in becoming climate-friendly after using the journal. This indicates that the journal is able to guide people in lifestyle change regarding climate mitigation.

L. Graphs

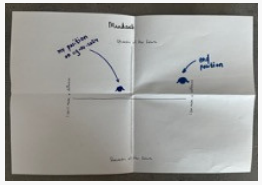
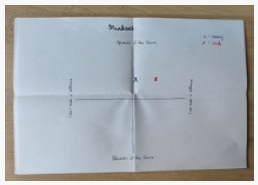
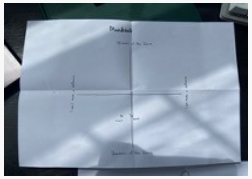
L1 Mindset matrix

Mindset change

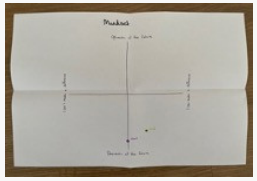
Participants mainly became more optimistic of the future

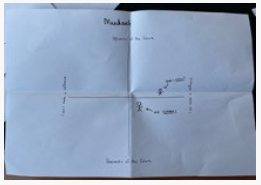


Participants mainly felt they can make a difference

Participants became more optimistic of the future and started to see that they can make a difference.



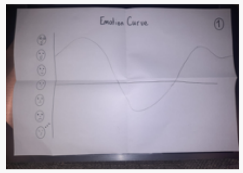
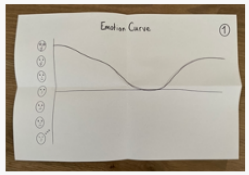
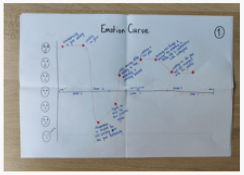
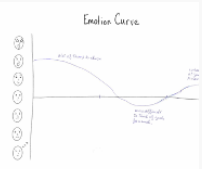
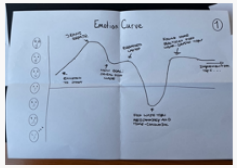


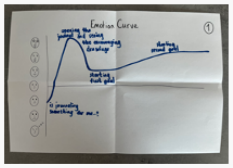
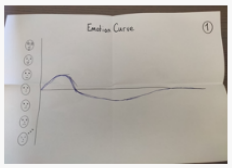
No participants changed their mindset in a positive direction they either felt more confident in making a difference or became more optimistic of the future or even both.

L2. Emotion curve

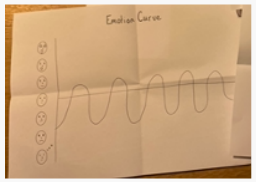
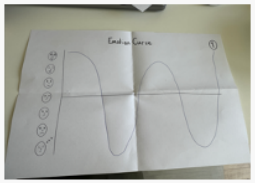
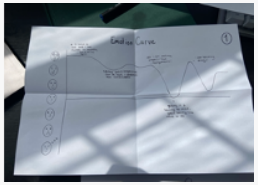
Emotion curve

Started high - decreased and increased.

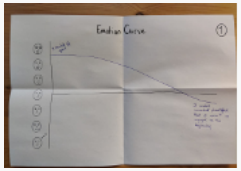
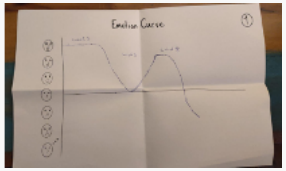






Fluctuate throughout the use of the journal.

End lower than they started.

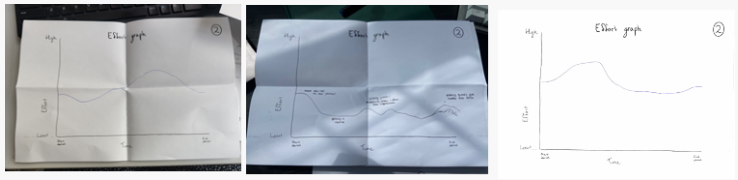



Most people had a emotion dip throughout the use of the journal, but most ended up on a positive tone.

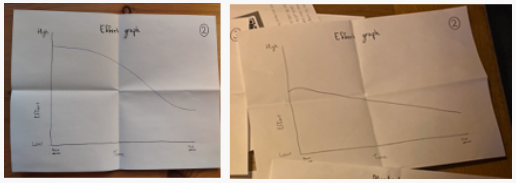
L3. Effort graph

Effort graph

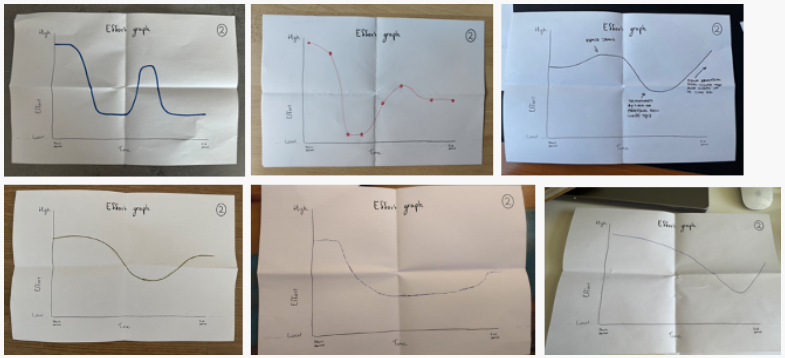
There was an increase and decrease in effort throughout the use of the journal.



The effort started high but decreased over time.



The graph started high but had a steep decrease, but increased later again.

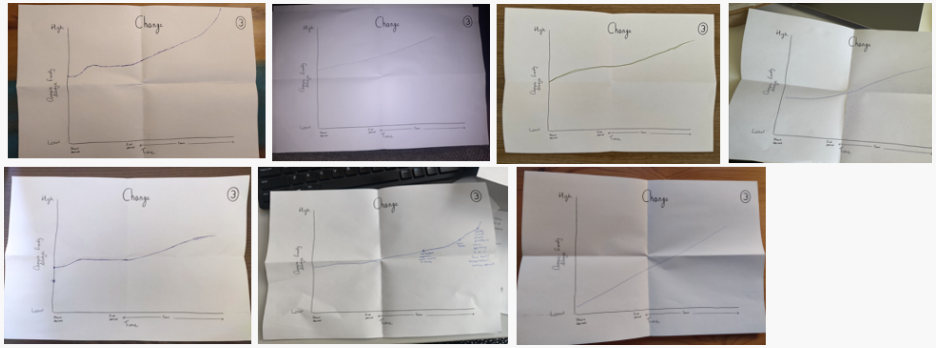


Overall, the effort increased and decreased over time which is normal as there are some activities that take more effort than others.

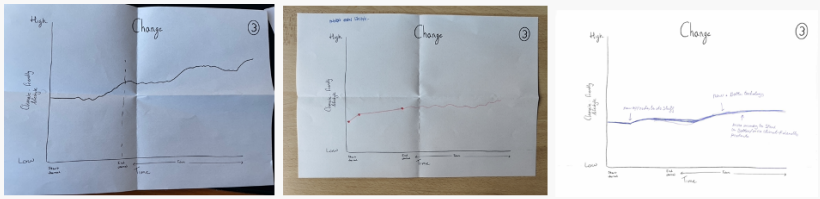
L4. Change graph

Change graph

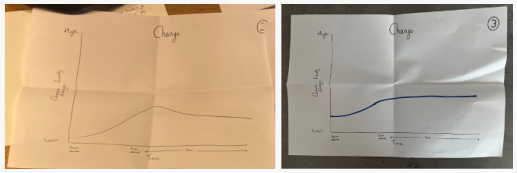
Participants feel that the change they can make in their lifestyle will increase even after using the journal.



Participants experience changing their lifestyle as a journey with ups-and-downs, but it will slightly increase over time.



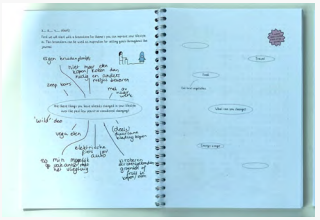
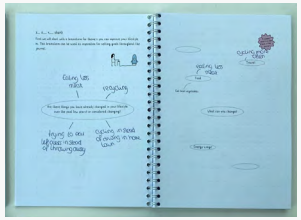
Amount of change will stabilise or decrease after a while.



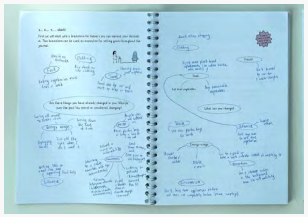
For most participants, they feel that they can keep changing their lifestyle even after they have used the journal.

M. Journal insight

1 The participants need more guidance in creating the goals

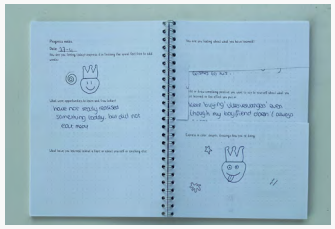
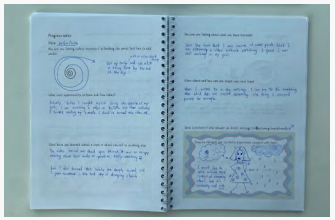



One page empty



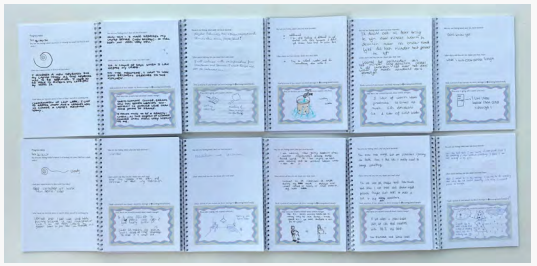
Both pages filled

2 Participants felt that the journal was too much focused on succes, which made participants also only want to write when they had succes in the goal they set

Participants reporting on not making progress

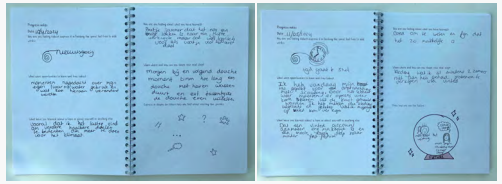
3 Be encouraged earlier to participate in the community in the journal as they were hesitant to share information later on



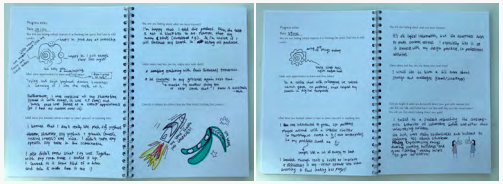
More assignments are filled in than were send to the Instagram

4 For the repetitiveness the progress notes need more variety.

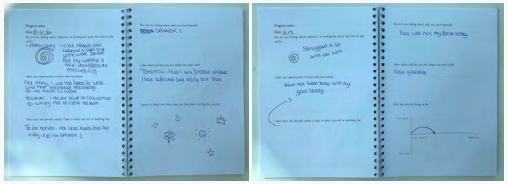
First - last progress notes



Similar length in answers



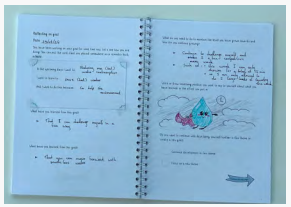
Slightly decreased in length of answers



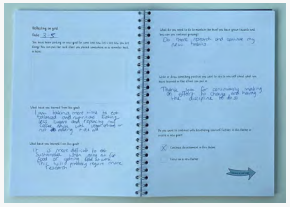
Decreased length of answers

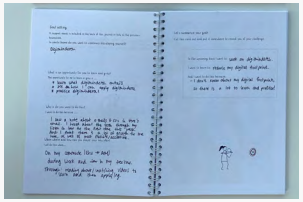
Result V2 test

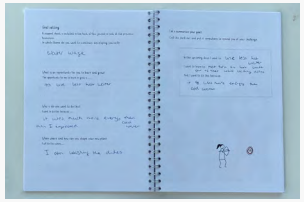
5 More variety in the setting goal/reflection pages could help to make it more engaging



Last reflection people wrote
(most text - least text)

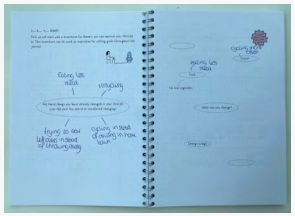




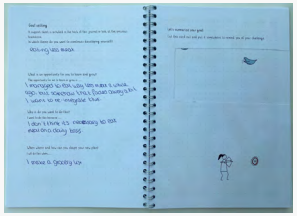


Last goal setting pages people wrote
(most text - least text)

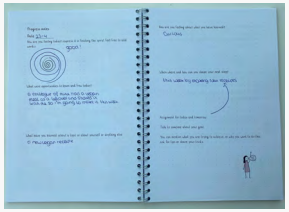
6 The goal setting and performance in goals had a large influence in how people used the journal.



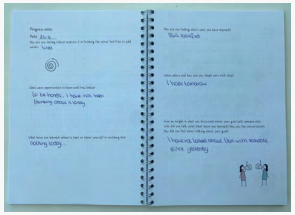
Struggled with answering 'what can change'



Good start with setting a goal



Very short answers in progress notes



Very short answers in progress notes

7 The big Industry remains having a role in blocking the transition to become climate-friendly but participants acknowledge that they are part of the solution.

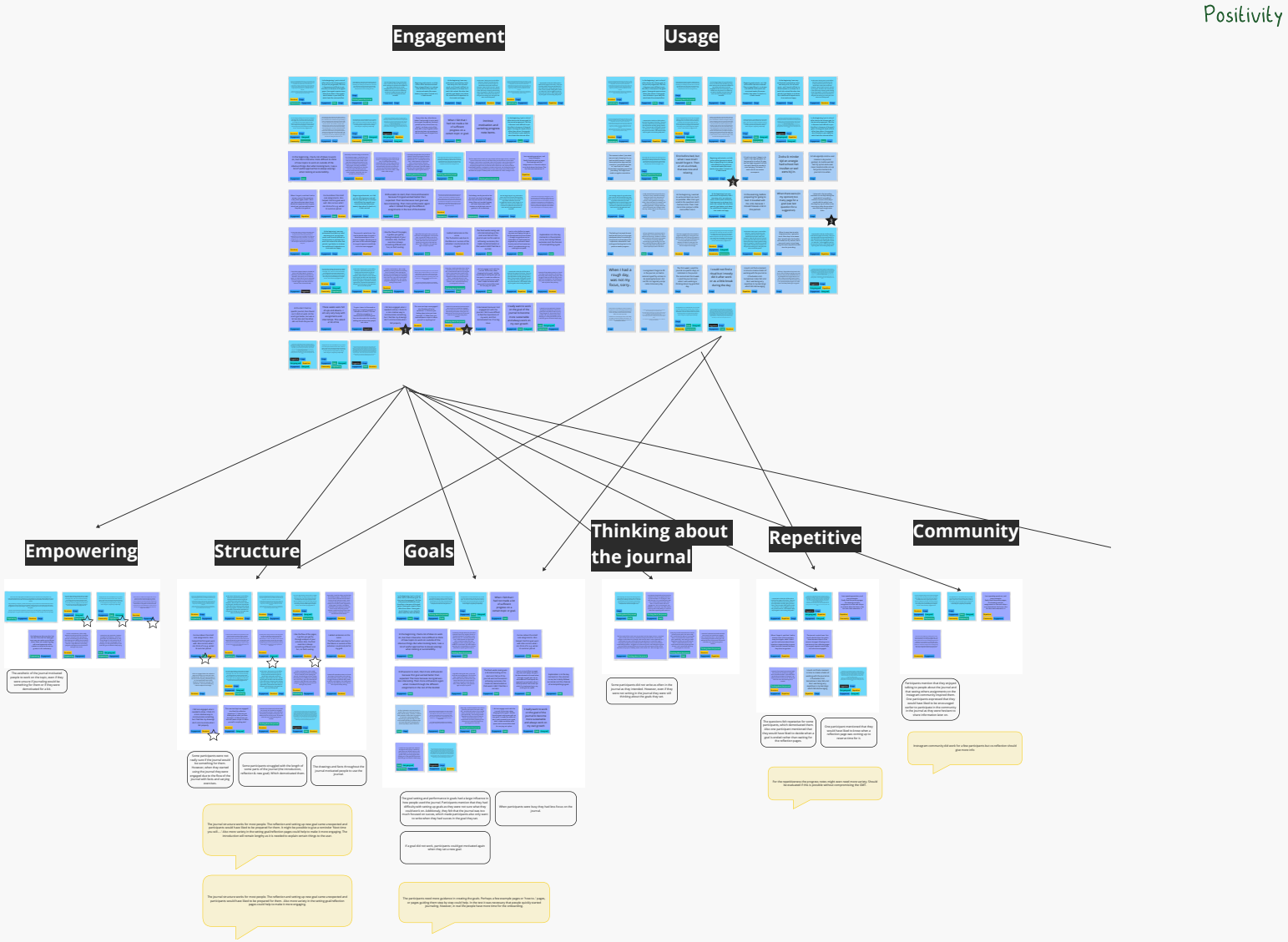
Not reflected in the journal

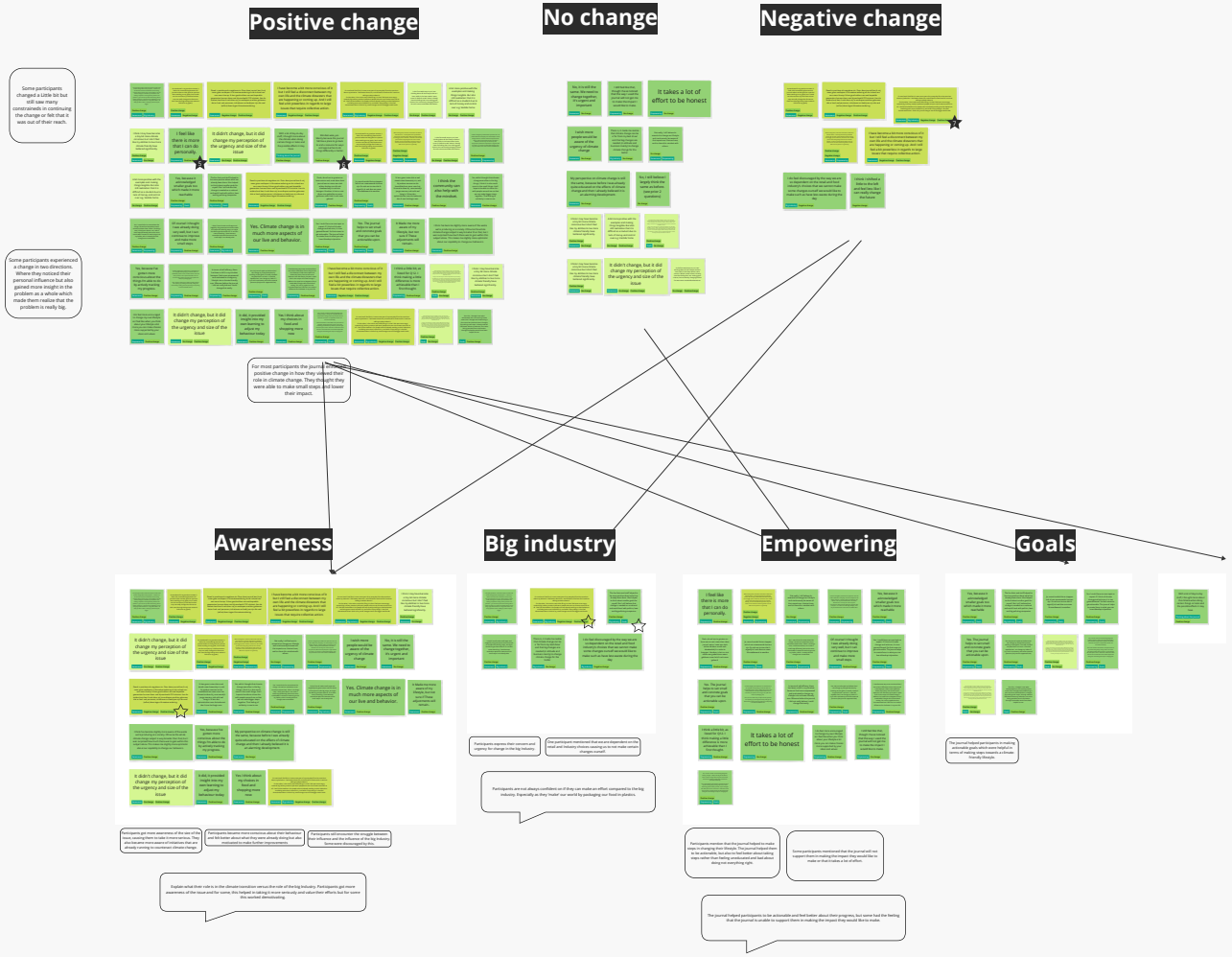
8 The reflection and setting up new goal came unexpected and participants would have liked to be prepared for them

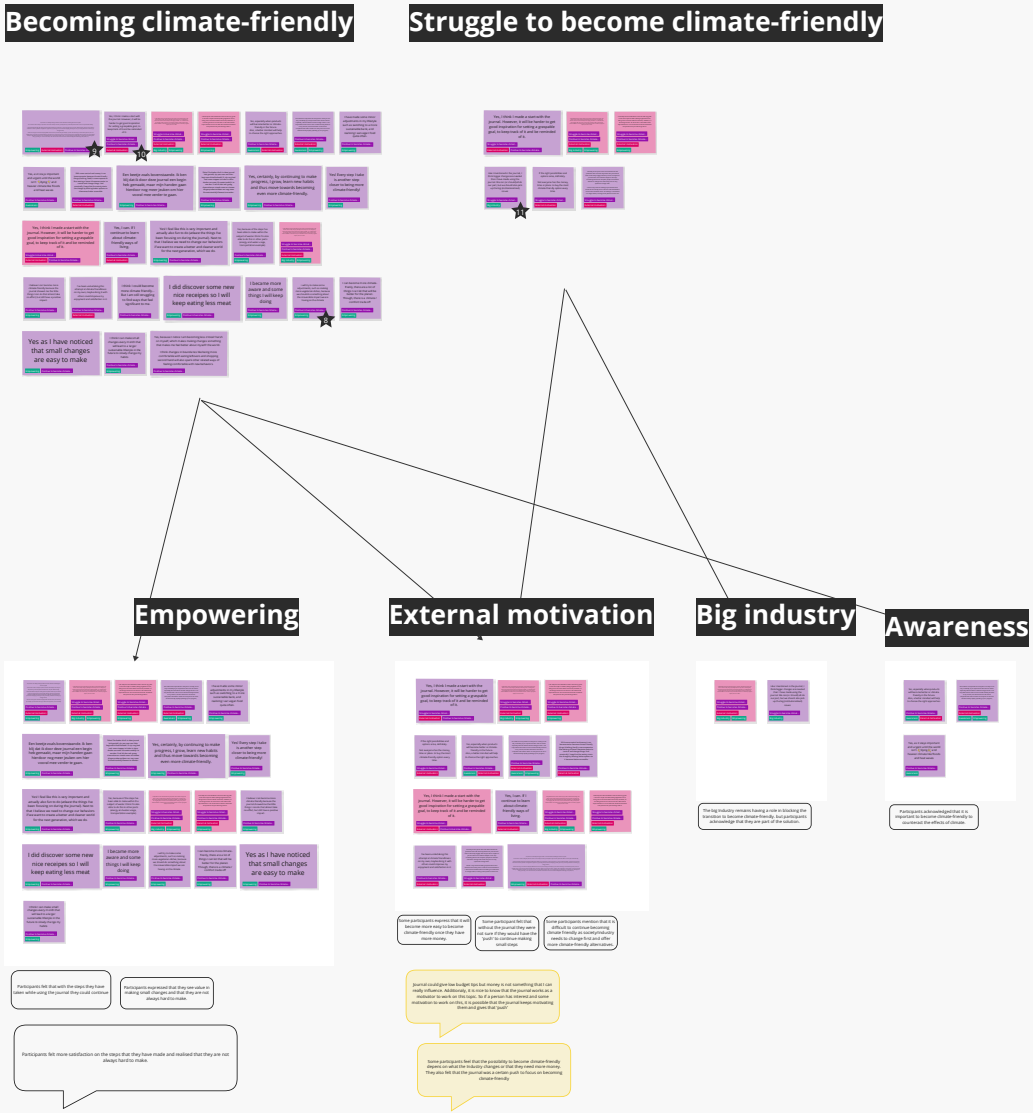
Not reflected in the journal

N. Thematic analysis - Micro

N1. Miro overview




Positive change
No change
Negative change
Some participants changed a little bit but still saw many constraineds in continuing the change or felt that it was out of their reach.
Some participants experienced a change in two directions. Where they noticed their personal influence but also gained more insight in the problem as a whole which made them realize that the problem is really big.
For most participants the journal led to a positive change in how they viewed their role in climate change. They thought they were able to make small steps and lower their impact.
Awareness
Big industry
Empowering
Goals


Becoming climate-friendly
Struggle to become climate-friendly
Empowering
External motivation
Big industry
Awareness
Yes as I have noticed that small changes are easy to make
I did discover some new nice receipes so I will keep eating less meat
I became more aware and some things I will keep doing
Participants felt that with the steps they have taken while using the journal they could continue
Participants expressed that they see value in making small changes and that they are not always hard to make.
Participants felt more satisfaction on the steps that they have made and realised that they are not always hard to make.
Some participants express that it would become more easy to become climate-friendly once they have more money.
Some participant felt that with the journal they would have the 'push' to continue making small steps
Some participants mention that it is not only individuals who become climate-friendly as society/industry needs to change first and offer more climate-friendly alternatives
Journal could give low budget tips but money is not something that I can really influence. Additionally, it is nice to know that the journal works as a motivator to work on this, but I am not interested and some motivation to work on this, it is possible that the keeps motivating them and gives that 'push'
Some participants feel that the possibility to become climate-friendly depends on what the industry offers and that they need more money. They also felt that the journal was a certain push to focus on becoming climate-friendly
The big industry remains having a role in blocking the transition to become climate-friendly, but participants acknowledge that they are part of the solution
Participants acknowledged that it is important to become climate-friendly to counteract the effects of climate.

N2. Codes and definitions

List of codes - Experience	
Code	**Definition**
Engagement	**Mentions of motivation, taking action, aesthetics/content of the journal**
Empowering	Something that is empowering makes you more confident and makes you feel that you are in control of your life.
Structure	Comments about the set-up of the journal or content of the pages.
Goals	Everything related to the goals of the journal.
Thinking about the journal	Mentions of thoughts about the journal when not journaling.
Repetitive	Mentions of repeating content.
Community	How community could play a role.
Usage	**Routine of using journal, comments on the use of the journal**
Structure	Comments about the set-up of the journal or content of the pages.
Goals	Everything related to the goals of the journal.
Repetitive	Mentions of repeating content.
Suggestions	**Participant suggestion on how to improve the journal**

List of codes - Mindset	
Code	**Definition**
Positive change	**Change in the direction that the journal is pursuing**
Awareness	Increased awareness of to the issue of climate change.
Empowering	Increased confidence and makes you feel that you are in control of your life.
Goals	Everything related to the goals of the journal.
No change	**No change in the direction that the journal is pursuing**
Empowering	Increased confidence and makes you feel that you are in control of your life.
Negative change	**Change in another direction than the journal is pursuing**
Awareness	Increased awareness of to the issue of climate change.
Big Industry	Comments related to the impact of the big industry on climate change

List of codes - Becoming climate-friendly	
Code	**Definition**
Positive change	**Change in the direction that the journal is pursuing**
Empowering	Increased confidence and makes you feel that you are in control of your life.
Awareness	Increased awareness of to the issue of climate change.
External motivation	Motivation from external objects or people etc.
Struggle	**No change in the direction that the journal is pursuing**
External motivation	Motivation from external objects/people etc.
Big Industry	Comments related to the impact of the big industry on climate change

N3. Conclusion per cluster

List of codes - Experience

Code	Conclusion
Empowering	The aesthetic of the journal motivated people to work on the topic, even if they were unsure if journaling would be something for them or if they were demotivated for a bit.
Structure	Some participants were not really sure if the journal would be something for them. However, when they started using the journal they were engaged due to the flow of the journal with facts and varying exercises.
	Some participants struggled with the length of some parts of the journal (the introduction, reflection & new goal). Which demotivated them.
	The drawings and facts throughout the journal motivated people to use the journal.
Goals	The goal setting and performance in goals had a large influence in how people used the journal. Participants mention that they had difficulty with setting up goals as they were not sure what they could work on. Additionaly, they felt that the journal was too much focused on succes, which made participants also only want to write when they had succes in the goal they set.
	When participants were busy they had less focus on the journal.
	If a goal did not work, participants could get motivated again when they set a new goal.
Thinking about the journal	Some participants did not write as often in the journal as they intended. However, even if they were not writing in the journal they were still thinking about the goals they set.
Repetitive	The questions felt repetative for some participants, which demotivated them. Also one participant mentioned that they would have liked to decide when a goal is ended rather than waiting for the reflection pages.
	One participant mentioned that they would have liked to know when a reflection page was coming up to reserve time for it.
Community	Participants mention that they enjoyed talking to people about the journal and that seeing others assignments on the Instagram community inspired them. One participants expressed that they would have liked to be encouraged earlier to participate in the community in the journal as they were hesitant to share information later on.

List of codes - Mindset

Code	Conclusion
Awareness	Participants got more awareness of the size of the issue, causing them to take it more serious. They also became more aware of initiatives that are already running to counteract climate change.
	Participants became more conscious about their behaviour and felt better about what they were already doing but also motivated to make further improvements
	Participants still encounter the struggle between their influence and the influence of the big Industry. Some were discouraged by this.
Empowering	Participants mention that the journal helped to make steps in changing their lifestyle. The journal helped them to be actionable, but also to feel better about taking steps rather than feeling uneducated and bad about doing not everything right.
	Some participants mentioned that the journal will not support them in making the impact they would like to make or that it takes a lot of effort.
Goals	The journal helped participants in making actionable goals which were helpful in terms of making steps towards a climate-friendly lifestyle.
Big Industry	Participants express their concern and urgency for change in the big Industry.
	One participant mentioned that we are dependent on the retail and Industry choices causing us to not make certain changes ourself.

List of codes - Becoming climate-friendly

Code	Conclusion
Empowering	Participants felt that with the steps they have taken while using the journal they could continue
	Participants expressed that they see value in making small changes and that they are not always hard to make.
Awareness	Participants acknowledged that it is important to become climate-friendly to counteract the effects of climate.
External motivation	Some participants express that it will become more easy to become climate-friendly once they have more money.
	Some participant felt that without the journal they were not sure if they would have the 'push' to continue making small steps
	Some participants mention that it is difficult to continue becoming climate friendly as society/industry needs to change first and offer more climate-friendly alternatives.
Big Industry	The big Industry remains having a role in blocking the transition to become climate-friendly but participants acknowledge that they are part of the solution.

N4. Conclusion summary

List of codes - Experience	
Label	**Conclusion**
Empowering	The aesthetic of the journal motivated people to work on the topic, even if they were unsure if journaling would be something for them or if they were demotivated for a bit.
Structure	The journal structure works for most people. The reflection and setting up new goal came unexpected and participants would have liked to be prepared for them. It might be possible to give a reminder 'Next time you will.....' Also more variety in the setting goal/reflection pages could help to make it more engaging. The introduction will remain lengthy as it is needed to explain certain things to the user.
Goals	The participants need more guidance in creating the goals. Perhaps a few example pages or 'how to..' pages, or pages guiding them step by step could help. In the test it was necessary that people quickly started journaling. however, in real life people have more time for the onboarding.
Thinking about the journal	Some participants did not write as often in the journal as they intended. However, even if they were not writing in the journal they were still thinking about the goals they set.
Repetitive	For the repetitiveness the progress notes need more variety. Should be evaluated if this is possible without compromising the growth mindset theory.
Community	Participants mention that they enjoyed talking to people about the journal and that seeing others assignments on the Instagram community inspired them. One participants expressed that they would have liked to be encouraged earlier to participate in the community in the journal as they were hesitant to share information later on.

List of codes - Mindset	
Label	**Conclusion**
Awareness	Explain what their role is in the climate transition versus the role of the big Industry. Participants got more awareness of the issue and for some, this helped in taking it more seriously and value their efforts but for some this worked demotivating.
Empowering	The journal helped participants to be actionable and feel better about their progress, but some had the feeling that the journal is unable to support them in making the impact they would like to make.
Goals	The journal helped participants in making actionable goals which were helpful in terms of making steps towards a climate-friendly lifestyle.
Big Industry	Participants are not always confident on if they can make an effort compared to the big industry. Especially as they 'make' our world by packaging our food in plastics.

List of codes - Becoming climate-friendly	
Label	**Conclusion**
Empowering	Participants felt more satisfaction on the steps that they have made and realised that they are not always hard to make.
Awareness	Participants acknowledged that it is important to become climate-friendly to counteract the effects of climate.
External motivation	Some participants feel that the possibility to become climate-friendly depens on what the Industry changes or that they need more money. They also felt that the journal was a certain push to focus on becoming climate-friendly
Big Industry	The big Industry remains having a role in blocking the transition to become climate-friendly. but participants acknowledge that they are part of the solution.

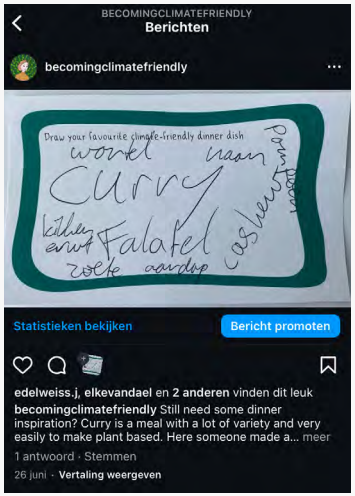
Ns. Comparison similar codes in different themes

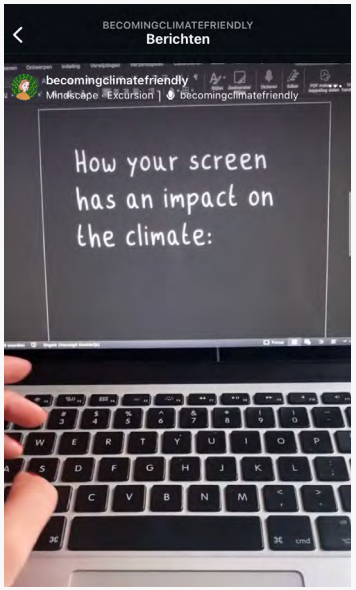
Empowering	
Label	**Conclusion**
Mindset	
Positive change	Participants expressed that they are changed their view on their actions and the actions around them
No change	
Becoming climate-friendly	
Positive change	Through the actions they have taken participants expressed that it was possible for them to become more climate-friendly
Experience	
Engagement	Participants mentioned that they were motivated through the estheticus of the journal.
Insight	The results confirm that the format of the journal is working, and only minor changes are needed to improve it further. The 'musts' are accomplished.

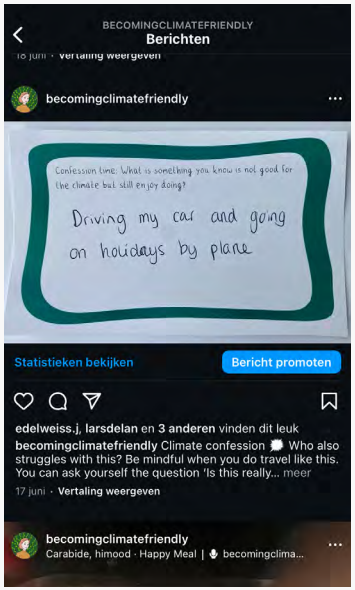
Awareness	
Label	**Conclusion**
Mindset	
Positive change	The big Industry plays a large role in how people feel about the impact they can make. But some also started feeling better about what they were already doing as they became more conscious of their behaviour.
Negative change	
Becoming climate-friendly	
Positive change	Participants acknowledged that it is important to become climate-friendly to counteract the effects of climate.
Insight	The journal should provide more space for feelings (positive and negative feelings). And it could focus on the role of the individual vs the industry.

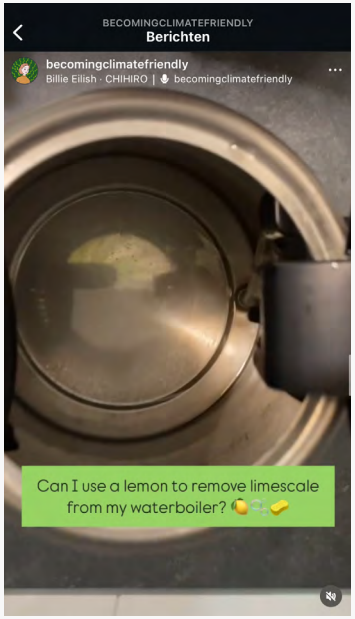
Big industry	
Label	**Conclusion**
Mindset	
Negative change	The impact of the big industry negatively impacts the mindset of participants. They are concerned about the influence of the big industry on the climate, as well as they feel that the industry makes decisions that limit the influence a consumer can make.
Becoming climate-friendly	
Struggle	The big Industry remains having a role in blocking the transition to become climate-friendly. but participants acknowledge that they are part of the solution.
Insight	The journal could explain better that it is not making the statement that this will be the solution, but that citizens as well as the Industry have a responsibility to become climate-friendly. Additionaly, it could be argued that every employee of a big Industry Company is also someone who has a personal life. And by influencing and motivating each other, these people also will be motivated in the end which might also make them realize that the Industry should change.

0. Instagram content





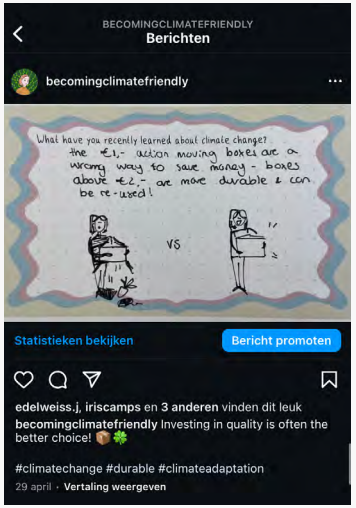


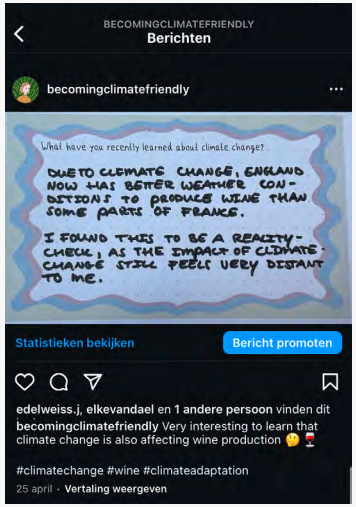


BECOMINGCLIMATEFRIENDLY
Berichten
becomingclimatefriendly
Draw what is going well (support with text)
turning off lights faster
Statistieken bekijken
Bericht promoten
larsdelan, verindi en 3 anderen vinden dit leuk
becomingclimatefriendly 💡 Turning the lights off when you do not need them is a great way to save energy! ⚡🌿... meer
9 mei · Vertaling weergeven

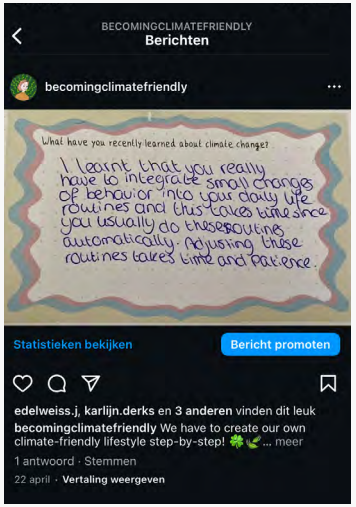
BECOMINGCLIMATEFRIENDLY
Berichten
becomingclimatefriendly
Draw what is going well (support with text)
turning off lights faster
Statistieken bekijken
Bericht promoten
larsdelan, verindi en 3 anderen vinden dit leuk
becomingclimatefriendly 💡 Turning the lights off when you do not need them is a great way to save energy! ⚡🌿... meer
9 mei · Vertaling weergeven

BECOMINGCLIMATEFRIENDLY
Berichten
becomingclimatefriendly
Draw an obstacle you currently experience (support with text)
I would like to walk outside more (instead of streaming videos), but it's constantly cold with rain...
brrr
Statistieken bekijken
Bericht promoten
edelweiss.j, verindi en 2 anderen vinden dit leuk
becomingclimatefriendly A very common struggle! How to motivate yourself when the weather is not very inviting? Good clothing and just do it is perhaps the... meer
3 mei · Vertaling weergeven

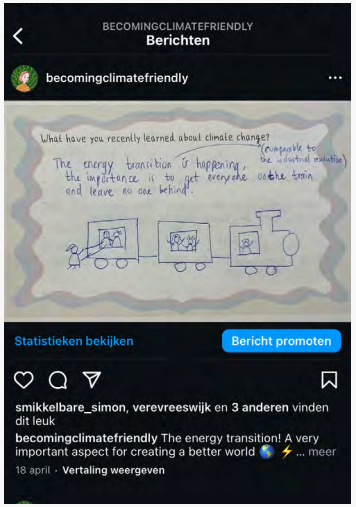

BECOMINGCLIMATEFRIENDLY
Berichten
becomingclimatefriendly
What have you recently learned about climate change?
the €1,- action moving boxes are a wrong way to save money - boxes above €2,- are more durable & can be re-used!
VS
Statistieken bekijken
Bericht promoten
edelweiss.j, iriscamps en 3 anderen vinden dit leuk
becomingclimatefriendly Investing in quality is often the better choice! 📦🍀
#climatechange #durable #climateadaptation
29 april · Vertaling weergeven

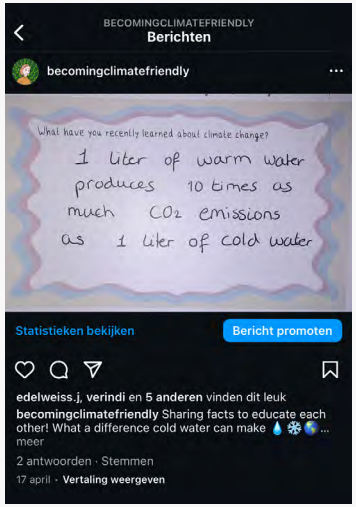

BECOMINGCLIMATEFRIENDLY
Berichten
becomingclimatefriendly
What have you recently learned about climate change?
DUE TO CLIMATE CHANGE, ENGLAND NOW HAS BETTER WEATHER CONDITIONS TO PRODUCE WINE THAN SOME PARTS OF FRANCE.
I FOUND THIS TO BE A REALITY-CHECK, AS THE IMPACT OF CLIMATE-CHANGE STILL FEELS VERY DISTANT TO ME.
Statistieken bekijken
Bericht promoten
edelweiss.j, elkevandael en 1 andere persoon vinden dit
becomingclimatefriendly Very interesting to learn that climate change is also affecting wine production 🤔🍷
#climatechange #wine #climateadaptation
25 april · Vertaling weergeven

BECOMINGCLIMATEFRIENDLY
Berichten
becomingclimatefriendly
Draw what is going well (support with text)
eating vegetarian lunch
not buying new clothes
trying to cook with plant-based alternatives
redi covering clothes I already own
Statistieken bekijken
Bericht promoten
edelweiss.j, verindi en 3 anderen vinden dit leuk
becomingclimatefriendly Someone is taking steps! Keep it going 💪🔥🍀
#climatechange #climateadaptation #climatefriendly
23 april · Vertaling weergeven


BECOMINGCLIMATEFRIENDLY
Berichten
becomingclimatefriendly
What have you recently learned about climate change?
I learnt that you really have to integrate small changes of behavior into your daily life routines and thus takes little since you usually do these routines automatically. Adjusting these routines takes time and patience.
Statistieken bekijken
Bericht promoten
edelweiss.j, karlijn.derks en 3 anderen vinden dit leuk
becomingclimatefriendly We have to create our own climate-friendly lifestyle step-by-step! 🍀🌿... meer
1 antwoord · Stemmen
22 april · Vertaling weergeven

BECOMINGCLIMATEFRIENDLY
Berichten
becomingclimatefriendly
What have you recently learned about climate change?
If we adopt a plant-based diet, we can feed ourselves with 76% less land.
From #ForNature and Science (2018)
Statistieken bekijken
Bericht promoten
edelweiss.j, verindi en 4 anderen vinden dit leuk
becomingclimatefriendly Facts about food! 🍒🥦 Our food production and diet have a large impact on climate change 🌿... meer
3 antwoorden · Stemmen
19 april · Vertaling weergeven

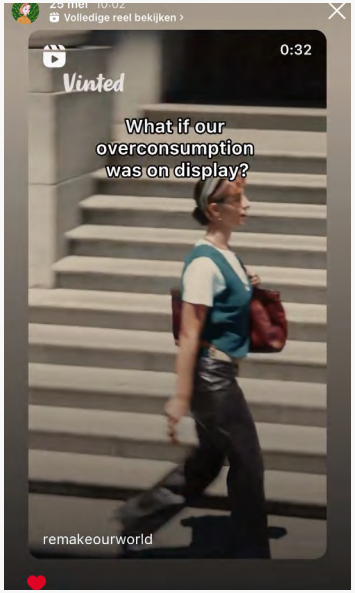

BECOMINGCLIMATEFRIENDLY
Berichten
becomingclimatefriendly
What have you recently learned about climate change?
The energy transition is happening, the importance is to get everyone on the train and leave no one behind!
(comparable to the industrial revolution)
Statistieken bekijken
Bericht promoten
smikkelbare_simon, verevreeswijk en 3 anderen vinden dit leuk
becomingclimatefriendly The energy transition! A very important aspect for creating a better world 🌎 ⚡... meer
18 april · Vertaling weergeven

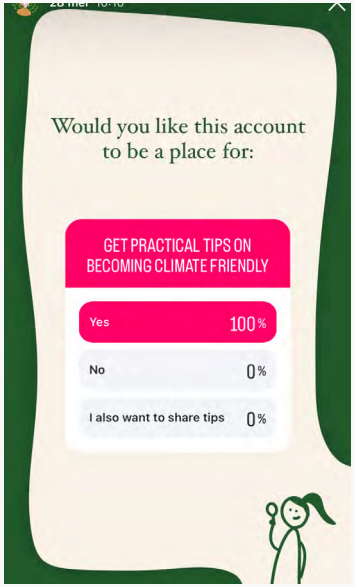

BECOMINGCLIMATEFRIENDLY
Berichten
becomingclimatefriendly
What have you recently learned about climate change?
1 liter of warm water produces 10 times as much CO_2 emissions as 1 liter of cold water
Statistieken bekijken
Bericht promoten
edelweiss.j, verindi en 5 anderen vinden dit leuk
becomingclimatefriendly Sharing facts to educate each other! What a difference cold water can make 💧❄️🌎... meer
2 antwoorden · Stemmen
17 april · Vertaling weergeven

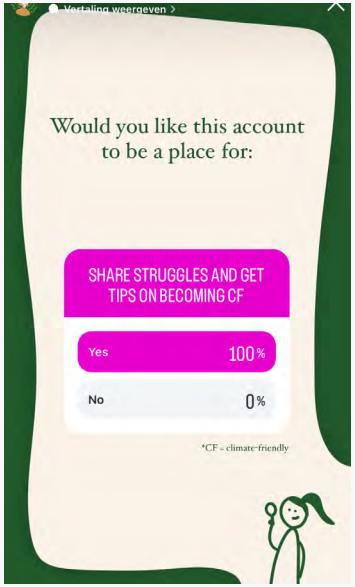
BECOMINGCLIMATEFRIENDLY
Berichten
becomingclimatefriendly
Confession time. What is something you know is not good for the climate but still enjoy doing?
Fast fashion
it is bad, i know :(
I need abbordable alternatives
Statistieken bekijken
Bericht promoten
edelweiss.j, verindi en 3 anderen vinden dit leuk
becomingclimatefriendly We cannot always do everything right all at once, which is okay! Do you have any tips for transitioning away from fast fashion? 👖 ✈️ 🌿... meer
2 antwoorden · Stemmen
16 april · Vertaling weergeven

2 antwoorden · Stemmen
16 april · Vertaling weergeven
becomingclimatefriendly
Look for a climate-friendly lifestyle related fact
Did you know that ..... YOU CAN USE ALL-PURPOSE CLEANER EFFECTIVELY WITH COLD WATER INSTEAD OF HOT WATER?
(COLD WATER COSTS LESS ENERGY)
Statistieken bekijken
Bericht promoten
edelweiss.j, verindi en 3 anderen vinden dit leuk
becomingclimatefriendly Someone is sharing a climate-friendly cleaning hack 🌱🧹 ! Do you have a cleaning hack to share? Leave it in the comments... meer
3 antwoorden · Bekijken
10 april · Vertaling weergeven

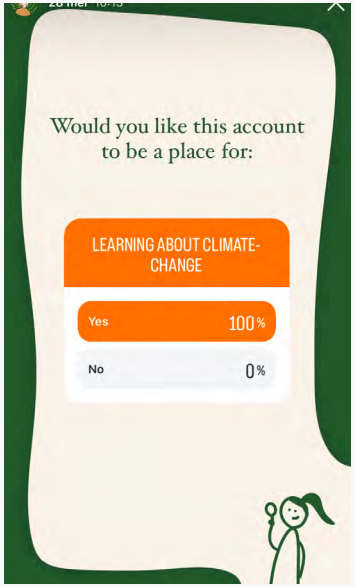
For the people struggling with fast fashion, here is more information on green washing in the fashion industry
1:23
hey guys my name is recycled polyester
53% Recycled polyester
✨Get to know me✨
RECYCLED POLYESTER
sustainablefashionfriend

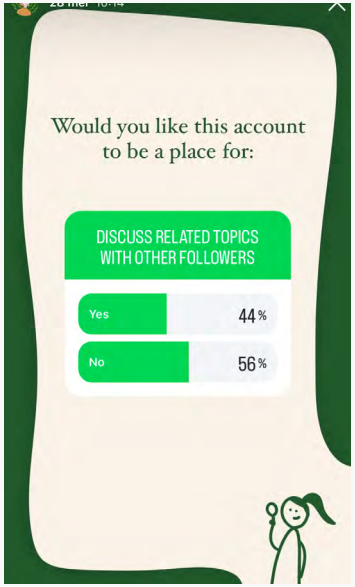

Volledige reel bekijken
0:32
Vinted
What if our overconsumption was on display?
remakeourworld

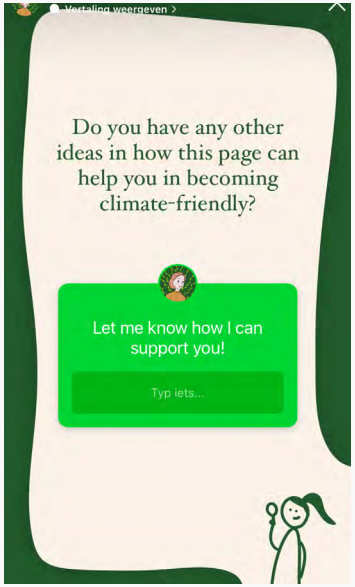

Would you like this account to be a place for:
GET PRACTICAL TIPS ON BECOMING CLIMATE FRIENDLY
Yes 100%
No 0%
I also want to share tips 0%

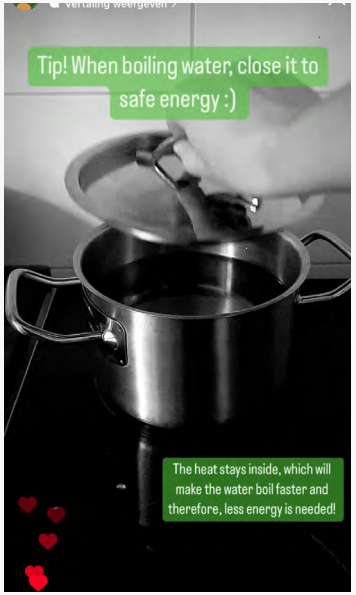

Vertaling weergeven
Would you like this account to be a place for:
SHARE STRUGGLES AND GET TIPS ON BECOMING CF
Yes 100%
No 0%
*CF = climate-friendly

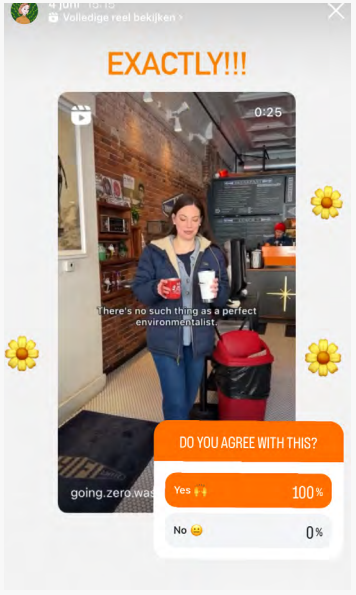
Would you like this account to be a place for:
PARTICIPATING IN CHALLENGES PROVIDE BY THIS ACCOUNT
Yes 62%
No 38%

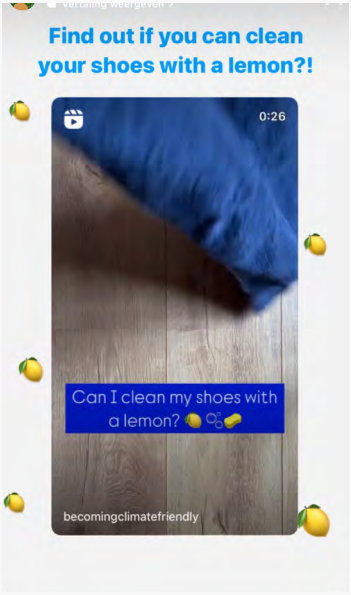

Would you like this account to be a place for:
LEARNING ABOUT CLIMATE-CHANGE
Yes 100%
No 0%


Would you like this account to be a place for:
DISCUSS RELATED TOPICS WITH OTHER FOLLOWERS
Yes 44%
No 56%


Vertaling weergeven
Do you have any other ideas in how this page can help you in becoming climate-friendly?
Let me know how I can support you!
Typ iets...

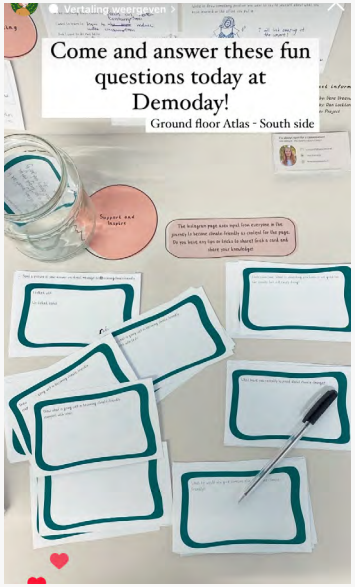

Tip! When boiling water, close it to safe energy :)
The heat stays inside, which will make the water boil faster and therefore, less energy is needed!

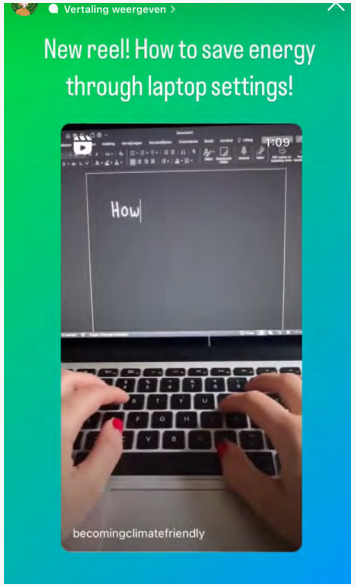

EXACTLY!!!
0:25
there's no such thing as a perfect environmentalist
DO YOU AGREE WITH THIS?
Yes 100%
No 0%


Find out if you can clean your shoes with a lemon?!
0:26
Can I clean my shoes with a lemon?
becomingclimatefriendly

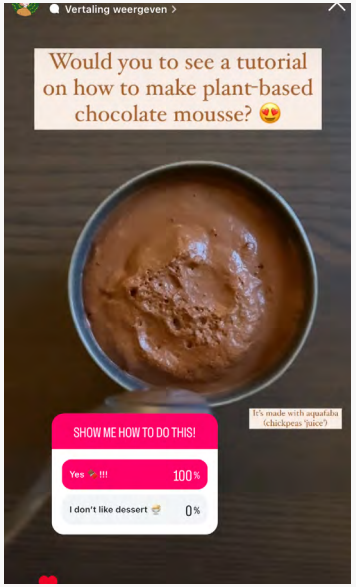
A tip that matches perfect with the reel I just posted! Reuse the oil and the jar for something new
STOP THROWING
mensch.chef

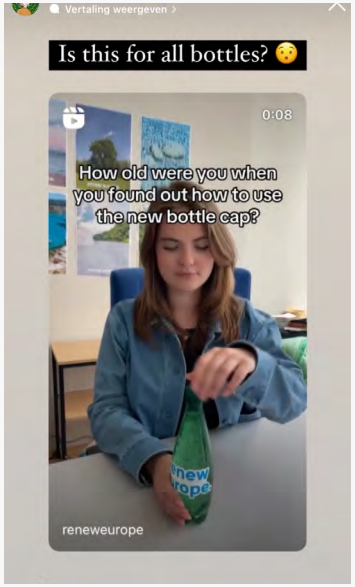
Make your empty jars ready to use again!
Cleaning tip for empty jar reuse
becomingclimatefriendly


Come and answer these fun questions today at Demoday!
Ground floor Atlas - South side

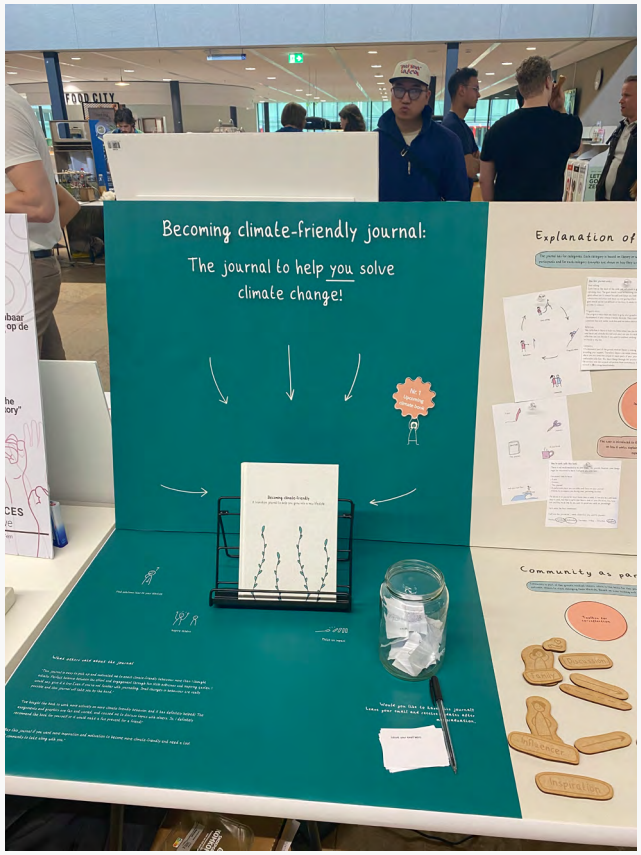

New reel! How to save energy through laptop settings!
How
becomingclimatefriendly

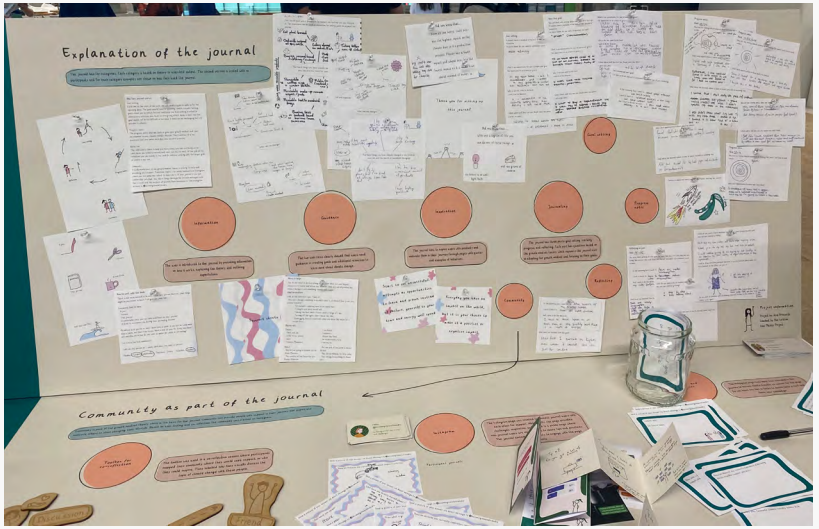
We can!!!
just-shower-thoughts
When people talk about traveling to the past, they worry about radically changing the present by doing something small, but barely anyone in the present really thinks that they can radically change the future by doing something small.
sonyaliloquy
...dude.

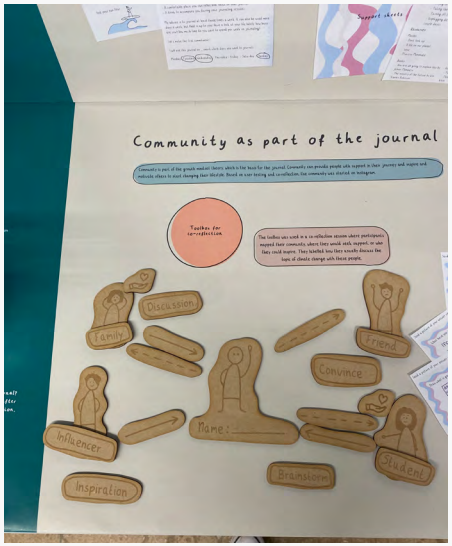

Would you to see a tutorial on how to make plant-based chocolate mousse?
SHOW ME HOW TO DO THIS!
Yes 100%
I don't like dessert 0%

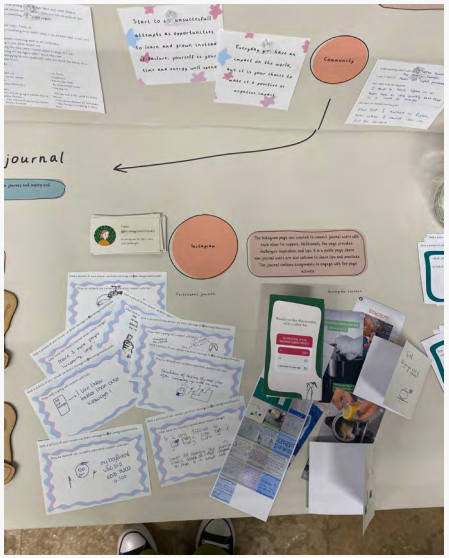

Is this for all bottles?
0:08
How old were you when you found out how to use the new bottle cap?
reneweurope

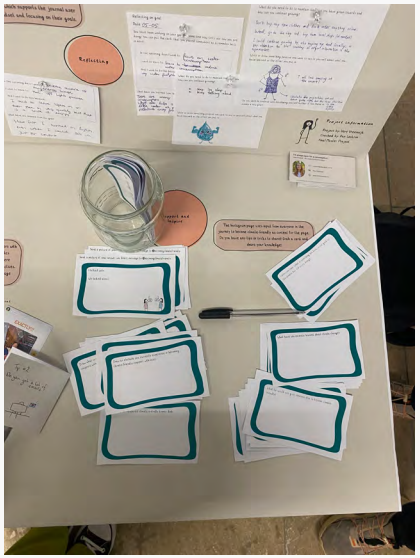
P. Demoday stand



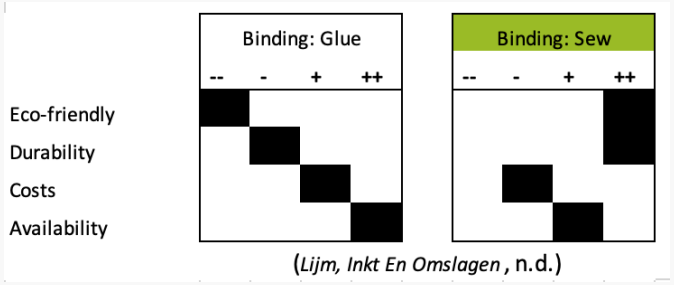




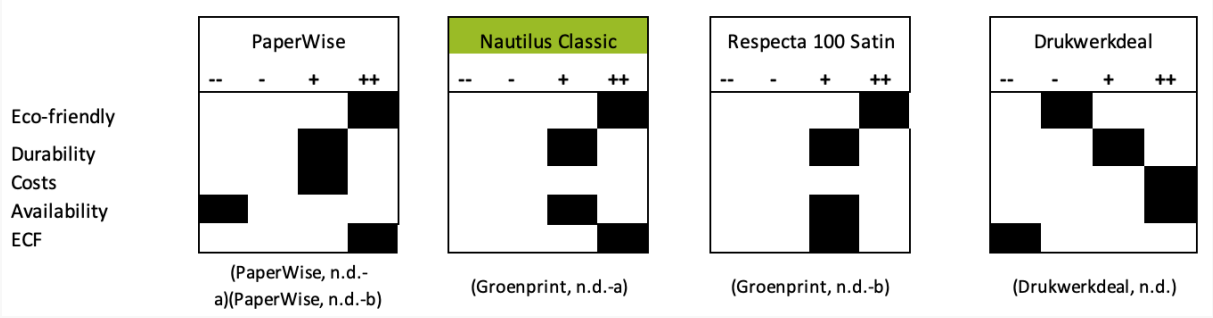




Q. Material exploration



(*Lijm, Inkt En Omslagen* , n.d.)



(PaperWise, n.d.-a)(PaperWise, n.d.-b)

(Groenprint, n.d.-a)

(Groenprint, n.d.-b)

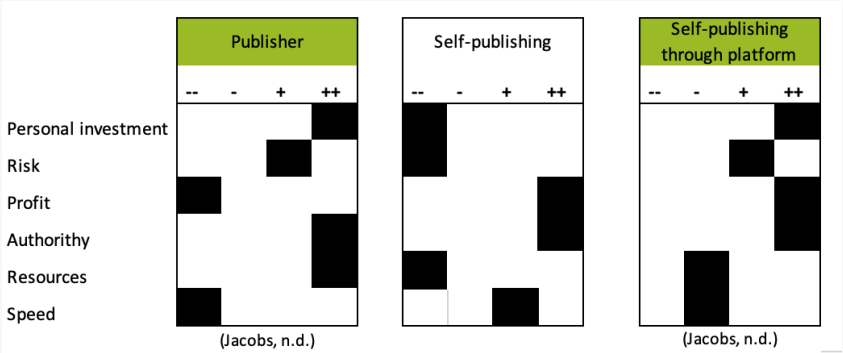
(Drukwerkdeal, n.d.)

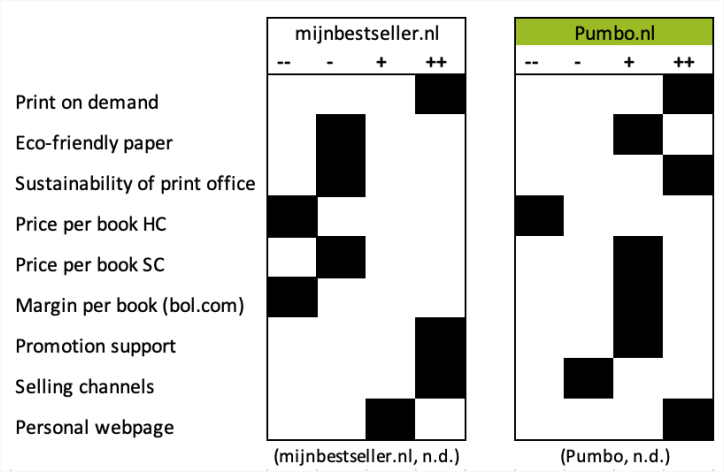
R. Publishing journal

Harris profiles for each method of publishing were created. With the knowledge of publishing through a publisher or self-publishing through a platform, the method for self-publishing was added and filled in. The downside of self-publishing without a platform is that you need to arrange all transactions and postal services. The profiles do not create a clear distinction between self-publishing and publishing through a publisher. Therefore, an advantage and disadvantage overview was created.

Concluding, publishing and self-publishing through platforms have equal advantages. A publisher would be best as they have a more extensive network and can help give the book more visibility, but there is a low chance of acceptance.

It is unknown if you can select the print company when collaborating with a publisher, but if this is possible, there are two printing companies I would consider. The first is 'Greenprint', as they use eco-friendly materials and plant trees to compensate for the emitted CO2 (Groenprint, n.d.). The second option would be 'Uitgeverij De Bij' as they focus on using eco-friendly materials and green energy (Van Schie, n.d.). If a publisher would not accept the proposal, self-publishing through a platform is a valid option. Two Dutch self-publishing platforms are evaluated in Figure #, where Pumbo.nl has more advantages than mijnbestseller.nl. The online Instagram community could also grow and attract more people who could buy the book through a personalised webpage provided by the self-publish platform.





Publish

Pros	Cons
Promotional support	Low chance of acceptance
Resources	sometimes require personal investment
Arrangement to use eco-friendly printing company	

Self-publish

Produce own books and sell through platform

Pros	Cons
Produce books through ecofriendly print company	Have to buy own stock
	Pay for storage stock
	No printing on demand (risk of waste of resources)
	Limited resources

Produce and sell books through platform

Pros	Cons
Printing on demand	Dependent on ecofriendly printing options of platform
Lower risk	Limited resources
No investment needed	

eco-friendly
Finance
Support

5. Publisher proposals

5.1. BIS Publisher

Book Proposal

Becoming climate-friendly

A transition journal to help you grow into a new lifestyle

by

Vere Vreeswijk

Submitted by:

Vere Vreeswijk

Becoming climate-friendly / V. Vreeswijk

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Becoming climate-friendly / V. Vreeswijk

Overview

Context

This proposal is written for the journal 'Becoming climate-friendly'. In today's society, climate change is a hot topic that is discussed widely. Many people are starting to see the urgency of changing things but need help. Many governmental institutes and municipalities are taking measures and trying to reach citizens with campaigns to limit their impact on the climate. Additionally, many books have been recently published on day-to-day challenges, but often, this remains too difficult for people to integrate into their lifestyle.

It is a fact that climate change will impact our lives in the future, but the level of this impact will be determined by our actions today. Therefore, it is necessary to support as many people as possible in lowering their impact and transitioning them towards a climate-friendly lifestyle. Furthermore, another question is, will climate change ever be 'solved', or should we, as humans, always try to do better?

As humans, we can always try to do better. We should help people adopt a mindset that teaches them to appreciate effort and see challenges as opportunities instead of obstacles. The best fitting mindset for this challenge is the growth mindset, this is for two reasons. First, by equipping people with the right mindset, they will challenge themselves to continue improving their lifestyle even if we reach a post-climate change future. Secondly, research has shown that people with a growth mindset are more open to pro-environmental measurements (Duchi et al., 2020).

The journal helps people to adopt a growth mindset by implementing questions focused on opportunities, setting goals and reflecting on progress. The reader is also motivated to talk to people within their network about their goals or the topic of climate change and participate through the journal in an online community on Instagram (@becomingclimatefriendly). Talking to people in your environment, knowing where to find support and inspiring others through your work is an important aspect of the growth mindset (Dweck, 2018). Additionally, many people do not talk about climate change as it is a politically charged topic. However, if we do not talk about climate change, we enforce a spiral of silence, meaning fewer and fewer people hear about climate change and, therefore, discuss it less, leading to self-silencing (Ettinger et al., 2023).

In conclusion, the journal supports people (and counteracts climate change) on two levels. First, it equips people with a growth mindset that will help them navigate challenges related to climate change. Second, it stimulates people to start engaging with their community for support and inspires others to break the spiral of silence.

Content

The journal guides people in adopting a growth mindset through a cycle of activities (Figure 1). These activities are all based on theory and ask questions that focus on learning opportunities and reflecting on what you have learned. It is recommended that the user journal at least three times per week to ensure that they spend enough time on growing their growth mindset while also doing it at their own pace and leaving room to deal with 'life'.

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Besides the cycle of activities, the journal contains facts, quotes and illustrations for inspirational and motivational purposes. The journal's aesthetic was chosen to be doodle-like to lower the threshold for people to start working on it and not care about how they fill it in as long as they fill it in and enjoy it. Throughout the journal, a positive tone is used. Learning about climate change can often lead to climate anxiety. The journal provides room to check in with how you feel and express this, but through a positive tone and aesthetic, it aims to help people reduce their negative feelings. Lastly, resources and additional support are given at the back of the journal to support the user in setting goals and gaining an understanding of the topic.

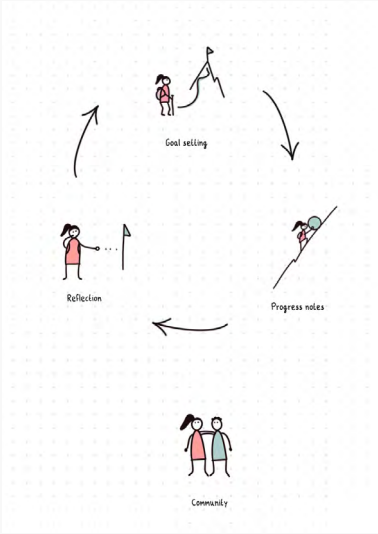

Figure 1: Cycle of activities in the journal

About the Author

I am a graduating master's student of Industrial Design at the University of Technology Eindhoven. I have been transitioning into a climate-friendly lifestyle for 8 years, which remains a journey of informing myself and looking for new challenges. In the past 8 years, I have influenced people within my network to start taking steps in becoming climate-friendly by showing them how I approach this. People often mention that they like how I'm not forcing it on them but just showing how I am taking steps.

Personally, I am really interested in learning about how to change behaviour, what impact we can make together, and how to view climate adaptation through a positive lens. I have done multiple projects within my studies of Industrial design related to climate change which has developed my perspective on what people’s needs are. Additionally, I have researched plenty of literature on climate change to understand the urgency and to equip myself with the motivation to change our way of living towards this.

My mission is to keep spreading the message to people to start trying stuff and learn from it! By equipping people with a growth mindset, they will start to see how valuable this is in their development. Simultaneously, I will continue sharing my journey through the community Instagram page. So, I won't call myself an expert in climate-friendly lifestyles, but I would call myself an expert in becoming climate-friendly.

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In my studies we have to create a professional identity and vision, it is not all as relevant for a book proposal. However, I still decided to include it below as it shows best who I am as a person and why I created this journal.

Professional Identity

For years, I have made step-by-step changes to my lifestyle to reduce my impact on the climate. I have learned new skills such as sewing my clothes, reducing waste and other things, but improving myself is a continuous process. Throughout the years, people have often said, 'I could never do what you are doing. 'But also 'Because of you I now reduced my meat consumption'. Both motivated me to put my skills into designing for sustainable lifestyle change. By changing my lifestyle, I will continue to learn and implement this by designing tools to support others in this transition.

I often find myself in conversations, listening to people's challenges, discovering their motivations and trying to help them. One of my strengths is being a great listener and having open conversations without judgment. My analytical mindset allows me to easily map different needs and view projects from a helicopter view. This strength will enable me to dive deeper into people's motives, which can support my decisions in the design process.
At the start of my projects, I conduct a lot of research to ensure I am well-informed on the topic, which allows me to have an overview of the challenge. Once I have established sufficient background knowledge, I continue ideating concepts for the challenge. Researching before ideation ensures my project stays realistic, which I value in my designs.

My design processes are shaped to match the project goal. Even though I already understand many design methods, such as scenario thinking, prototyping, and user studies, I constantly explore and learn about new design methods. My goal is not to excel in a few methods but to have an extensive understanding of several methods, enabling me to decide which method fits the project goal the best. Matching the best method to the project goal will help my projects reach their full potential and support my vision of contributing to a sustainable planet.

To flourish as a designer, I need people in my environment who can challenge my design decisions and spark my thoughts with exciting perspectives. I work very structured and communicative. Therefore, I often take on the role of facilitator in projects. In discussions, I am a listener who analyses perspectives and formulates conclusions to keep moving forward. In my future career, I work in an open-minded environment surrounded by creative and sustainability-oriented people.

To continuously develop myself, I focus on expanding my knowledge by researching, engaging with users to add more perspectives to my work, learning new methods and, most importantly, reflecting on my progress to ensure I develop myself in line with my vision.

Vision

The world is heading to a climate humanity has never experienced (Mommers, 2019; Godin & Porro, 2022). The level of change in the climate is in our hands (KNMI, 2023). Climate mitigation focuses on reducing our impact to ensure a less damaging effect on the climate. It is necessary to transition towards a new way of living to maintain a comfortable life and protect the

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earth. Designers can bridge between what scientists are saying about the climate and the needs and struggles of people. Therefore, designers should play a crucial role in facilitating the lifestyle transition. We can converge significant problems into accessible bits.

As a designer, I want to contribute to the challenge of making the world a more sustainable place. However, sustainability is an extensive topic, and one designer cannot focus on all. The United Nations created 17 Sustainable Development Goals (SDGs) to make the world a sustainable planet (United Nations, 2020b). Within these 17 SDGs, there is one goal I want to contribute to as a designer: No. 13: Climate action. This goal feels most urgent to me and relates to my skillset. I specifically want to focus on one target concerning changing or adapting to sustainable lifestyles:

- Target three of SDG No. 13 focuses on improving awareness and education about climate change to cause impact reduction and early warnings (United Nations, 2020a).

Designers are not the first people you think of when working on climate change, or any other challenge. We are not an expert in a specific field, but we are an expert in becoming just enough of an expert to understand a problem and create opportunities to solve the problem. Especially in todays and tomorrow’s societal challenges designers are crucial to connect stakeholders, dive into the problem and seek for opportunities. In the challenge of climate change, we need to have designers focusing on radical innovation in many industries. However, to change people’s day-to-day way of living, I believe we should focus on incremental innovation. Keep doing what we have been doing but more climate-friendly.

Even though climate change demands an urgent change in our society, having a positive mindset will bring society further than acting out of fear. Therefore, my designs should communicate positivity to inspire and motivate people to change. We cannot predict the future; we can only shape her (Godin & Porro, 2022). Designers should guide people toward a future-proof lifestyle, i.e., focus on behaviour change. There is not one way to live sustainably; people need to learn how to transition their lifestyles. By enhancing a positive experience and making societal challenges relatable, people can adapt to future circumstances or counteract issues that arise. Together, we must transform our lifestyles to reduce our impact.

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Target Audience

This journal is created for people who want to work on becoming climate-friendly. This could be people who want to start working on this but need guidance or people who have already taken steps but need support in continuing their efforts. The journal is now based on and tested with people between the ages of 18 and 30 who live independently or with a partner but do not have to run a family. It is now focused on journaling individually rather than with a household.

People already interested in reading books related to climate change can use this journal to go from knowledge to action. Often, people read climate change-related books and end with a feeling of urgency to act, which this journal can facilitate to turn the urgency into action.

Target audience from test

The journal is created to support people in changing their lifestyle. The journal is tested with participants between the age of 18 and 30 on a regular literacy level. The test contained two groups of participants; people who already took steps in becoming climate-friendly, and participants who were willing to take steps but did not have taken steps before. Both groups showed promising results. Therefore, the audience this journal is targeting are those who want to start taking action but need help or want to continue their development towards a climate-friendly lifestyle.

Potential target audience

Many people get inspired by the quick and easy tutorials on Instagram or TikTok shows. People

who enjoy this content or follow environmental tips & tricks pages can use this journal to put their knowledge into action and experiment with it!

Readership after reading the book

The journal is currently created for beginners, but a follow-up version could easily be made. The follow-up version could include the same goal setting – progress notes – reflecting structure but could contain new goal support, new facts and new quotes. This allows for a more prolonged engagement with the becoming climate-friendly journals.

Comparable Titles

Currently, books or other material related to climate change focus on creating awareness, educating people on the issue of climate change and what you can do, or providing challenges or practical tips. This landscape is becoming increasingly saturated and where most books try to activate people to take action, they cannot guide people in this, which is where the journal comes into place. Additionally, the journal frames itself partially in psychology, as it aims to educate about climate change and equip people with a mindset that continuously helps them look for further improvements. Journaling has become a more respected and familiar practice, so this journal positions itself within existing landscapes, tying multiple fields together.

People who bought the book…. might be interested in the journal.

- **This is a Good Guide - Revised Edition For a Sustainable Lifestyle**

  Author: Marieke Eyskoot

  ISBN: 9789063695880

  Edition: Paperback

  Publisher: BISPUBLISHERS

  Price: €23,99

  This book contains many tips on living more sustainably, which is excellent for people who want to learn about climate change and individual contribution. The journal could be in the same section as it guides people from knowledge to action.

- **A Greener Life**

  Author: Jack Wallington

ISBN: 9780857828934

Edition: Paperback

Publisher: BISPUBLISHERS

Price: €29,99

It focuses on seeing oneself as a part of nature and moving closer to it. This bond between humans and nature is essential in climate adaptation. The journal also includes some exercises to observe and appreciate nature.

- **De Klimaat Almanak**

  Authors: Seth Godin & Michel Porro

  ISBN: 9789461265005

  Edition: Paperback

  Publisher: Haystack

  Price: €25

  This book provides an in-depth explanation of climate change and human influence. Besides the explanation of climate change, it also gives tips on how to limit your impact on the climate. The journal could build upon this knowledge base and translate these tips into action.

- **How to Save Your Planet One Object at a Time**

  Author: Tara Shine

  ISBN: 9781471184109

Edition: Hardcover

Publisher: Simon & Schuster Ltd

Price: €22,99

A practical guide with tips for the home and garden to reduce your impact on the climate. Again, the journal could use these tips and translate them into action.

- **365 Ways to Save the Planet**

  Author: Georgina Wilson-Powell

  ISBN: 9780744077513

  Edition: Paperback

  Publisher: Dorling Kindersley

  Price: €17,50

  Provides 365 challenges, one per day for a whole year. This could motivate the already active people, but for starting people, this becomes too overwhelming after a few days/weeks. Taking on one challenge per day is quite a heavy load on top of all your regular tasks. The journal focuses on one goal for a few days and provides room to work on it when you have the time.

- **Journals**

  There are plenty of journals; each bookstore has a section. This journal could also fit there; however, with its focus on climate change, it probably fits better in the climate section.

Marketing and Promotion

Current interest

When recruiting participants, I had around 20 people interested in using the journal within a 24-hour promotion within my network. I presented the book during the demo day (demonstration day of the TU/e, where all industrial design students present their work), and many excited visitors were at my stand. Some mentioned they would like to use the journal, and others noted they would like to give it to someone. Additionally, I have started building the Instagram community (currently 30 followers), but I plan to expand this network once I graduate. Additionally, I have also talked to companies who would see the possibility of the journal as a relation gift or as a price for winning sustainability challenges within the company.

Social media

The previous paragraph demonstrates that quite some interested people are already in the journal when it still needs to be finished. I can reach many people through active promotion on social media (Instagram and LinkedIn). As mentioned, many people enjoy the quick and easy tutorials on Instagram/TikTok. An opportunity for book promotion would be collaborating with influencers to make these videos. The journal could refer to its page or give example goals based on its content.

Physical stores

I have heard from visitors that they would see this book lying in cosy coffeeshops, stores focused on sustainability products and bookstores. Therefore, by promoting it to large bookstores and going around coffee shops to promote it, sales will also go up. Additionally, people who have

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read climate books often feel the urgency and want to act, but over time, this usually fades. These people could be targeted, and the journal could be recommended to them, so use that willingness to act and support them in their next steps.

Manuscript Specifications and Delivery

The journal is 132 pages long but should be expanded as it is now only for 6 weeks. My estimate is 180 pages in total. The most significant part of the journal is already finished, and the expanded version could be finished within two months. Additionally, the journal is now in English but could be easily translated into Dutch.

Besides finishing the content of the journal, some other resources are still needed:

- Person to check grammar
- ISBN

Additionally, to reduce our impact on the climate, I would like to print this journal as eco-friendly as possible (there is always a balance between (eco-)costs and value).

Becoming climate-friendly / V. Vreeswijk

Table of Contents of the journal

1. Welcome page
2. How to journal
3. The process of growth
4. How this journal works
5. Goal brainstorm 3... 2… 1… start!
6. Journaling (Six cycles of goal setting – progress notes – reflection)
7. Support sheets
    a. Goal brainstorm
    b. Resources
8. References
9. Final notes

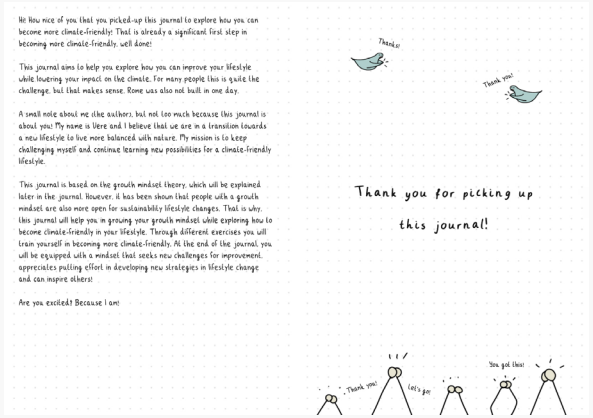
Chapter Overview

Each chapter is one page long, around 500 words, and has one page with illustrations, except for chapter 6. Chapter 6 exists out of 6 cycles where each cycle exists out of goal setting – inspirational quote – progress note – progress note – inspirational quote/fact- progress note – progress note – reflection. Below example pages will be given for this. At least one illustration is included on each spread (two pages).

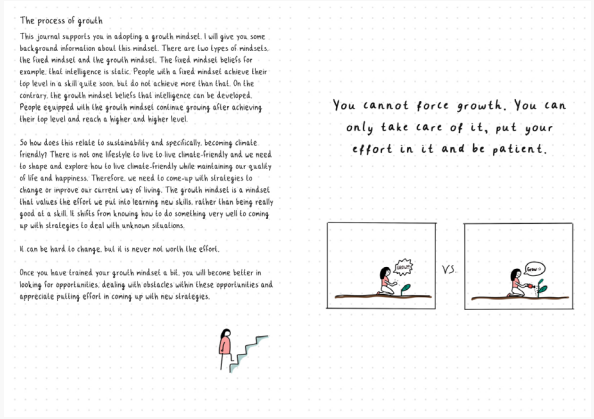
Sample Chapters

The journal already contains 132 finished pages. Below are some examples to show its content.

Example of welcome page



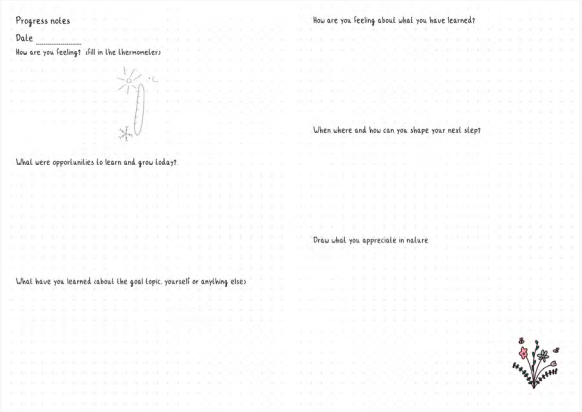
Information page (chapter 3)



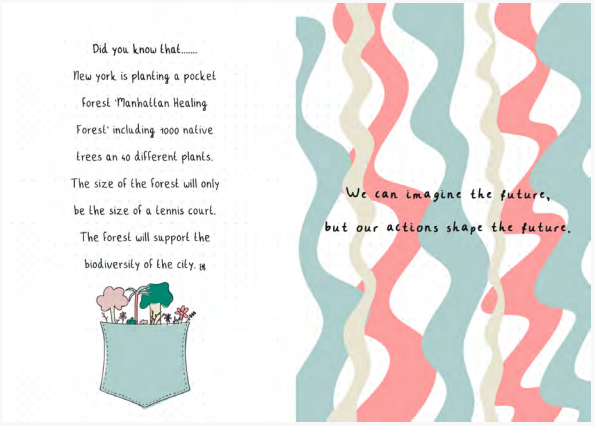
Motivational page

Becoming climate-friendly / V. Vreeswijk

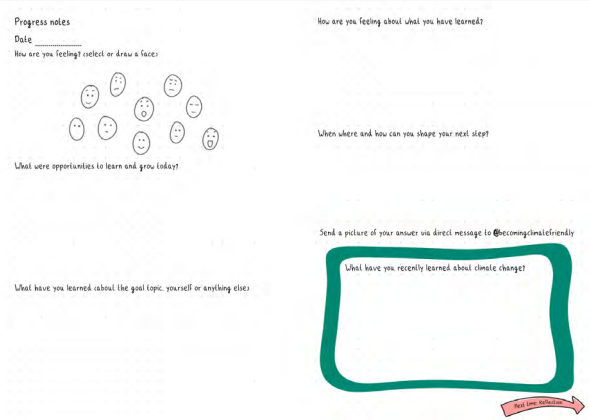
Progress notes example



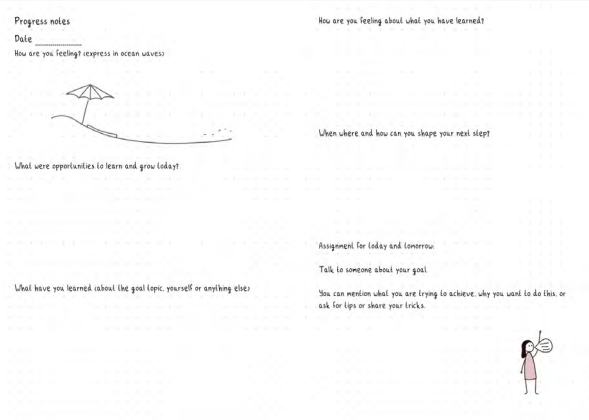
Fact page



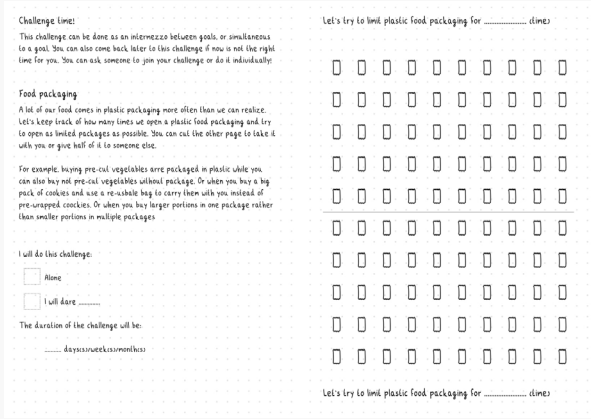
Progress notes with assignment referring to the Instagram community.



Progress notes with assignment referring to the personal community.



Challenge page, can be done individually or shared with someone.



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Ettinger, J., McGivern, A., Spiegel, M. P., King, B., Shawoo, Z., Chapin, A., & Finnegan, W. (2023). Breaking the climate spiral of silence: lessons from a COP26 climate conversations campaign. *Climatic Change*, *176*(3). https://doi.org/10.1007/s10584-023-03493-5

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S2. Haystack

Boekvoorstel

Klimaatvriendelijk worden

Een transitiedagboek om je te helpen groeien naar een nieuwe levensstijl

door

Vere Vreeswijk

Ingezonden door:

Vere Vreeswijk

Inhoudsopgave

Beknopte omschrijving boek **4**

Over de auteur **5**

Bronnen **6**

Klimaatvriendelijk worden / V. Vreeswijk

Beknopte omschrijving boek

Klimaatverandering is een urgent onderwerp, maar veel mensen vinden het lastig om hun levensstijl aan te passen. Overheidsinstellingen en gemeenten proberen burgers te bereiken met campagnes, en er verschijnen boeken met dagelijkse uitdagingen. Echter, veel mensen vinden het moeilijk om deze veranderingen in hun dagelijkse leven te integreren.

De omvang van de impact van klimaatverandering op onze toekomst hangt af van onze huidige acties. Het is cruciaal om mensen te ondersteunen bij het verkleinen van hun impact en het omarmen van een klimaatvriendelijke levensstijl. De vraag blijft echter of klimaatverandering ooit volledig 'opgelost' zal worden of dat we voortdurend moeten streven naar verbetering.

Een groeimindset kan hierbij helpen. Mensen met een groeimindset zien uitdagingen als kansen en zijn gemotiveerd om hun levensstijl continu te verbeteren, zelfs in een toekomst na de klimaatverandering. Onderzoek toont aan dat een groeimindset mensen meer open maakt voor milieuvriendelijke maatregelen (Duchi et al., 2020).

Het journal ondersteunt deze mindset door vragen te stellen die gericht zijn op kansen, het stellen van doelen, en reflectie. Het moedigt lezers aan om met hun netwerk te praten over klimaatverandering en deel te nemen aan een online community op Instagram (@becomingclimatefriendly). Praten over klimaatverandering helpt de spiraal van stilte te doorbreken en moedigt meer mensen aan om betrokken te raken (Ettinger et al., 2023).

Het journal ondersteunt gebruikers op twee niveaus: het bevordert een groeimindset en stimuleert gemeenschapsbetrokkenheid. Door een cyclus van activiteiten, feiten, citaten, en illustraties inspireert het journal gebruikers om hun groeimindset te ontwikkelen en tegelijkertijd een positieve toon te handhaven om klimaatangst te verminderen. Het journal biedt ook bronnen en aanvullende ondersteuning om de gebruiker te helpen bij het stellen van doelen en het verkrijgen van inzicht in klimaatverandering.

Over de auteur

Ik ben een afstuderende masterstudent Industrieel Ontwerpen aan de Technische Universiteit Eindhoven. Ik ben nu al 8 jaar bezig met de transitie naar een klimaatvriendelijke levensstijl, waarbij het een reis blijft van mezelf informeren en zoeken naar nieuwe uitdagingen. De afgelopen 8 jaar heb ik mensen binnen mijn eigen netwerk beïnvloed om stappen te zetten in het klimaatvriendelijk worden door hen te laten zien hoe ik dit aanpak. Mensen zeggen vaak dat ze het leuk vinden dat ik het hen niet opdring, maar gewoon laat zien hoe ik stappen zet.

Persoonlijk ben ik erg geïnteresseerd in hoe we gedrag kunnen veranderen, welke impact we samen kunnen maken en hoe we klimaatadaptatie door een positieve bril kunnen bekijken. Ik heb meerdere projecten gedaan binnen mijn studie Industrieel Ontwerpen met betrekking tot klimaatverandering, waardoor mijn perspectief op de behoeften van mensen is ontwikkeld. Daarnaast heb ik veel literatuur over klimaatverandering onderzocht om de urgentie te begrijpen en mezelf te voorzien van de motivatie om onze manier van leven in die richting te veranderen.

Het is mijn persoonlijke missie om de boodschap te blijven verspreiden onder mensen om gewoon dingen te proberen en ervan te leren! Door mensen uit te rusten met een groeimindset gaan ze inzien hoe waardevol dit is in hun ontwikkeling. Tegelijkertijd zal ik mijn reis blijven delen via de Instagram-pagina van de community. Ik noem mezelf dus geen expert in klimaatvriendelijke levensstijlen, maar wel een expert in het klimaatvriendelijk worden.

Klimaatvriendelijk worden / V. Vreeswijk

Bronnen

Duchi, L., Lombardi, D., Paas, F., & Loyens, S. M. (2020). How a growth mindset can change the climate: The power of implicit beliefs in influencing people's view and action. *Journal of Environmental Psychology*, *70*, 101461. https://doi.org/10.1016/j.jenvp.2020.101461

Ettinger, J., McGivern, A., Spiegel, M. P., King, B., Shawoo, Z., Chapin, A., & Finnegan, W. (2023). Breaking the climate spiral of silence: lessons from a COP26 climate conversations campaign. *Climatic Change*, *176*(3). https://doi.org/10.1007/s10584-023-03493-5

Boekvoorstel – Extra materiaal

Klimaatvriendelijk worden

Een transitiedagboek om je te helpen groeien naar een nieuwe levensstijl

door

Vere Vreeswijk

Ingezonden door:

Vere Vreeswijk

Inhoudsopgave

Doelgroep **4**

Vergelijkbare titels **6**

Marketing en promotie **9**

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Doelgroep

Dit journal is gemaakt voor mensen die willen werken aan klimaatvriendelijkheid. Dit kunnen mensen zijn die hiermee aan de slag willen gaan maar begeleiding nodig hebben, of mensen die al stappen hebben gezet maar ondersteuning nodig hebben bij het voortzetten van hun inspanningen. Het journal is nu gebaseerd op en getest met mensen tussen de 18 en 30 jaar die alleen of met een partner wonen, maar geen gezin hoeven te runnen. Het is nu gericht op het individueel bijhouden van een dagboek, in plaats van met een huishouden.

Mensen die al geïnteresseerd zijn in het lezen van boeken over klimaatverandering, kunnen dit journal gebruiken om van kennis naar actie te gaan. Vaak lezen mensen boeken over klimaatverandering en eindigen ze met een gevoel van urgentie om te handelen, wat dit journal kan faciliteren om de urgentie om te handelen in actie om te zetten.

Doelgroep uit test

Het journal is gemaakt om mensen te ondersteunen bij het zetten van stappen in het veranderen van hun levensstijl. Het journal wordt getest bij deelnemers tussen de 18 en 30 jaar op een normaal alfabetiseringsniveau. De test bestond uit twee groepen deelnemers; mensen die al stappen hebben gezet om klimaatvriendelijk te worden, en deelnemers die bereid waren stappen te zetten, maar nog niet eerder stappen hebben gezet. Beide groepen lieten veelbelovende resultaten zien. Het publiek waarop dit journal zich richt zijn dan ook de mensen die actie willen ondernemen maar daarbij hulp nodig hebben of de mensen die hun ontwikkeling naar een klimaatvriendelijke levensstijl willen voortzetten.

Potentiële doelgroep

Veel mensen raken geïnspireerd door de snelle en gemakkelijke tutorials die Instagram of TikTok laten zien. Mensen die van deze inhoud genieten of pagina's met milieutips en -trucs volgen, kunnen dit dagboek gebruiken om hun kennis in de praktijk te brengen en hiermee te gaan experimenteren!

Lezerspubliek na het lezen van het boek

Het journal is momenteel gemaakt voor starters, maar er zou gemakkelijk een vervolgversie gemaakt kunnen worden. De vervolgversie zou dezelfde doelstellingen kunnen bevatten – voortgangsnotities – die de structuur weerspiegelen, maar zou nieuwe doelondersteuning, nieuwe feiten en nieuwe citaten kunnen bevatten. Dit biedt de mogelijkheid om een langere betrokkenheid te creëren bij de steeds klimaatvriendelijke journal.

Vergelijkbare titels

Momenteel richten boeken of ander materiaal met betrekking tot klimaatverandering zich op het creëren van bewustzijn, het voorlichten van mensen over wat het probleem van klimaatverandering is en wat je kunt doen, of het bieden van uitdagingen of praktische tips. Dit landschap raakt steeds meer verzadigd en waar de meeste boeken mensen proberen te activeren om actie te ondernemen, missen ze het vermogen om mensen daarin te begeleiden, en dat is waar het journal op zijn plaats komt. Bovendien kadert het journal zichzelf ook gedeeltelijk in de psychologie, omdat het niet alleen tot doel heeft voorlichting te geven over klimaatverandering, maar ook mensen uit te rusten met een mentaliteit die mensen voortdurend helpt te zoeken naar verdere verbeteringen. Journaliseren wordt een meer gerespecteerde en vertrouwde praktijk. Daarom positioneert dit journal zich binnen bestaande landschappen en verbindt het meerdere vakgebieden met elkaar.

Mensen die het boek kochten…. wellicht geïnteresseerd in het journal.

- **This is a Good Guide - Revised Edition For a Sustainable Lifestyle**

  Auteur: Marieke Eyskoot

  ISBN: 9789063695880

  Editie: Paperback Uitgever: BISPUBLISHERS Prijs: €23,99

  Dit boek bevat veel tips over hoe je duurzamer kunt leven, wat geweldig is voor mensen die kennis willen opdoen over klimaatverandering en een individuele bijdrage willen leveren. Het journal zou zich in dezelfde sectie kunnen bevinden als waarin het mensen begeleidt om van kennis naar actie te gaan.

- **A Greener Life**

  Auteur: Jack Wallington

  ISBN: 9780857828934

  Editie: Paperback Uitgever: BISPUBLISHERSPrijs: € 29,99

  Richt zich op het zien van jezelf als onderdeel van de natuur en er dichter bij komen. Deze band tussen mens en natuur is van groot belang bij klimaatadaptatie. Het dagboek bevat ook enkele oefeningen om de natuur te observeren en te waarderen.

- **De Klimaat Almanak**

  Auteurs: Seth Godin & Michel Porro

  ISBN: 9789461265005

  Editie: PaperbackUitgever: HaystackPrijs: € 25

  Diepgaande uitleg over klimaatverandering en menselijke invloed. Naast de uitleg over klimaatverandering, worden er ook tips gegeven over hoe je jouw impact op het klimaat kunt beperken. Het journal zou kunnen voortbouwen op deze kennisbasis en deze tips in daden omzetten.

- **How to Save Your Planet One Object at a Time**

  Auteur: Tara Shine

  ISBN: 9781471184109

  Editie: HardcoverUitgever: Simon & Schuster Ltd

  Prijs: €22,99

  Praktische gids met tips voor huis en tuin om je impact op het klimaat te verminderen. Ook hier zou het journal kunnen helpen deze tips te gebruiken en ze in daden om te zetten.

- **365 manieren om de planeet te redden**

  Auteur: Georgina Wilson-Powell

  ISBN: 9780744077513

  Editie: PaperbackUitgever: Dorling Kindersley

  Prijs: €17,50

  Biedt 365 uitdagingen, één per dag gedurende een heel jaar. Dit zou de toch al actieve mensen kunnen motiveren, maar voor beginnende mensen wordt dit na een paar dagen/weken te overweldigend. Eén uitdaging per dag aangaan is een behoorlijk zware opgave naast al je reguliere taken. Het dagboek concentreert zich een paar dagen op één doel en biedt ruimte om daaraan te werken als je tijd hebt.

- **Journals**

  Er zijn genoeg journals, elke boekhandel heeft wel een afdeling. Dit journal zou daar ook kunnen passen, maar vanwege de focus op klimaatverandering past het waarschijnlijk beter in de klimaatsectie.

Marketing en promotie

Actuele interesse

Bij het werven van deelnemers had ik zo'n 20 mensen die interesse hadden om het journal te gebruiken binnen een 24-uursactie binnen mijn eigen netwerk. Ik heb het boek al gepresenteerd tijdens de demoday (demonstratiedag van de TU/e waar alle studenten Industrieel Ontwerpen hun werk presenteren) en kreeg veel enthousiaste bezoekers op mijn stand. Sommigen zeiden dat ze het dagboek graag zouden willen gebruiken, en anderen zeiden dat ze het graag aan iemand zouden willen geven. Daarnaast ben ik begonnen met het opbouwen van de Instagram-community (momenteel 30 volgers), maar ik ben van plan dit netwerk uitgebreid uit te breiden zodra ik ben afgestudeerd. Daarnaast heb ik ook met bedrijven gesproken die de mogelijkheid van het journal zien als relatiegeschenk of als prijs voor het winnen van duurzaamheidsuitdagingen binnen het bedrijf.

Sociale media

Uit de vorige paragraaf blijkt dat er al aardig wat geïnteresseerden in het journal zitten, terwijl het nog niet eens klaar is. Door actieve promotie op sociale media (Instagram en LinkedIn) kan ik al veel mensen bereiken. Zoals eerder vermeld genieten veel mensen van de snelle en gemakkelijke tutorials op Instagram/TikTok. Een kans voor boekpromotie zou zijn om samen te werken met influencers die deze video's maken. Het journal kan naar hun pagina verwijzen of voorbeelddoelen geven op basis van de inhoud die zij aanbieden.

Fysieke winkels

Ik heb van bezoekers gehoord dat ze dit boek zouden zien liggen in gezellige coffeeshops,

winkels gericht op duurzaamheidsproducten en boekhandels. Daarom denk ik dat door het te promoten bij grote boekwinkels en door coffeeshops rond te gaan om het te promoten, de verkoop ook zal stijgen. Bovendien voelen mensen die klimaatboeken hebben gelezen vaak de urgentie en willen ze actie ondernemen, maar na verloop van tijd verdwijnt dit vaak. Deze mensen kunnen het doelwit zijn en het journal aan hen aanbevelen, dus maak gebruik van die bereidheid om in actie te komen en hen te ondersteunen bij hun volgende stappen.

Manuscriptspecificaties en levering

Het journal telt momenteel 132 pagina's, maar zou moeten worden uitgebreid omdat het nu slechts voor een periode van 6 weken geldt. Mijn schattingen zouden in totaal 180 pagina's zijn. Het grootste deel van het journal is al klaar en de uitgebreide versie zou binnen een maand klaar kunnen zijn. Bovendien is het journal nu in het Engels, maar kan het eenvoudig naar het Nederlands worden vertaald.

Naast het afronden van de inhoud van het journal zijn er nog enkele andere bronnen nodig:

- Persoon om grammatica te controleren
- ISBN-nummer

Daarnaast zou ik, met het perspectief om dit journal te gebruiken om onze impact op het klimaat te verminderen, dit journal zo milieuvriendelijk mogelijk willen drukken (het is altijd een balans tussen (eco-)kosten/waarde).

S3. De Bezige Bij

Beste Uitgeverij de Bezige Bij,

In deze brief wil ik graag toelichten waarom ik mijn boek graag bij jullie zou willen uitgeven en waar mijn boek over gaat.

Uitgeverij de Bezige Bij staat bij mij bekend als een uitgeverij met een divers aanbod aan boeken. Onder andere hebben jullie Het Klimaatboek uitgegeven van Greta Thunberg, wat laat zien dat milieu en klimaat ook een onderwerp is waar jullie je mee bezig houden en kennis en ervaring binnen hebben. Mijn journal ondersteunt de beweging om mensen klimaatvriendelijker te laten leven en daarom zou ik graag mijn journal bij jullie willen uitgeven.

Gaan we klimaatverandering ooit oplossen of blijven we ons altijd ontwikkelen zoals we altijd al doen? Het becoming climate-friendly journal helpt mensen klimaatvriendelijker te leven door te blijven zoeken naar nieuwe uitdagingen en ‘leren’ waarderen.

Mijn journal helpt mensen in het adopteren van een groei mindset hun leven stap voor stap klimaatvriendelijker te maken. Klimaatverandering is een urgent en vaak beladen onderwerp. Dit journal gebruikt een positieve aanpak om mensen daarmee te motiveren uitdagingen te zoeken binnen klimaatverandering. Ze worden onderdeel van een community van andere journal gebruikers, leren natuur te waarderen en gesprekken aan te gaan met mensen om hun heen. Het journal zit vol tips, feiten, aanmoedigingen en uitdagingen.

Mijn naam is Vere en ik ben al een flinke tijd bezig met mijn leefstijl klimaatvriendelijker maken. Ik bekijk de wereld door een positieve lens zonder de zwaarte van het probleem te ontkennen. In de jaren dat ik zelf bezig ben geweest heb ik ‘onbewust’ al veel mensen geïnspireerd door te laten zien dat ik ook gewoon dingen probeer en daarvan leer. Daarnaast studeer ik nu af van de Technische Universiteit Eindhoven in de master Industrial Design en ga ik door met kijken hoe ik mensen kan helpen in deze klimaat transitie.

Hartelijk bedankt voor het lezen van deze brief en mijn manuscript. Ik hoor graag van u.

Hartelijke groene groet,
Vere Vreeswijk

Boekvoorstel

Becoming climate-friendly

Een transitiedagboek om je te helpen groeien naar een nieuwe levensstijl

door

Vere Vreeswijk

Ingezonden door:

Vere Vreeswijk

Klimaatvriendelijk worden / V. Vreeswijk

Synopsis

Context

In de huidige samenleving is klimaatverandering een urgent onderwerp. Veel mensen begrijpen de noodzaak van actie, maar weten niet hoe ze effectief kunnen bijdragen. Overheden en gemeenten proberen met campagnes burgers te bereiken, maar de integratie van klimaatvriendelijke gewoontes in het dagelijks leven blijft een uitdaging. Daarnaast bieden recente boeken dagelijkse uitdagingen, die vaak moeilijk zijn vol te houden.

Klimaatverandering zal de toekomst beïnvloeden, en onze acties vandaag zijn cruciaal. Het is daarom belangrijk om mensen te ondersteunen bij het verkleinen van hun impact en hen te helpen een klimaatvriendelijke levensstijl aan te nemen. De vraag is echter: zal klimaatverandering ooit volledig 'opgelost' worden, of moeten we altijd blijven streven naar verbetering?

Het aannemen van een groeimindset is essentieel. Dit helpt mensen inspanning te waarderen en uitdagingen als kansen te zien. Twee redenen maken de groeimindset geschikt voor deze uitdaging: ten eerste stimuleert het mensen om hun levensstijl voortdurend te verbeteren, zelfs in een toekomst na de klimaatverandering. Ten tweede blijkt uit onderzoek dat een groeimindset mensen ontvankelijker maakt voor milieuvriendelijke maatregelen (Duchi et al., 2020).

Inhoud van het journal

Het 'Becoming Climate-Friendly' journal helpt mensen een groeimindset te ontwikkelen door middel van vragen die gericht zijn op kansen, het stellen van doelen, en het reflecteren op voortgang. De lezer wordt aangemoedigd om over klimaatverandering te praten met hun netwerk en deel te nemen aan een online community op Instagram (@becomingclimatefriendly). Dit bevordert steun en inspireert anderen, wat belangrijk is voor de groeimindset (Dweck, 2018). Veel mensen praten niet over klimaatverandering vanwege de politieke lading, wat een spiraal van stilte creëert. Door dit gesprek aan te gaan, kunnen we deze spiraal doorbreken (Ettinger et al., 2023).

Structuur

Het journal begeleidt gebruikers in het aannemen van een groeimindset via een cyclus van activiteiten (Figuur 1). Deze zijn theoretisch onderbouwd en gericht op leermogelijkheden en reflectie. Het wordt aanbevolen om het journal minstens drie keer per week bij te houden, zodat gebruikers consistent werken aan hun groeimindset terwijl ze hun dagelijkse leven voortzetten.

Naast deze activiteiten bevat het journal inspirerende feiten, citaten en illustraties. De esthetiek is speels en uitnodigend, bedoeld om gebruikers aan te moedigen zonder druk om alles perfect in te vullen. Dit verlaagt de drempel om te beginnen en maakt het proces plezierig. Een positieve toon door het hele journal helpt negatieve gevoelens rondom klimaatverandering te verminderen. Het journal biedt ook ruimte voor emotionele check-ins, wat klimaatangst kan helpen verlichten. Achterin het journal staan bronnen en aanvullende ondersteuning om gebruikers te helpen bij het stellen van doelen en het verdiepen van hun kennis over klimaatverandering.

Conclusie

Het 'Becoming Climate-Friendly' journal ondersteunt mensen op twee niveaus: het helpt hen een groeimindset te ontwikkelen om klimaat gerelateerde uitdagingen aan te gaan en stimuleert hen om binnen hun gemeenschap te praten en steun te vinden. Door dit te doen, doorbreken we de spiraal van stilte en inspireren we anderen om actie te ondernemen tegen klimaatverandering.

Figure 1 Cyclus van activiteiten

Klimaatvriendelijk worden / V. Vreeswijk

Bronnen

Duchi, L., Lombardi, D., Paas, F., & Loyens, S. M. (2020). How a growth mindset can change the climate: The power of implicit beliefs in influencing people's view and action. *Journal of Environmental Psychology*, *70*, 101461. https://doi.org/10.1016/j.jenvp.2020.101461

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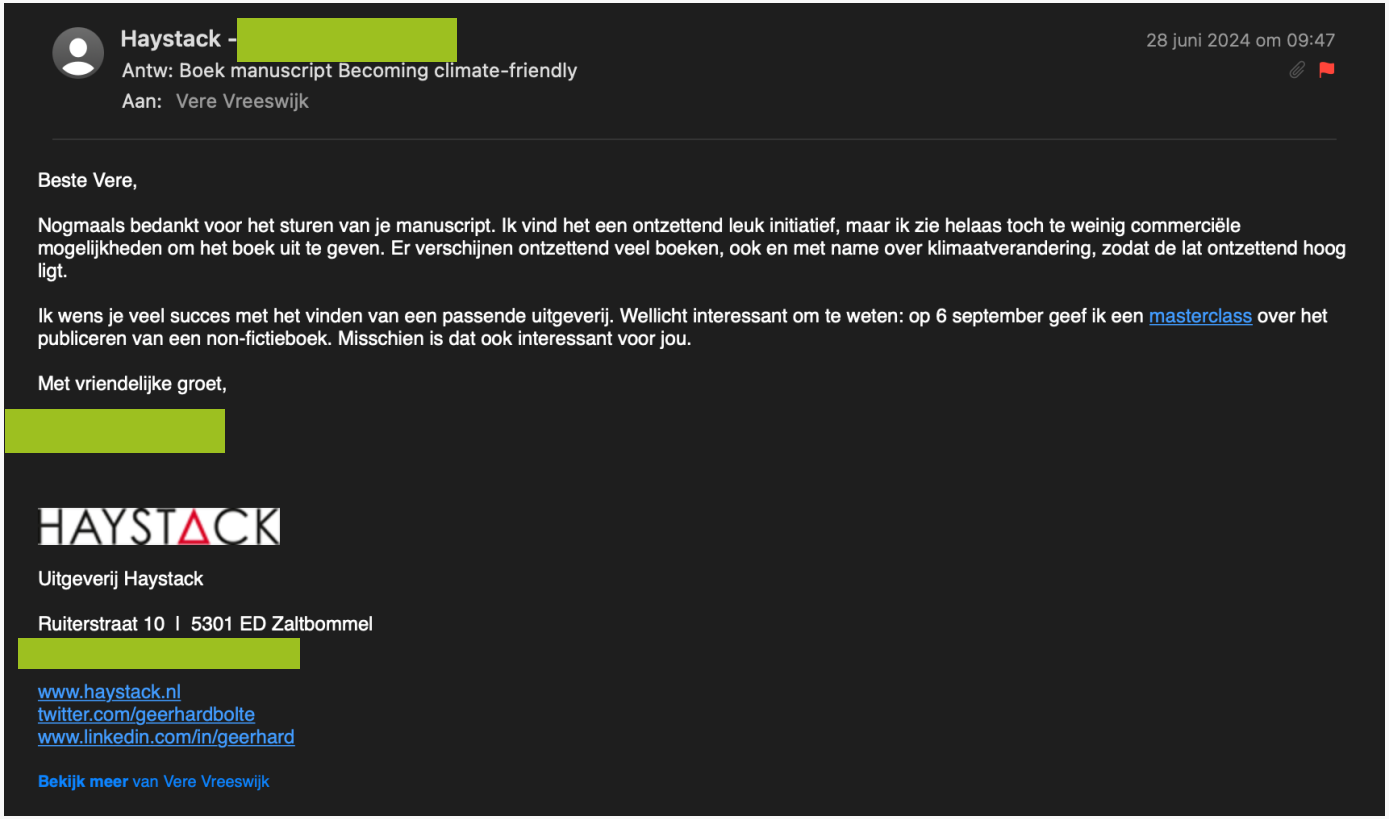
Ettinger, J., McGivern, A., Spiegel, M. P., King, B., Shawoo, Z., Chapin, A., & Finnegan, W. (2023). Breaking the climate spiral of silence: lessons from a COP26 climate conversations campaign. *Climatic Change*, *176*(3). https://doi.org/10.1007/s10584-023-03493-5

S4. Rejection letter Haystack



Haystack - [redacted]
28 juni 2024 om 09:47
Antw: Boek manuscript Becoming climate-friendly
Aan: Vere Vreeswijk

Beste Vere,

Nogmaals bedankt voor het sturen van je manuscript. Ik vind het een ontzettend leuk initiatief, maar ik zie helaas toch te weinig commerciële mogelijkheden om het boek uit te geven. Er verschijnen ontzettend veel boeken, ook en met name over klimaatverandering, zodat de lat ontzettend hoog ligt.

Ik wens je veel succes met het vinden van een passende uitgeverij. Wellicht interessant om te weten: op 6 september geef ik een masterclass over het publiceren van een non-fictieboek. Misschien is dat ook interessant voor jou.

Met vriendelijke groet,

[redacted]

HAYSTACK

Uitgeverij Haystack

Ruiterstraat 10 I 5301 ED Zaltbommel

[redacted]

www.haystack.nl
twitter.com/geerhardbolte
www.linkedin.com/in/geerhard

Bekijk meer van Vere Vreeswijk

[Translation]
Dear Vere,

Thanks again for sending your manuscript. I think it's a great initiative, but unfortunately I see too few commercial opportunities to publish the book. There are so many books being published, also and especially about climate change, so the bar is set very high.

I wish you the best of luck in finding a suitable publisher. Perhaps interesting to know: on September 6, I will be giving a masterclass on publishing a non-fiction book. Maybe that is also interesting for you.

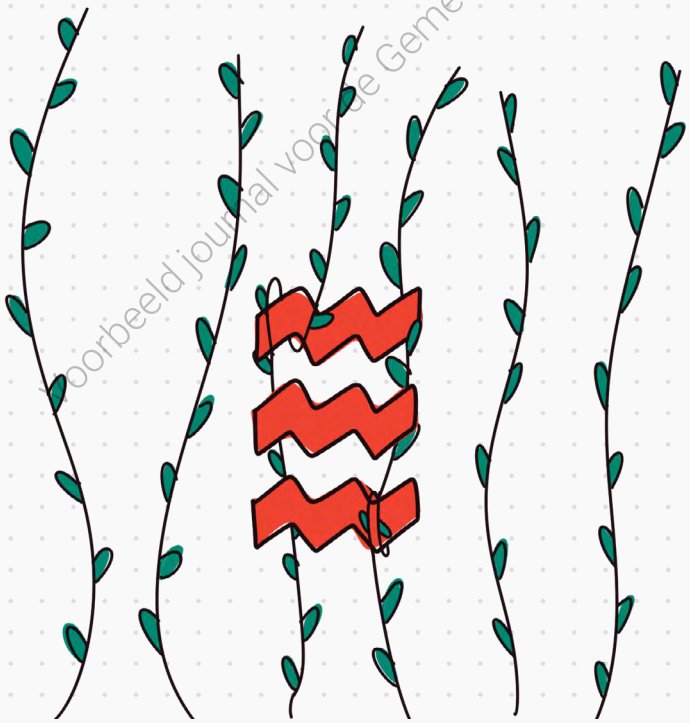
Kind regards,

…..

T. Municipality journal

Becoming climate-friendly

Een journal om je te helpen groeien naar een duurzamere leefstijl



Voorbeeld journal voor de Gemeente Eindhoven

Voorbeeld journal voor de Gemeente Eindhoven

Hoi! Wat goed van je dat je dit journal hebt opgepakt om te onderzoeken hoe je klimaatvriendelijker kunt worden! Dat is al een belangrijke eerste stap om klimaatvriendelijker te worden, goed gedaan!

Dit journal wil je helpen ontdekken hoe je jouw levensstijl kunt verbeteren en tegelijkertijd je impact op het klimaat kunt verminderen. Voor veel mensen is dit een hele uitdaging, maar dat is logisch. Rome is ook niet in een dag gebouwd.

Een kleine opmerking over mij (de auteur), maar niet te veel, want dit journal gaat over jou! Mijn naam is Vere en ik geloof dat we in een transitie zitten naar een nieuwe levensstijl om meer in balans te leven met de natuur. Mijn missie is om mezelf te blijven uitdagen en nieuwe mogelijkheden te blijven leren voor een klimaatvriendelijke levensstijl.

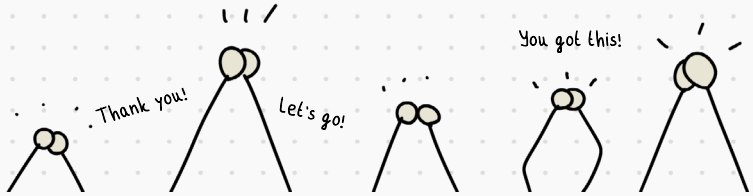
Dit journal is gebaseerd op de groeimindsettheorie, die later in het journal wordt uitgelegd. Het is echter aangetoond dat mensen met een groeimindset meer openstaan voor veranderingen in hun levensstijl. Daarom zal dit journal je helpen bij het ontwikkelen van je groeimindset, terwijl je onderzoekt hoe je klimaatvriendelijk kunt worden in je levensstijl. Door middel van verschillende oefeningen train je jezelf om klimaatvriendelijker te worden. Aan het einde van het dagboek zul je uitgerust zijn met een mentaliteit die op zoek gaat naar nieuwe uitdagingen voor verbetering, die het op prijs stelt om moeite te doen om nieuwe manieren voor levensstijlverandering te ontwikkelen en die anderen kan inspireren!

Ben je er klaar voor? Ik wel!

Voorbeeld journal voor de Gemeente Eindhoven

Bedankt dat je dit journal hebt opgepakt!

Voorbeeld journal voor de Gemeente Eindhoven



Hoe werk je met dit journal

Er is niet veel nodig om dit journal te kunnen gebruiken. Sommige dingen kunnen echter handig zijn om te hebben. Ik zal je wat tips geven!

Handige hulpmiddelen om te hebben:
- Een pen
- Schaar
- Dit dagboek
- Een comfortabele plek waar je kunt ontspannen en zich kunt concentreren op uw dagboek
- Een drankje om u te begeleiden tijdens uw dagboeksessies

Mijn advies is om minimaal drie keer per week een dagboek bij te houden. Het kan ook meerdere dagen per week worden gebruikt, maar dat is aan jou! kijk eens naar je leven van de laatste tijd. hoe druk heb je het? Hoeveel tijd wil je per week besteden aan het bijhouden van een dagboek?

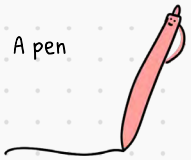
Laten we de eerste belofte doen!

Ik ga dit dagboek gebruiken op ... (markeer welke dagen je wilt bijhouden):

Maandag - dinsdag - woensdag - donderdag - vrijdag - zaterdag - zondag

Voorbeeld journal voor de Gemeente Eindhoven

A pen



Scissors

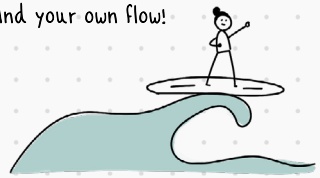
This journal

A nice drink

Voorbeeld journal voor de Gemeente Eindhoven

A comfy place

And your own flow!



Het proces van groeien

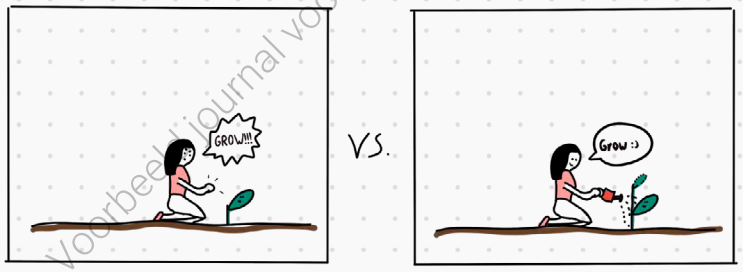
Dit journal ondersteunt je bij het aannemen van een groeimindset. Ik zal je wat achtergrondinformatie geven over deze mindset. Er zijn twee soorten mindsets: de statische mindset en de growth mindset. De statische mindset-overtuigingen bijvoorbeeld dat intelligentie statisch is. Mensen met een statische mindset bereiken vrij snel hun hoogste niveau in een vaardigheid, maar bereiken niet meer dan dat. Integendeel, de groeimindset gelooft dat intelligentie kan worden ontwikkeld. Mensen die zijn uitgerust met de groeimindset blijven groeien nadat ze hun topniveau hebben bereikt en bereiken een steeds hoger niveau.

Hoe verhoudt dit zich tot duurzaamheid en specifiek tot het klimaatvriendelijk worden? Er is niet een bepaalde levensstijl om klimaatvriendelijk te leven en we moeten vormgeven en onderzoeken hoe we klimaatvriendelijk kunnen leven met behoud van onze levenskwaliteit en geluk. Daarom moeten we manieren bedenken om onze huidige manier van leven te veranderen of te verbeteren. De groeimindset is een mentaliteit die waarde hecht aan de moeite die we steken in het leren van nieuwe vaardigheden, in plaats van echt goed te zijn in een vaardigheid. Het verschuift van weten hoe je iets heel goed moet doen, naar het bedenken van manieren om met onbekende situaties om te gaan.

Het kan moeilijk zijn om te veranderen, maar het is nooit de moeite waard.

Als je eenmaal je groeimindset een beetje hebt getraind, word je beter in het zoeken naar kansen, het omgaan met obstakels binnen deze kansen en waardeer je het om moeite te doen om nieuwe manieren te bedenken.

Je kunt groei niet forceren. Je kunt er alleen maar voor zorgen, er moeite voor doen en geduld hebben.



Voorbeeld journal voor de Gemeente Eindhoven

Hoe dit journal werk

Doelstelling

Elke keer aan het begin van de cyclus stel je een doel waar je de komende dagen aan kunt werken. Het doel moet zich richten op het klimaatvriendelijk worden. Door doelen te stellen, kunt je gefocust blijven en voorkom je dat je zich inspant voor onnodige activiteiten, wat een stimulerend effect heeft. Houd er rekening mee dat het doel niet te moeilijk of te gemakkelijk mag zijn; het moet uitdagend zijn, maar toch mogelijk om te bereiken. Je kunt het doel indien nodig altijd iets wijzigen.

Voortgangsberichten

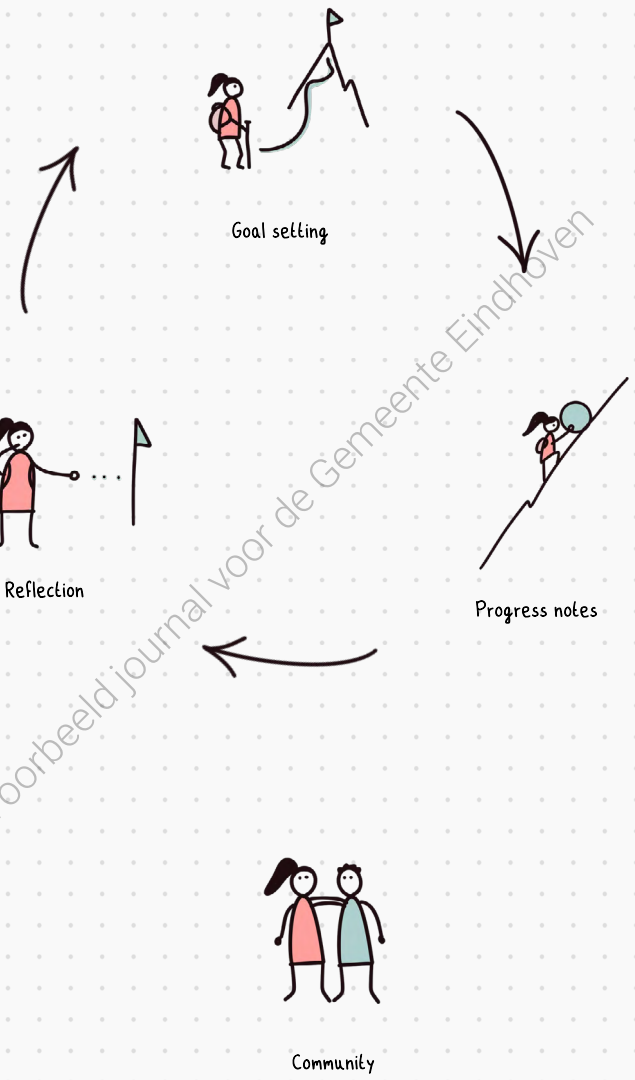
De voortgangsnotities helpen je dagelijks om je groeimindset en je ontwikkeling in je klimaatvriendelijke levensstijl te laten groeien. Ze bestaan uit een aantal vragen die elke dag hetzelfde zijn en een extra opdracht.

Reflectie

De reflectie is er om je te helpen nadenken over hoe het tot nu toe met je gaat, wat je al hebt geleerd en wat je nog kunt proberen. Aan het einde van de reflectie kun je beslissen of je verder wilt werken aan dit doel of een nieuw doel wilt stellen.

Gemeenschap

Een fundamenteel onderdeel van de groeimindsettheorie is om hulp vragen en jouw steun bieden. Er komen opdrachten om met andere mensen te praten chiervoor worden tips en trucs gegeven) en er is een online community op Instagram, waar je soms wordt gevraagd delen van je dagboek te delen als je dat prettig vindt. Maar houd er rekening mee dat dit jou en anderen kan helpen! Je moet dingen delen via de priveberichten met het account en het account zal ze anoniem publiceren
Het Instagramaccount is: @becomingclimatefriendly



Voorbeeld journal voor de Gemeente Eindhoven

klimaatverandering in Eindhoven

In 1920 werd het stadje Eindhoven samengevoegd met vijf omliggende dorpen. De architecten Louis kooken en Jos Cuypers kregen de opdracht een ontwerp voor 'Groot Eindhoven' te maken. Zij lieten zich inspireren door het model van de Engelse tuinstad van Ebenezer Howard. Geheel in lijn met diens gedachtengoed maakten ze zich sterk voor behoud van de groene ruimten tussen de voormalige dorpen. Een eeuw later vormen Genneper Parken (tussen Stratum en Gestel), Brainport Park (tussen Strijp en Woensel) en De karpen (tussen Woensel en Tongelre) nog altijd imposante, groene wiggen, die tot diep in onze stad reiken. Dankzij een fundamentele keuze, bijna honderd jaar geleden gemaakt, is Eindhoven van de vijf grote Nederlandse steden de groenste.

Zo'n positie is mooi, maar geen reden om achterover te leunen. Sterker nog: we moeten stevig aan de slag, om meerdere redenen. Een daarvan is de snelle verandering van ons klimaat. Het weer wordt steeds extremer. Op een week van hevige stortbuien volgt zomaar een maand zonder noemenswaardige neerslag. Aan het eind van een tro- pisch warme zomerdag vernietigt een hagelbui plotsklaps een enorm areaal aan tuinbouwkassen en pannendaken. Ook de temperatuur kent steeds vaker uitschieters – en dan vooral naar boven. Het ene na het andere hitterecord wordt verbroken. Daarnaast zien we dat de biodiversiteit afneemt. Hoe paradoxaal misschien ook: daar kunnen
we juist in de stad iets aan doen, door bloemen te zaaien en struiken en bomen te planten die bepaalde vogels en insecten trekken. Sommige bijensoorten bijvoorbeeld blijken het in de stad beter te doen dan in het buitengebied.

Voorbeeld journal vd de Gemeente Eindhoven

Buiten wat de gemeente allemaal al doet, rekenen we ook op jou! Jij kan namelijk bijdragen aan de leefbaarheid van onze stad.

Voorbeeld journal vd de Gemeente Eindhoven

Hoe dit journal werk

Doelstelling

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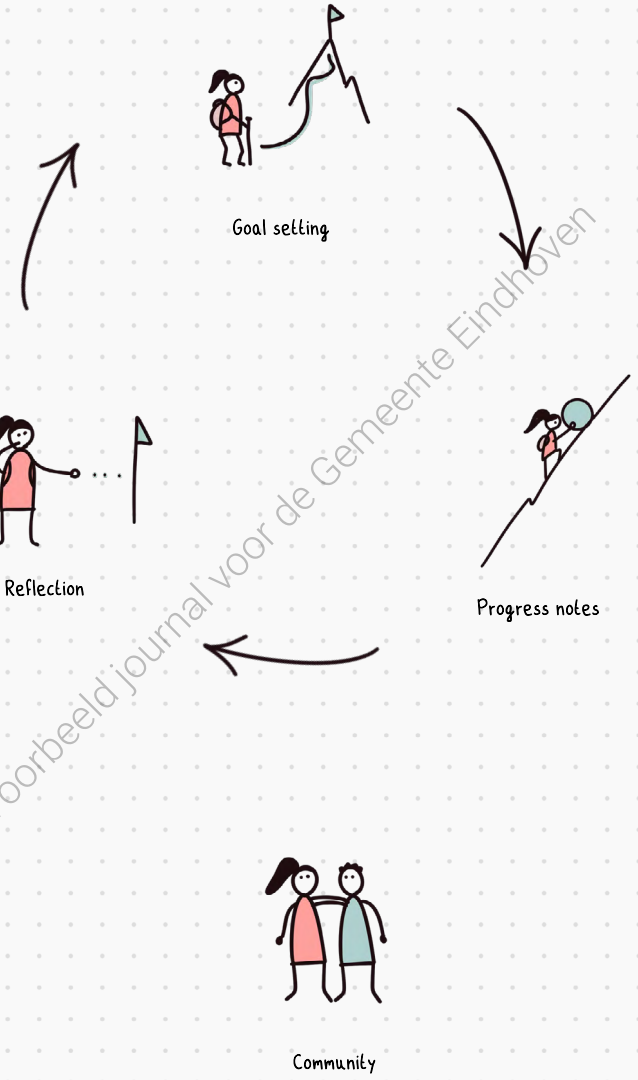

Voorbeeld journal voor de Gemeente Eindhoven

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Voorbeeld journal vanuit de Gemeente Eindhoven

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Voorbeeld journal vanuit de Gemeente Eindhoven

3.... 2..... 1..... start!

Date _____

Laten we eerst eens kijken naar wat je al weet over klimaatverandering. Schrijf hier op wat je bijvoorbeeld in het nieuws wel eens hebt gehoord of andere dingen. Maak je geen zorgen als dit de eerste keer is als je met klimaatverandering in aanraking komt, dan kun je dit gewoon leeg laten :)

Het is een wereldwijde uitdaging.

Wat weet je al over klimaatverandering?

Misschien heb je zelf al dingen gedaan in je leven die klimaatvriendelijk zijn. Dit kunnen kleine dingen en grote dingen zijn. Hier over nadenken zorgt voor het maken van een mooi beginpunt. Er is in ieder geval 1 ding wat je kan opschrijven en dat is dat je bent begonnen met dit journal!

Welke stappen heb je al gezet richting een klimaatvriendelijkere leefstijl?

Voorbeeld journal voor de Gemeente Eindhoven

Goal brainstorm

Er zijn enorm veel stappen die we kunnen zetten om klimaatvriendelijker te leven. Misschien heb je zelf al een idee en anders kan je lezen over de stappen die belangrijk zijn voor Eindhoven.

A support sheet is in the back of the journal

Voedsel

Eet seizoensgroente

Biodiversiteit

Planten van de 40 van 040 in de tuin gezet

Eindhoven heeft een planten overzicht gemaakt van 40 planten voor een hoge biodiversiteit

Dieren

Plaats neststenen op je huis

Water

Pad van houtsnippers

Duurzame vorm van waterdoorlatende verharding. Ze voorkomen dat de bodem uitdroogt, verkleinen de kans dat onkruid opschiet en houden je tuin koeler dan steenachtige verhardingsmaterialen

Next time: goal setting

Voorbeeld journal voor de Gemeente Eindhoven

Je eerste doel

Je begint met het opschrijven van je eerste idee voor een doel. Ik zal je helpen! Achterin de journal zit extra inspiratie voor doelen of bekijk de vorige brainstorm.
In welk thema wil jij jezelf ontwikkelen?

Wat is een kans voor jou om te leren en groeien?
De kans voor mij om te leren en groeien is....

Waarom wil je dit doen?
Ik wil dit doen omdat....

Wanneer, waar en hoe ga je je plan maken?
Ik ga dit doen als .....

Voorbeeld journal voor de Gemeente Eindhoven

Laten we je doel samenvatten

knip dit kaartje uit en plaats het ergens als herinnering

In de aankomende dagen wil ik.....

Ik wil leren.....

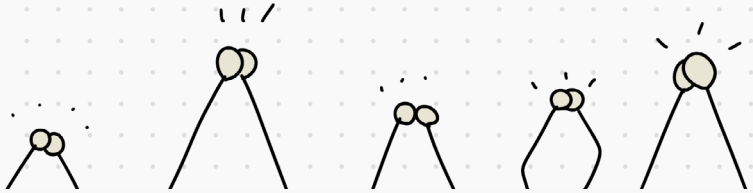
En ik wil dit doen omdat....

Voorbeeld journal voor de Gemeente Eindhoven

Je hebt al een goed begin

gemaakt door je eerste

doel te zetten!



Voorbeeld journal voor de Gemeente Eindhoven

Voortgangsnotitie

Datum _____

Hoe voel je je nu? Maak de spiraal af

Wat waren kansen voor jou om te leren en groeien?

Wat heb je geleerd? (Over jezelf, klimaatvriendelijk leven, Eindhoven, iets anders)

Hoe voel je je over wat je hebt geleerd?

Wanneer, waar en hoe ga je je volgende stap zetten?

Teken wat je mooie planten vindt in je omgeving

Voorbeeld journal voor de Gemeente Eindhoven

Voorbeeld journal voor de Gemeente Eindhoven

Klimaatverandering zal een impact hebben op Eindhoven. We kunnen nu nog bepalen hoeveel impact!

Wist je dat.....

Eindhoven een speciaal fietspad heeft met een S er op? Dit is de slowlane en is 32 km lang om en door Eindhoven heen!

Eindhoven is druk bezig met experimenten om de fietsveiligheid te verhogen. De fiets is namelijk een van de duurzaamste vervoersmiddelen.

Voorbeeld journal voor de Gemeente Eindhoven

Voortgangsnotitie

Datum _____

Hoe voel je je nu? Vul de thermometer in

Wat waren kansen voor jou om te leren en groeien?

Wat heb je geleerd? (Over jezelf, klimaatvriendelijk leven, Eindhoven, iets anders)

Hoe voel je je over wat je hebt geleerd?

Wanneer, waar en hoe ga je je volgende stap zetten?

Teken/schrijf waarom je bezig wilt zijn met klimaatvriendelijker worden

Voorbeeld journal voor de Gemeente Eindhoven

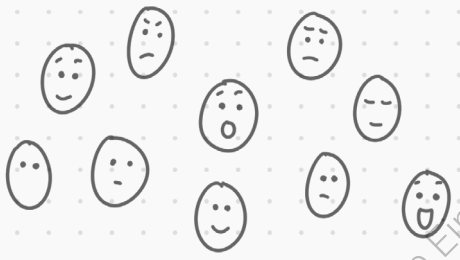
Het is zo goed dat je stappen wilt zetten om klimaatvriendelijker te worden!

Voorbeeld journal voor de Gemeente Eindhoven

Voortgangsnotitie

Datum _____

Hoe voel je je nu? Teken of kies een gezicht



Wat waren kansen voor jou om te leren en groeien?

Wat heb je geleerd? (Over jezelf, klimaatvriendelijk leven, Eindhoven, iets anders)

Hoe voel je je over wat je hebt geleerd?

Wanneer, waar en hoe ga je je volgende stap zetten?

Stuur een foto van je antwoord naar @becomingclimatefriendly_EHV

Wat heb je recent geleerd over klimaatverandering?

Next time: Reflection

Voorbeeld journal voor de Gemeente Eindhoven

Terugkijken op je doel

Date _____

Je hebt nu even aan een doel gewerkt, laten we kijken hoe het gaat! Je kan het kaartje hieronder terug plakken ter herinnering

Wat heb je geleerd van dit doel?

Wat moet je doen om deze groei te behouden en wat kan je doen om verder te groeien?

Schrijf of teken iets positiefs wat je tegen jezelf zou willen zeggen over wat je hebt geleerd binnen dit doel.

Wil je doorgaan met groeien binnen dit doel of wil je met een nieuw doel aan de slag gaan?

- [ ] Doorgaan met groeien in dit doel
- [ ] Een nieuw doel stellen

Continue on next page

Voorbeeld journal voor de Gemeente Eindhoven

Tijd voor een uitdaging!

Deze uitdaging kan je tussen doelen doen of terwijl je werkt aan een doel. Ja kan ook later terugkomen naar deze pagina om de uitdaging aan te gaan als het nu niet helemaal past in je flow! Je kan deze uitdaging alleen of met iemand samen doen.

Douche tijd

Het grootste deel van warm water gebruik in huizen gaat via de douche. Warm water kost veel energie en is daarom niet erg klimaatvriendelijk. Daarom wordt er vaak gezegd dat het goed is om korter te douchem. 5 minuten of minder bespaart al heel veel energie! kan jij binnen 5 minuten gedoucht zijn?

Je kan je douchetijd bijhouden door bijvoorbeeld een playlist te maken die binnen 5 minuten klaar is. Stopt de muziek? kraan uit! Je kan natuurlijk ook een timer zetten. Het helpt ook om de kraan uit of zachter te zetten als wanneer je shampoo in je haar aan het doen bent.

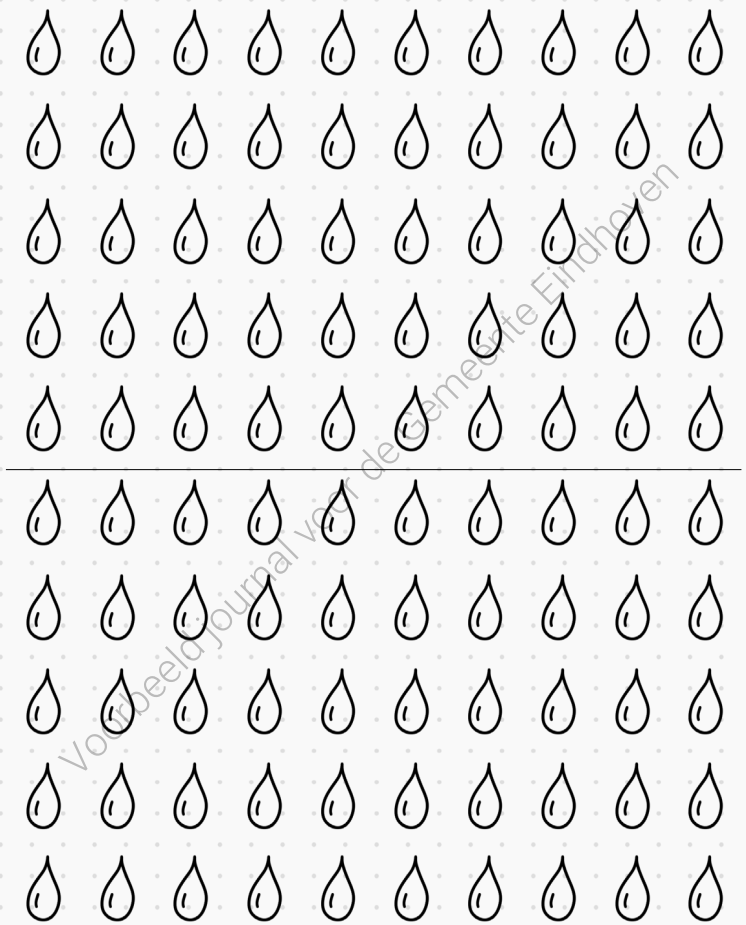
Ik doe deze challenge:

- ☐ Alleen
- ☐ Ik daag ..... uit

Ik ga deze challenge voor:

..... dagen/weken/maand doen

Laten we proberen om onze douche tijd te verminderen voor ..... (duur van de uitdaging)



Laten we proberen om onze douche tijd te verminderen voor ..... (duur van de uitdaging)

Voorbeeld journal voor de gemeente Eindhoven

Stuur een foto van je antwoord naar @becomingclimatefriendly_EHV

Waar zou je hulp bij willen krijgen in het ontwikkelen van je klimaatvriendelijke leefstijl?

Op welke plek in Eindhoven voel jij je verbonden met de natuur?

Wat is iets klimaatonvriendelijks wat je moeilijk vindt om los te laten?

Wat heb je geleerd over klimaatvriendelijke initiatieven in Eindhoven?

Voorbeeld journal voor de Gemeente Eindhoven

Stuur een foto van je antwoord naar @becomingclimatefriendly_EHV

Met welk doel ben je nu bezig? Teken wat er goed gaat

Teken je favoriete plant uit de buurt

Teken wat je moeilijk vindt aan een klimaatvriendelijke leefstijl ontwikkelen

Teken je favoriete buitenplek in Eindhoven

Voorbeeld journal voor de Gemeente Eindhoven

Opdracht voor vandaag en morgen

Bespreek je doel met iemand.

Je kan het hebben over waar je mee bezig bent, wat je hoopt te leren, waarom je hiermee bezig bent

Opdracht voor vandaag en morgen

Bespreek je motivatie voor dit journal met iemand.

Je kan het hebben over wat je er leuk aan vindt, waarom je er mee bezig bent, wat je tot nu toe hebt geleerd ervan.

Opdracht voor vandaag en morgen

Bespreek wat je hebt geleerd over klimaatvriendelijk worden

Je kan het hebben over feitjes, over jezelf, over Eindhoven

Opdracht voor vandaag en morgen

Bespreek wat je mogelijke volgende doel zou kunnen zijn

Je kan het hebben over een bepaald thema, een volgende stap of mogelijkheid tot leren

Voorbeeld journal voor de Gemeente Eindhoven

4. ERB Form

4.1. Journal test

TU/e EINDHOVEN UNIVERSITY OF TECHNOLOGY

Ethical Review Form
(Version 2.1)

This Ethical Review Form should be completed for every research study that involves human participants or personally identifiable personal data and should be submitted to ethics@tue.nl. For more information about how this process works please click here. Please check if you are using the correct form: Ethical Review Form (version 2.1). Please click here to obtain this latest version.

Part 1: General Study Information		
1	Project title / Study name	Journaling for positivity and a growth mindset in climate friendly lifestyles
2	Name of the researcher / student	Vere Vreeswijk
3	Email of the researcher / student	v.vreeswijk@student.tue.nl
4	Supervisor(s) name(s) *Additional explanation: Please write down the name of your direct supervisor. You can mention several supervisors if appropriate, but at least one supervisor should be mentioned.*	Dan Lockton
5	Supervisor(s) email address(es) *Additional explanation: Please give the email address of the supervisor(s) mentioned in question 4.*	d.j.g.lockton@tue.nl
6	Department / Group *Additional explanation: Please specify group if relevant e.g. JADS or HTI*	Industrial Design
7	What is the purpose of this application?	☐ Scientific study ☐ Bachelor education. Course:…….. ☒ Master education. Course: FMP ☐ Other (e.g. external, following external regulations):……
8	Research location *Additional explanation: Where will the data collection take place? On campus, in a company, in public space, online, etc.*	☒ Eindhoven University of Technology campus ☐ Other, name organization(s):…… ☐ Public space ☐ Online
9	Start date data collection *Additional explanation: Please state when your data collection will start. Please note that you do not have to provide information about your complete (PhD) project, but only on this particular sub-study that you are submitting for approval in this form.*	Friday February 9, 2024
10	End date data collection	August 30, 2024
11	Does your project receive external funding (e.g., NWO, relevant for special regulations from funders)?	☐ Yes. Name Funder: ☒ No

12	Which internal and external parties are involved in the study? Think about sharing data or information between TU/e and other universities, commercial companies, hospitals, etc. *Additional explanation: Describe all internal and external parties that are involved in the study or project, including:* • *researchers or research groups at the TU/e who participate in the study;* • *(Researchers at) other universities/institutions that provide data/services, help analyzing the data, etc.;*	Internal parties • Researcher(s): Vere Vreeswijk • Supervisor: Dan Lockton

	• *(commercial) partners, companies, government bodies, municipalities, consultancy firms, hospitals or care institutions that provide data (e.g., contact details of participants, data for further analysis).* *Indicate which role each party plays: who defines the means and purposes in the study, who will supply the data (external parties?), who will process/handle the data, who will be able to access the data during and after research (only researchers at TU/e or also others)?*	External parties • Other universities/institutions: • Others: ……
13	Have any special agreements already been made with an external party, such as a Non-Disclosure Agreement (NDA) or a data sharing agreement?	☐ Yes, namely: ☒ No
14	Has your proposal already been approved by an external Ethical Review Board or Medical Ethical Review Board? *Additional explanation: For example, when you are collaborating with another university and the project has been approved by their Ethical Review Board, or when you received a WMO-waiver from a Medical Ethical Review Board.*	☐ Yes ☒ No
15	If yes: Please provide the name, date of approval and contact details of the ERB. Please also include the registered number for your project approval. Additionally, please send in the Ethical Review Form upon which ethical approval was granted together with this form.	
16	If you process personal data that are likely to result in high privacy risks for participants, you need to perform a Data Protection Impact Assessment (DPIA). Have you done this for this or a very similar project? ***Please read the information below: a DPIA is not the same as a regular privacy impact assessment. More detailed questions on privacy will follow in the section below.*** *Additional explanation: A Data Protection Impact Assessment (DPIA) is a formal document that must be drafted under the guidelines of the General Data Protection Regulation (GDPR). Think of research with vulnerable people, high-risk medical research, The Dutch DPA (Autoriteit Persoonsgegevens) and our website provides more information about a DPIA.*	☐ Not applicable (no high privacy risks) ☐ Yes (the form is attached to the application) ☒ No
	Part 2: Medical study	
1	Does the study have a medical scientific research question or claim? *Additional explanation: Medical/scientific research is research which is carried out with the aim of finding answers to a question in the field of illness and health (etiology, pathogenesis, signs/symptoms, diagnosis, prevention, outcome or treatment of illness), by systematically collecting and analyzing data. The research is carried out with the intention of contributing to medical knowledge which can also be applied to populations outside of the direct research population. If your research contains questions about health and health related parameters (such as well-being, vitality, feelings of anxiety or stress) but your research question is not primarily medical, then you can answer 'no' to this question.*	☐ Yes* ☒ No *If yes or in doubt, please contact Susan Hommerson via s.m.hommerson@tue.nl

TU/e EINDHOVEN UNIVERSITY OF TECHNOLOGY

Ethical Review Form

	Part 3: Use of (medical) devices in the study	
1	Does your research include a device? *Additional explanation: A device is a complete piece of physical hardware that is used to compute or support computer functions within a larger system. Devices can be divided into input-, output-, storage-, internet of things-, or mobile device.*	☐ Yes, not self-made ☐ Yes, self-made ☒ No
2	Please describe your device or link to an online description of the device	
3a	Will you use a device that is 'CE' certified for **unintended use** (meaning you will use existing CE certified devices for other things than they were originally intended for) or use a device that is not 'CE' certified? *Additional explanation: You can find more information about CE certification here*	☐ Yes ☒ No ☐ ☐
3b	If no: Please explain to what extent the device was assembled according to relevant standards and provide a risk assessment *Additional explanation: You can find more information about a risk assessment here*	I won't use a device. Only a paper journal.
3c	If yes: Do you use a device or software that has a medical purpose such as diagnosis, prevention, monitoring, prediction, prognosis, treatment or alleviation of disease or injury?	☐ Yes, my device or software currently has a medical purpose ☐ Yes, my device or software could have a medical purpose in the near future ☒ No ☐ I'm not sure
	Part 4: Information about the study	
1	What are your main research questions? *Additional explanation: You need to provide at least one clear research question.*	Can journaling support people in adopting a growth mindset for the transition towards a climate-friendly lifestyle?
2a	Please check the box that indicates the relevant study population *Additional explanation: Please select which persons are eligible for your study.*	☒ Students ☒ General healthy population ☐ General population with specific feature, e.g., pregnancy, specifically ..... ☐ Patients, specifically …….... ☐ Other, specifically ……
2b	Age category of participants	☐ Younger than 12 years of age ☐ Older than 11 and younger than 16 years of age ☒ 16 years or older
3	Description of the research method (select all that applies)	☒ (Semi-structured) interviews ☒ Surveys

	Additional explanation: Please specify your research method. Note that you need to provide information about the research method in an additional file that you attach to the ERB form. E.g., for interviews you provide the interview questions, for surveys you provide the survey questions, etc.	☐ Group workshops/roundtable discussions ☐ Diary studies ☐ Behavioral observations ☐ Building sensor data ☐ Wearable device (e.g. Fitbit watch, on-skin sensors) ☒ User testing ☐ Pilot study ☐ GPS tracking/location data ☐ Living Lab ☐ Other, namely .....
4	Description of the measurements and/or stimuli/treatments *Additional explanation: Think about your outcome measures and the variables you will be collecting and describe them in a way such that another person understands what the participant will experience. For example: Participants will perform task A and see pictures from database B, and we measure validated Scale 1.*	The participants will be asked to fill in a journal for 3 weeks. Through an interview or survey participants are asked to discuss their experiences with the journal. Depending on the number of participants an interview or survey will be conducted at the end of the test. The interview/survey will focus on a few elements: - learning about participants' experiences with the journal, focusing on engagement, level of difficulty, how they used the journal. - Participants' experiences related to their mindset. Do they notice a change? - Positivity towards sustainable behaviour change. Possibly how much they feel they can become climate friendly.
5	Describe and justify the number of participants you need for this study. Also justify the number of observations you need, taking into account the risks and benefits. *Additional explanation: Think about if you need 3 or 30 participants for example, and why? Do they need to provide their input once, or several times, and why? If relevant, specify the duration of the study per participant and the compensation that is needed for the study.*	A minimum of 10 participants will use the journal for a longer period of time. 10 participants will help confirming or rejecting assumptions, but more participants are welcome to provide more insights. A maximum will be set on 15 participants.
6	Explain why your research is societally important. What benefits and harm to society may result from the study? *Additional explanation: What benefit will the results of your study have to society in general?*	Climate change is an issue that affects many societies. The discussion is no longer focused on 'will it happen' but 'in what degree will it happen'. However, many people have already taken small steps in changing their behaviour, such as reducing meat consumption. In preliminary research it has shown that these small changes still make people feel like they are not making an impact on climate change. Therefore, it is necessary to make these people feel empowered about the things they are already doing in order to get them to the next step. This research focusses on helping people with this feeling and helping them to take the next steps. Besides, there is a lot of negativity around climate change. This project will focus on bringing positivity in the situation, transforming peoples mindset, help them to inspire others through improving their lifestyle.

7	Describe the way participants will be recruited *Additional explanation: How will you recruit participants for your study? For example, by using flyers, personal network, panels, etc.*	☐ Survey link posted online, e.g., social media platforms ☒ On campus flyers ☒ Personal network ☐ Via a company, namely …….. ☐ Via a hospital, namely …….. ☐ Via an organization …… ☐ By a Consortium Partner, namely …… ☐ Other, namely …….
8	Provide a brief statement of the risks you expect for the participants or others involved in the study and explain. Also take into consideration any personal data you may gather and associated privacy issues. *Additional explanation: Risks for the participants can be anything from risk of data breach to risk of safety or well-being (think about stress, extreme emotions, visual or auditory discomfort). Describe these possible risks and describe the way these risks are mitigated.*	This study is low in risk. However, it could be that participants get an increased awareness about climate change. However, the research focuses on positivity and journaling. As researcher I am also open to discuss these concerns with them. Personal data (recordings, notes, pictures, diaries) will be stored safely in OneDrive which is two-factor protected.

Part 5: Self-assessment checklist

		Yes	No
	Note: answers in the blue boxes indicate that your research is eligible for fast-track approval		
1a	Does the study involve human material? (e.g., surgery waste material derived from non-commercial organizations such as hospitals)		x
1b	Will blood or other (bio)samples be obtained from participants? (e.g., hair, sweat, urine or other bodily fluids or secretions, also external imaging of the body)		x
2	Will the participants give their consent – on a voluntary basis – either digitally or on paper? Or have they given consent in the past for the purpose of education or for re-use in line with the current research question?	x	
3	Are the participants, outside the context of the research, in a dependent or subordinate position to the investigator? Additional explanation: Think about doing research on your own students or on your own employees. When there is a dependency or power imbalance between you and the research participants, you need to answer 'yes' to this question.		x
4	Does the study involve participants who are particularly vulnerable or unable to give informed consent? (e.g., children (<16 years of age), people with learning difficulties, patients, people receiving counselling, people living in care or nursing homes, people recruited through self-help groups)		x
5	Will participating in the research be burdensome? (e.g., requiring participants to wear a device 24/7 for several weeks, to fill in questionnaires for hours, to travel long distances to a research location, to be interviewed multiple times)?		x
6	May the research procedure cause harm or discomfort to the participant in any way? (e.g., causing pain or more than mild discomfort, stress, anxiety or by administering drinks, foods, drugs, or showing explicit visual material)		x
7	Will financial inducement (other than reasonable expenses and compensation for time) be offered to participants? Additional explanation: For an explanation of what is considered a reasonable compensation, see the topic participant fees from the HTI group		x
8a	Will it be necessary for participants to take part in the study without their knowledge and consent at the time? (e.g., covert observation of people)		x
8b	If yes: Will you be observing people without their knowledge in public space? (e.g. on the street, at a bus-stop)		x
9	Will the study involve actively deceiving the participants? (e.g., will participants be deliberately falsely informed, will information be withheld from them, or will they be misled in such a way that they are likely to object or show unease when debriefed about the study)		x
10	Will participants be asked to discuss or report sexual experiences, religion, alcohol or drug use, suicidal thoughts, or other topics that are highly personal or intimate? Additional explanation: Think about your research population. For some participants, particular topics can be considered sensitive or intimate, whereas the same topics will not be perceived as such by other participants.		x
11	Elaborate on all boxes answered outside of the blue boxes in part 5. Describe how you safeguard any potential risk for the research participant.		

Part 6: Self-assessment on privacy

The following questions (1-11) concern privacy issues, as laid down in the General Data Protection Regulation (GDPR). The Data Stewards and – if necessary – privacy team of TU/e will assess these questions. In some cases, more information is required to assess the privacy risks. If this is the case, you will be notified that the Data Stewards team will contact you.

The GDPR defines 'personal data' as any information relating to an identified or identifiable natural person ('data subject'). Personal data also includes data that indirectly reveals something about a natural person. Personal data can lead to the physical, physiological, genetic, mental, economic, cultural or social identity of a natural person. There are two main categories of personal data: regular personal data and special category personal data.

If you are not sure whether some of these questions below should be answered with a Yes or No, please contact a Data Steward first through rdmsupport@tue.nl.

			Yes	No
	Note: answers in the blue boxes indicate that your research is eligible for fast-track approval			
1	Will the study involve discussion/collection/processing of **regular** personal data, or will you collect and (temporarily) store video or voice recordings for the purpose of conducting interviews? *Additional explanation: For example, name, address, phone number, email address, IP address, gender, age, video or interview recordings? If you are not sure whether your data contains personal data, please contact the Data Stewards Team (rdmsupport@tue.nl).*		x	
1A	If yes: Please describe which regular personal data you will collect in this study?	- In case of hosting an interview: I will collect voice recordings during the conversation. After the transcription of the sessions, which will be done immediately after the interviews, the recordings will be deleted. - The journals will also be collected with the answers of the participants for analysis purposes and will be used in the project's report. - The survey will collect answers and will make use of a special code created for the participant to be able to link the journal to the survey. - E-mail addresses will be collected for communication purposes and will be stored in an excel file in OneDrive. - The address will also be collected to send the journal to people. This will be stored in an excel file in OneDrive.		
2	Will the study involve discussion/collection/processing of **special category** personal data or other **sensitive data**? *Additional explanation: Examples of special category personal data are race, religion, health information, political views, genetic or biometric data for the unique identification of a person, sexual preference, etc. Health information concerns personal data of the physical or mental health of persons, including the provision of health care. Examples of other sensitive data is information such as communication data, financial records or credit scores, camera surveillance data, location/GPS data, internet-of-things data, employee monitoring, observing or influencing behaviour, criminal records, data of vulnerable persons (children, people with disabilities, refugees), BSN number etc. Please be aware that the use of special category personal data in research requires extra security measurements in order to safeguard the privacy of data subjects and to comply with the GDPR. Processing of this special category data is prohibited, except for specific purposes and under certain circumstances. If you need to process special category data, please consult the data stewards at rdmsupport@tue.nl.*			x
2A	If yes: Please describe which special-category personal data and/or sensitive data you will collect in this study?			

Ethical Review Form

If you answered yes to either question 1 or 2, please answer the questions below. If you answered no to both questions, you can skip this part and continue onto part 7. Also, if an answer to any of the following questions is 'yes', please contact a Data Steward at rdmsupport@tue.nl

		Yes	No
3	Will your project involve the processing of personal data on a **large scale**? *Additional explanation: In general, any processing that involves more than 10.000 data subjects should be considered "large scale". However, if the data of approximately 1000 persons (or more) are involved, the data processing may still be considered large scale. In that case, besides the number of persons involved in the study, one should also assess (i) the amount of data collected from these persons taking into account the type/risk level of the personal data, (ii) the duration of the data processing, (iii) the geographic scope or extent of the processing. For example, if you would collect and process data across several European countries with 10+ socio-economic data items of 1200 individual persons for several years in a row, that is likely "large-scale processing". Other examples of a large-scale processing activity are:* • *Monitoring driving behavior of road users on Dutch highways* • *Collecting data of Covid patients* • *A hospital that processes patient data as part of its usual operations*		x

Ethical Review Form

	• *A transport company that processes travel information of people who travel by public transport in a certain city. For example, by tracking them through travel maps.*		
4	Does this processing activity involve the use of new or innovative technologies? *Examples of a new technology: combining fingerprints and facial recognition for physical access control, the use of bodycams in public spaces, the use of new technical methods in conducting research such as AI. This question also refers to new technologies that have not been deployed by TU/e so far.*		x
5	Does your study involve systematic (c.q. automated) monitoring of persons? *Additional explanation: Consider data processing activities that have the purpose of observing, monitoring or controlling individuals, for example in circumstances where the individuals are not aware by whom their personal data is collected and how it is used. Examples of such activities are using camera systems to monitor driving behavior on highways, monitoring email inactivity or employee phone use, certain applications of machine learning and artificial intelligence.*		x
6	Does the study involve collaborations (with third parties) in which data are shared or exchanged in order to link or combine data? *Additional explanation: This may often apply in a collaboration between the university and a commercial party, contract research, etc. It is important to assess this for all data in the entire project, not just your own data.* *An important consideration in this situation is whether the person whose data is involved could have expected that data from these different databases or sources of information were to be combined. For example, it is less likely for data subjects to expect that databases from different parties will be combined and the results are used for different purposes than one could reasonably expect; this may apply for example in a collaboration between the university and a commercial party.*		x
7	Will the study include data processing activities that prevent data subjects from exercising their rights or using a service or contract? *Additional explanation: Examples include processing operations carried out in public places that people cannot avoid (train station, airport, shopping mall, public university premises, etc.) or processing operations whose purpose is to allow or not allow data subjects to use a service or enter into a contract (examples: by refusing to pay a benefit, not being able to apply for a loan, etc.).*		x
8	Will the study process personal data to score, rank or profile persons? *Additional explanation: Examples: monitoring (highway) roads to give road users a "score" based on their detected driving behavior, a bank assessing its customers based on their creditworthiness, or an organization building behavioral and marketing profiles based on use of their website or navigating their website.*		x
9	Does your data processing include activities that involves composing "**blacklists**" – and, in particular, in relation to sensitive or special category data, such as communication data, financial records or credit scores, genetic data, biometric data, health data, camera surveillance data, location/GPS data, internet-of-things data, employee monitoring, observing or influencing behaviour, etc. *Additional explanation: This situation will not be a common occurrence in research, but you may indirectly be involved in this. In general, this typically concerns processing operations involving personal data relating to criminal convictions and offences, data relating to unlawful acts, data concerning unlawful or annoying behaviour or data concerning bad payment behaviour by companies or individuals are processed and shared with third parties (blacklists or warning lists, as used, for example, by insurers, hospitality companies shopping companies, telecom providers as well as blacklists relating to unlawful behavior of employees, for example in the healthcare sector or by employment agencies, etc.).*		x
10	Will personal data be transferred or shared outside the EU/EEA? EU data protection rules apply to the European Economic Area (EEA), which includes all EU countries and non-EU countries Iceland, Liechtenstein and Norway. *Additional explanation: The GDPR has drafted additional requirements for transfers data outside of the EU/EEA. Typically, additional safeguards must be implemented to protect the personal data of residents in the European Union. For example, if you collaborate with an American, Indian or Chinese university or other third party outside the EU/EEA, you must first check whether this is allowed and under which conditions this is allowed. Another typical example is storage of data on American providers of cloud (storage) services. Please contact the data stewards first to discuss this.*		x
11	Will any raw or anonymized personal data or any other sensitive data or research results from the project possibly be transferred to a high-risk country*? ***High risk countries**: China, Russia, Iran, Turkey, and North Korea.* *If personal data or other potentially sensitive data is exchanged with one of these countries, or if part of the data processing takes place in one of these countries: **an advice from the Data Protection Officer, the kennisveiligheidsteam (Knowledge Security team), and the CISO (Chief Information Security Officer) is ALWAYS required.***		x

Ethical Review Form

	Part 7a: Processing of research data	
1	Is consent your legal basis for processing the personal data in your study? *Additional explanation: What is a legal basis? One of main principles in the GDPR is to ensure that personal data is processed lawfully, fairly, and transparently. To comply with this principle, the processing of personal data also requires that you have a valid legal basis for the personal data processing activity.* *In research projects, the legal basis is often but not always consent. However, it is possible that it is not clear or not possible to establish whether to use consent as a legal basis.* *Some examples where consent may not be applicable as legal basis are covert research, data collection in public spaces, secondary data analysis of existing data, data that are transferred to you by a third party, consent is not possible or would require disproportionate effort, etc. In that case, please indicate which legal basis you think that applies or (preferably) contact a data steward first.*	☒ Yes and it will be obtained via informed consent An informed consent template* is attached to this application. ☐ No, I will use another legal basis to process the data. Namely, …….. * You can download a suitable template **here**.
2	Where will the data come from?	☐ Data obtained from another party (secondary data use) ☒ New data collected only by my research team ☐ New data collected together with collaborators
3	Which of the following tools will you use to process personal data?	**Surveys** ☐ Qualtrics ☐ Limesurvey ☒ MS Forms ☐ Other, namely …….. **Interview/workshop recordings** ☒ Voice/video recorder ☒ Phone in a flight mode ☐ MS Teams ☐ Other, namely …… **Transcription** ☒ Manual transcription ☒ Microsoft Office software (e.g. Word, Teams) ☐ Other, namely …… **Statistical analysis** ☐ SPSS ☐ R ☐ Other, namely …… **Other tools**, specifically……..
4	Where will the data and in particular the personal data be stored during and after completion of the study? If you have already uploaded your Data Management Plan, you can refer to your Data Management Plan.	☒ SURF drive ☒ Onedrive ☐ Research Drive ☐ Network Drive

Ethical Review Form

	Additional explanation: University supported-storage facilities are SURFdrive, SURF Research Drive, Ceph, departmental drives (this includes BE Project Drive), and the TU/e instance of Microsoft OneDrive. For most personal data, the use of SURF Research Drive, departmental drives (including BE Project Drive) and SURFdrive is required.	☐ Research Manager ☐ Other, namely ……
	Part 7b: Safety and security measures	
1	Will you pseudonymize/anonymize the data? *Additional explanation:* *Anonymization: remove all direct identifiers (name, address, telephone number etc.) but also indirect identifiers (age, place of birth, occupation, salary) that, linked with other information, can lead to a person's identification. Anonymization to the point that a data subject is no longer identifiable means that the anonymized data is not considered to be personal data anymore.* *Pseudonymization: replacing the unique identifier of a data subject with an artificial pseudonym. This means that identification is still possible with the identification key. The identification key needs to be stored securely and separately from the pseudonymized data. If the data subject can be identified by combining data with additional information, the data is also called pseudonymous.*	☒ Yes ☐ No If yes, describe how: in pictures people will be blurred and in the data everyone will be referred to with a P# number.
2	Is access to (personal) data restricted? (Select all that apply)	☐ No ☐ Yes, via access control ☒ Yes, via password protection ☐ Yes, access only given to TU/e research team ☐ Yes, access only given to research team, including non-TU/e collaborators ☐ Other, specify…….
3	Who will have access to the data during and after completion of the project? (Select all that apply)	☒ Main researcher ☐ TU/e supervisor(s) ☐ External supervisors ☐ TU/e research team ☐ Other, specify…….
4	Will you store data for future research?	☐ No ☐ Yes, in a public data repository ☐ Yes, in a public data repository under restricted access ☒ Yes, in a TU/e-recommended storage (SURF Research Drive, Network Drive)
5	Will you share data outside the TU/e?	☒ No ☐ Yes, in a fully anonymized form ☐ Yes, raw or pseudonymized data* *If you selected this box, make sure that a suitable data agreement is put in place. You can contact the Data Stewards for support in preparing such an agreement
6	How long will data be stored after the end of the project?	The gathered data will also be used in my FMP, so it will be stored until August 31, 2024.

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Ethical Review Form

Part 8: Closures and Signatures		
1	Enclosures (tick if applicable and attach to this form):	☒ Informed consent form ☐ Informed consent form for other agencies when the research is conducted at a location (such as a school) ☒ Text used for ads (to find participants) ☐ Text used for debriefings ☐ Approval other research ethics committee ☒ The survey the participants need to complete, or a description of other measurements ☐ Data Protection Impact Assessment checked by the privacy officer ☐ Data Management Plan checked by a data steward
2	Signature(s)	Signature(s) of applicant(s): Date: 08/02/2024 Signature research supervisor Date: 23/02/24

Explanation purpose interview/survey

The journal will be improved based on results from the M2.1 test and additional literature research (mindset boek lezen). Depending on the number of participants an interview or survey will be conducted at the end of the test. The questions will have an open format (so no lickert scale for example) and the duration will be around 15 to 20 minutes. The interview/survey will focus on a few elements:

1. learning about participants' experiences with the journal, focusing on engagement, level of difficulty, how they used the journal. Some example questions:
    1. How engaged have you been throughout the course of using this journal?
    2. When have you used the journal?
    3. How much effort was it to use the journal?
    4. Would you continue using the journal?
2. Participants' experiences related to their mindset. Do they notice a change?
    1. Have you noticed a change on your perspective in climate change?
3. Positivity towards sustainable behaviour change. Possibly how much they feel they can become climate friendly.
    1. Do you think you can do more to become climate-friendly?
    2. Would you become more climate-friendly?

Text used for recruitement

Hi, in previous conversations you have expressed your interests in the transition journal: becoming climate friendly. In our conversation you have also mentioned that you would be available as participant in further research related to this journal. Therefore, I am sending you this message.

I would like to ask if you are still open for participation. In the consent form you can read more details of this study. If you are willing to participate, please fill in the consent form and questions and send them via email to me.

If you are not interested in participanting anymore, you can ignore this email.

For any questions, feel free to reach out to me!

Kind regards,

Vere Vreeswijk

Van: **Vreeswijk, Vere** v.vreeswijk@student.tue.nl
Onderwerp: ERB form FMP V. Vreeswijk
Datum: 27 februari 2024 om 10:34
Aan: Ethics Ethics@tue.nl

Dear Ethics Committee,

Hereby I send you my ERB form for my FMP.
If you have any questions, please let me know.

Kind regards,

Vere Vreeswijk
Master student Industrial Design
Eindhoven University of Technology

Did you know that 73 emails are equal to 1 kg of CO_2 [1]? That is why I am trying to limit my emails. Every effort helps the planet.

[1] Godin, S. (2022). De klimaatalmanak (1st ed.). Haystack.

ERB form 0702
FMP (e...DL.pdf

Van: **Ethics** Ethics@tue.nl
Onderwerp: RE: ERB form FMP V. Vreeswijk
Datum: 28 februari 2024 om 10:38
Aan: Vreeswijk, Vere v.vreeswijk@student.tue.nl

Dear Vere,

Your application (ERB2024ID24) has been approved by the ERB.

We assume that you have answered all questions correctly. We will perform regular spot-checks so you need to keep your documentation (ERB form, informed consent forms, surveys/interview questions, description of experiment/prototype etc.) available for at least 6 months.

Good luck!

Dear regards,

Marjolein Severens
ERB student assistent

From: Vreeswijk, Vere <v.vreeswijk@student.tue.nl>
Sent: Tuesday, February 27, 2024 10:34 AM
To: Ethics <Ethics@tue.nl>
Subject: ERB form FMP V. Vreeswijk

Dear Ethics Committee,

Hereby I send you my ERB form for my FMP.
If you have any questions, please let me know.

Kind regards,

Vere Vreeswijk
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Consent form for participation by an adult

By signing this consent form I acknowledge the following:

1. I am sufficiently informed about the research project through a separate information sheet. I have read the information sheet and have had the opportunity to ask questions. These questions have been answered satisfactorily.

2. I take part in this research project voluntarily. There is no explicit or implicit pressure for me to take part in this research project. It is clear to me that I can end participation in this research project at any moment, without giving any reason. I do not have to answer a question if I do not wish to do so.

Furthermore, I consent to the following parts of the research project:

3. I consent to processing my personal data gathered during the research in the way described in the information sheet.

   YES ☐ NO ☐

4. I consent to using my answers for quotes in the research publications and any potential publications arising from the project – without my name being published in these.

   YES ☐ NO ☐

5. I consent to using my journal for quotes and pictures in the research publications and any potential publications arising from the project – without my name being published in these.

   YES ☐ NO ☐

6. I consent to retaining research data gathered from me and using this for future research of the researched in the field of climate change in which recognized ethical standards for scientific research are respected, and for education purposes.

   YES ☐ NO ☐

7. I consent to making research data gathered from me available via a repository, namely OneDrive, for the purpose of retaining the data and using it for future research as described above.

   YES ☐ NO ☐

8. I consent to collecting pictures and audio of me during the research.

   YES ☐ NO ☐

Name of Participant:

Signature:

Date:

Name of researcher:

Signature:

Date:

Information sheet for research project "Can journaling support people in adopting a growth mindset for the transition towards a climate-friendly lifestyle?"

1. Introduction

You have been invited to take part in research project taking the next step to a climate-friendly lifestyle, because you are in my personal network and have seen my call for participants for a survey.

Participation in this research project is voluntary: the decision to take part is up to you. Before you decide to participate we would like to ask you to read the following information, so that you know what the research project is about, what we expect from you and how we deal with processing your personal data. Based on this information you can indicate via the consent declaration whether you consent to take part in this research project and the processing of your personal data.

You may of course always contact the researcher via v.vreeswijk@student.tue.nl, if you have any questions, or you can discuss this information with people you know.

2. Purpose of the research

This research project will be managed by Vere Vreeswijk.
The purpose of this research project is to evaluate if the basis of the journal is sufficient and the experience of participants with the journal. Besides the journal, you are asked to fill in a survey regarding your experiences and possibilities for further development.

3. Controller in the sense of the GDPR

TU/e is responsible for processing your personal data within the scope of the research. The contact details of TU/e are:

Technische Universiteit Eindhoven
De Groene Loper 3
5612 AE Eindhoven

4. What will taking part in the research project involve?

You will be taking part in a research project in which you are asked to:

- Use the journal for 3 weeks with a minimum of 4 days per week.
- Fill in a survey or participate in an interview.
- Send the journal back to the researcher
- Optional: Send pictures via Instagram.

5. Potential risks and inconveniences

Your participation in this research project does not involve any physical, legal or economic risks. You do not have to answer questions which you do not wish to answer. Your participation is voluntary. This means that you may end your participation at any moment you choose by letting the researcher know this. You do not have to explain why you decided to end your participation in the research project.

Optional: When you send a picture via Instagram, the researcher will know your personal account. However, this will not be stored or collected as data for the research.

6. Withdrawing your consent and contact details

Participation in this research project is entirely voluntary. You may end your participation in the research

If you decide to end your patricipation during the research, the data which you already provided up to the moment of withdrawal of your consent will be used in the research.
Do you wish to end the research, or do you have any questions and/or complaints? Then please contact the researcher via v.vreeswijk@student.tue.nl

If you have specific questions about the handling of personal data you can direct these to the data protection officer by sending a mail to functionarisgegevensbescherming@tue.nl. Furthermore, you have the right to file a complaint with the Dutch data protection authority: the Autoriteit Persoonsgegevens.

Finally, you have the right to request access, rectification, erasure or adaptation of your data. Submit your request via privacy@tue.nl.

7. Legal ground for processing your personal data

The legal basis upon which we process your data is consent.

8. What personal data from you do we gather and process?

Within the framework of the research project we process the folllowing personal data:

Category	Personal data
Contact data	*Name, e-mail, address*
Personal data	*Pictures, writings in the journal, survey answers or interview audio files*

9. Confidentiality of data

We will do everything we can to protect your privacy as best as possible. The research results that will be published will not in any way contain confidential information or personal data from or about you through which anyone can recognize you, unless in our consent form you have explicitly given your consent for mentioning your name, for example in a quote.

The personal data that were gathered via the journal and group discussions, and other documents within the framework of this research project, will be stored on storage facilities that are supported by the ICT service of TU/e.

The raw and processed research data will be retained for a period of 1 year. Ultimately after expiration of this time period the data will be either deleted or anonymized so that it can no longer be connected to an individual person. The research data will, if necessary (e.g. for a check on scientific integrity) and only in anonymous form be made available to persons outside the research group.

This research project was assessed and approved by the ethical review committee of Eindhoven University of Technology.

U2. Co-reflection

TU/e EINDHOVEN UNIVERSITY OF TECHNOLOGY

Ethical Review Form

(Version 2.1)

This Ethical Review Form should be completed for every research study that involves human participants or personally identifiable personal data and should be submitted to ethics@tue.nl. For more information about how this process works please click here. Please check if you are using the correct form: Ethical Review Form (version 2.1). Please click here to obtain this latest version.

Part 1: General Study Information		
1	Project title / Study name	Journaling for positivity and a growth mindset in climate friendly lifestyles
2	Name of the researcher / student	Vere Vreeswijk
3	Email of the researcher / student	v.vreeswijk@student.tue.nl
4	Supervisor(s) name(s) *Additional explanation: Please write down the name of your direct supervisor. You can mention several supervisors if appropriate, but at least one supervisor should be mentioned.*	Dan Lockton
5	Supervisor(s) email address(es) *Additional explanation: Please give the email address of the supervisor(s) mentioned in question 4.*	d.j.g.lockton@tue.nl
6	Department / Group *Additional explanation: Please specify group if relevant e.g. JADS or HTI*	Industrial Design
7	What is the purpose of this application?	☐ Scientific study ☐ Bachelor education. Course:…….. ☒ Master education. Course:…….. ☐ Other (e.g. external, following external regulations):……
8	Research location *Additional explanation: Where will the data collection take place? On campus, in a company, in public space, online, etc.*	☒ Eindhoven University of Technology campus ☐ Other, name organization(s):…… ☐ Public space ☐ Online
9	Start date data collection *Additional explanation: Please state when your data collection will start. Please note that you do not have to provide information about your complete (PhD) project, but only on this particular sub-study that you are submitting for approval in this form.*	Tuesday April 16, 2024
10	End date data collection	August 30, 2024
11	Does your project receive external funding (e.g., NWO, relevant for special regulations from funders)?	☐ Yes. Name Funder: ☒ No

12	Which internal and external parties are involved in the study? Think about sharing data or information between TU/e and other universities, commercial companies, hospitals, etc. *Additional explanation: Describe all internal and external parties that are involved in the study or project, including:* • *researchers or research groups at the TU/e who participate in the study;* • *(Researchers at) other universities/institutions that provide data/services, help analyzing the data, etc.;*	Internal parties • Researcher(s): Vere Vreeswijk • Supervisor: Dan Lockton

	• *(commercial) partners, companies, government bodies, municipalities, consultancy firms, hospitals or care institutions that provide data (e.g., contact details of participants, data for further analysis).* *Indicate which role each party plays: who defines the means and purposes in the study, who will supply the data (external parties?), who will process/handle the data, who will be able to access the data during and after research (only researchers at TU/e or also others)?*	External parties • Other universities/institutions: • Others: ……
13	Have any special agreements already been made with an external party, such as a Non-Disclosure Agreement (NDA) or a data sharing agreement?	☐ Yes, namely: ☒ No
14	Has your proposal already been approved by an external Ethical Review Board or Medical Ethical Review Board? *Additional explanation: For example, when you are collaborating with another university and the project has been approved by their Ethical Review Board, or when you received a WMO-waiver from a Medical Ethical Review Board.*	☐ Yes ☒ No
15	If yes: Please provide the name, date of approval and contact details of the ERB. Please also include the registered number for your project approval. Additionally, please send in the Ethical Review Form upon which ethical approval was granted together with this form.	
16	If you process personal data that are likely to result in high privacy risks for participants, you need to perform a Data Protection Impact Assessment (DPIA). Have you done this for this or a very similar project? ***Please read the information below: a DPIA is not the same as a regular privacy impact assessment. More detailed questions on privacy will follow in the section below.*** *Additional explanation: A Data Protection Impact Assessment (DPIA) is a formal document that must be drafted under the guidelines of the General Data Protection Regulation (GDPR). Think of research with vulnerable people, high-risk medical research, The Dutch DPA (Autoriteit Persoonsgegevens) and our website provides more information about a DPIA.*	☐ Not applicable (no high privacy risks) ☐ Yes (the form is attached to the application) ☒ No
Part 2: Medical study		
1	Does the study have a medical scientific research question or claim? *Additional explanation: Medical/scientific research is research which is carried out with the aim of finding answers to a question in the field of illness and health (etiology, pathogenesis, signs/symptoms, diagnosis, prevention, outcome or treatment of illness), by systematically collecting and analyzing data. The research is carried out with the intention of contributing to medical knowledge which can also be applied to populations outside of the direct research population. If your research contains questions about health and health related parameters (such as well-being, vitality, feelings of anxiety or stress) but your research question is not primarily medical, then you can answer 'no' to this question.*	☐ Yes* ☒ No *If yes or in doubt, please contact Susan Hommerson via s.m.hommerson@tue.nl

Part 3: Use of (medical) devices in the study		
1	Does your research include a device? *Additional explanation: A device is a complete piece of physical hardware that is used to compute or support computer functions within a larger system. Devices can be divided into input-, output-, storage-, internet of things-, or mobile device.*	☐ Yes, not self-made ☐ Yes, self-made ☒ No
2	Please describe your device or link to an online description of the device	
3a	Will you use a device that is 'CE' certified for **unintended use** (meaning you will use existing CE certified devices for other things than they were originally intended for) or use a device that is not 'CE' certified? *Additional explanation: You can find more information about CE certification here*	☐ Yes ☒ No ☐ ☐
3b	If no: Please explain to what extent the device was assembled according to relevant standards and provide a risk assessment *Additional explanation: You can find more information about a risk assessment here*	I won't use a device, only paper props or things made out of MDF/Plexiglas/Perspex.
3c	If yes: Do you use a device or software that has a medical purpose such as diagnosis, prevention, monitoring, prediction, prognosis, treatment or alleviation of disease or injury?	☐ Yes, my device or software currently has a medical purpose ☐ Yes, my device or software could have a medical purpose in the near future ☒ No ☐ I'm not sure
Part 4: Information about the study		
1	What are your main research questions? *Additional explanation: You need to provide at least one clear research question.*	Can journaling support people in adopting a growth mindset for the transition towards a climate-friendly lifestyle?
2a	Please check the box that indicates the relevant study population *Additional explanation: Please select which persons are eligible for your study.*	☒ Students ☒ General healthy population ☐ General population with specific feature, e.g., pregnancy, specifically ..... ☐ Patients, specifically …….... ☐ Other, specifically ……
2b	Age category of participants	☐ Younger than 12 years of age ☐ Older than 11 and younger than 16 years of age ☒ 16 years or older
3	Description of the research method (select all that applies)	☐ (Semi-structured) interviews ☐ Surveys

	Additional explanation: Please specify your research method. Note that you need to provide information about the research method in an additional file that you attach to the ERB form. E.g., for interviews you provide the interview questions, for surveys you provide the survey questions, etc.	☒ Group workshops/roundtable discussios ☐ Diary studies ☐ Behavioral observations ☐ Building sensor data ☐ Wearable device (e.g. Fitbit watch, on-skin sensors) ☐ User testing ☐ Pilot study ☐ GPS tracking/location data ☐ Living Lab ☐ Other, namely .....
4	Description of the measurements and/or stimuli/treatments *Additional explanation: Think about your outcome measures and the variables you will be collecting and describe them in a way such that another person understands what the participant will experience. For example: Participants will perform task A and see pictures from database B, and we measure validated Scale 1.*	In a co-creation participants will explore how (online and offline) communities could support their lifestyle transition.
5	Describe and justify the number of participants you need for this study. Also justify the number of observations you need, taking into account the risks and benefits. *Additional explanation: Think about if you need 3 or 30 participants for example, and why? Do they need to provide their input once, or several times, and why? If relevant, specify the duration of the study per participant and the compensation that is needed for the study.*	At least 5 participants. A minimum of 3 per session. The co-creation will support having discussions with each other, which is relevant as it provides the opportunity to learn from others and see where you (dis)agree. 5 participants will provide enough different perspectives.
6	Explain why your research is societally important. What benefits and harm to society may result from the study? *Additional explanation: What benefit will the results of your study have to society in general?*	Climate change is an issue that affects many societies. The discussion is no longer focused on 'will it happen' but 'in what degree will it happen'. However, many people have already taken small steps in changing their behaviour, such as reducing meat consumption. In preliminary research it has shown that these small changes still make people feel like they are not making an impact on climate change. Therefore, it is necessary to make these people feel empowered about the things they are already doing in order to get them to the next step. This research focusses on helping people with this feeling and helping them to take the next steps. Besides, there is a lot of negativity around climate change. This project will focus on bringing positivity in the situation, transforming peoples mindset, help them to inspire others through improving their lifestyle.
7	Describe the way participants will be recruited *Additional explanation: How will you recruit participants for your study? For example, by using flyers, personal network, panels, etc.*	☐ Survey link posted online, e.g., social media platforms ☐ On campus flyers ☒ Personal network ☐ Via a company, namely …….. ☐ Via a hospital, namely …….. ☐ Via an organization …… ☐ By a Consortium Partner, namely ……. ☐ Other, namely …….

8	Provide a brief statement of the risks you expect for the participants or others involved in the study and explain. Also take into consideration any personal data you may gather and associated privacy issues. *Additional explanation: Risks for the participants can be anything from risk of data breach to risk of safety or well-being (think about stress, extreme emotions, visual or auditory discomfort). Describe these possible risks and describe the way these risks are mitigated.*	There is no risk in this study as participants will share their perspectives and discuss among each other. No sensitive topics will be discussed. Personal data (recordings, notes, pictures, diaries) will be stored safely in OneDrive which is two-factor protected.

Part 5: Self-assessment checklist

		Yes	No
	Note: answers in the blue boxes indicate that your research is eligible for fast-track approval		
1a	Does the study involve human material? (e.g., surgery waste material derived from non-commercial organizations such as hospitals)		x
1b	Will blood or other (bio)samples be obtained from participants? (e.g., hair, sweat, urine or other bodily fluids or secretions, also external imaging of the body)		x
2	Will the participants give their consent – on a voluntary basis – either digitally or on paper? Or have they given consent in the past for the purpose of education or for re-use in line with the current research question?	x	
3	Are the participants, outside the context of the research, in a dependent or subordinate position to the investigator? Additional explanation: Think about doing research on your own students or on your own employees. When there is a dependency or power imbalance between you and the research participants, you need to answer 'yes' to this question.		x
4	Does the study involve participants who are particularly vulnerable or unable to give informed consent? (e.g., children (<16 years of age), people with learning difficulties, patients, people receiving counselling, people living in care or nursing homes, people recruited through self-help groups)		x
5	Will participating in the research be burdensome? (e.g., requiring participants to wear a device 24/7 for several weeks, to fill in questionnaires for hours, to travel long distances to a research location, to be interviewed multiple times)?		x
6	May the research procedure cause harm or discomfort to the participant in any way? (e.g., causing pain or more than mild discomfort, stress, anxiety or by administering drinks, foods, drugs, or showing explicit visual material)		x
7	Will financial inducement (other than reasonable expenses and compensation for time) be offered to participants? Additional explanation: For an explanation of what is considered a reasonable compensation, see the topic participant fees from the HTI group		x
8a	Will it be necessary for participants to take part in the study without their knowledge and consent at the time? (e.g., covert observation of people)		x
8b	If yes: Will you be observing people without their knowledge in public space? (e.g. on the street, at a bus-stop)		x
9	Will the study involve actively deceiving the participants? (e.g., will participants be deliberately falsely informed, will information be withheld from them, or will they be misled in such a way that they are likely to object or show unease when debriefed about the study)		x
10	Will participants be asked to discuss or report sexual experiences, religion, alcohol or drug use, suicidal thoughts, or other topics that are highly personal or intimate? Additional explanation: Think about your research population. For some participants, particular topics can be considered sensitive or intimate, whereas the same topics will not be perceived as such by other participants.		x
11	Elaborate on all boxes answered outside of the blue boxes in part 5. Describe how you safeguard any potential risk for the research participant.		

Part 6: Self-assessment on privacy

The following questions (1-11) concern privacy issues, as laid down in the General Data Protection Regulation (GDPR). The Data Stewards and – if necessary – privacy team of TU/e will assess these questions. In some cases, more information is required to assess the privacy risks. If this is the case, you will be notified that the Data Stewards team will contact you.

The GDPR defines 'personal data' as any information relating to an identified or identifiable natural person ('data subject'). Personal data also includes data that indirectly reveals something about a natural person. Personal data can lead to the physical, physiological, genetic, mental, economic, cultural or social identity of a natural person. There are two main categories of personal data: regular personal data and special category personal data.

If you are not sure whether some of these questions below should be answered with a Yes or No, please contact a Data Steward first through rdmsupport@tue.nl.

		Yes	No
	Note: answers in the blue boxes indicate that your research is eligible for fast-track approval		
1	Will the study involve discussion/collection/processing of **regular** personal data, or will you collect and (temporarily) store video or voice recordings for the purpose of conducting interviews? *Additional explanation: For example, name, address, phone number, email address, IP address, gender, age, video or interview recordings? If you are not sure whether your data contains personal data, please contact the Data Stewards Team (rdmsupport@tue.nl).*	x	
1A	If yes: Please describe which regular personal data you will collect in this study?	Audio recordings. After the co-creation the recoding will be used for a transcript and deleted afterwards. Photographs will be made.	
2	Will the study involve discussion/collection/processing of **special category** personal data or other **sensitive data**? *Additional explanation: Examples of special category personal data are race, religion, health information, political views, genetic or biometric data for the unique identification of a person, sexual preference, etc. Health information concerns personal data of the physical or mental health of persons, including the provision of health care. Examples of other sensitive data is information such as communication data, financial records or credit scores, camera surveillance data, location/GPS data, internet-of-things data, employee monitoring, observing or influencing behaviour, criminal records, data of vulnerable persons (children, people with disabilities, refugees), BSN number etc. Please be aware that the use of special category personal data in research requires extra security measurements in order to safeguard the privacy of data subjects and to comply with the GDPR. Processing of this special category data is prohibited, except for specific purposes and under certain circumstances. If you need to process special category data, please consult the data stewards at rdmsupport@tue.nl.*		x
2A	If yes: Please describe which special-category personal data and/or sensitive data you will collect in this study?		

If you answered yes to either question 1 or 2, please answer the questions below. If you answered no to both questions, you can skip this part and continue onto part 7. Also, if an answer to any of the following questions is 'yes', please contact a Data Steward at rdmsupport@tue.nl

		Yes	No
3	Will your project involve the processing of personal data on a **large scale**? *Additional explanation: In general, any processing that involves more than 10.000 data subjects should be considered "large scale". However, if the data of approximately 1000 persons (or more) are involved, the data processing may still be considered large scale. In that case, besides the number of persons involved in the study, one should also assess (i) the amount of data collected from these persons taking into account the type/risk level of the personal data, (ii) the duration of the data processing, (iii) the geographic scope or extent of the processing. For example, if you would collect and process data across several European countries with 10+ socio-economic data items of 1200 individual persons for several years in a row, that is likely "large-scale processing". Other examples of a large-scale processing activity are:* • *Monitoring driving behavior of road users on Dutch highways* • *Collecting data of Covid patients* • *A hospital that processes patient data as part of its usual operations*		x

	• *A transport company that processes travel information of people who travel by public transport in a certain city. For example, by tracking them through travel maps.*		
4	Does this processing activity involve the use of new or innovative technologies? *Examples of a new technology: combining fingerprints and facial recognition for physical access control, the use of bodycams in public spaces, the use of new technical methods in conducting research such as AI. This question also refers to new technologies that have not been deployed by TU/e so far.*		X
5	Does your study involve systematic (c.q. automated) monitoring of persons? *Additional explanation: Consider data processing activities that have the purpose of observing, monitoring or controlling individuals, for example in circumstances where the individuals are not aware by whom their personal data is collected and how it is used. Examples of such activities are using camera systems to monitor driving behavior on highways, monitoring email inactivity or employee phone use, certain applications of machine learning and artificial intelligence.*		X
6	Does the study involve collaborations (with third parties) in which data are shared or exchanged in order to link or combine data? *Additional explanation: This may often apply in a collaboration between the university and a commercial party, contract research, etc. It is important to assess this for all data in the entire project, not just your own data.* *An important consideration in this situation is whether the person whose data is involved could have expected that data from these different databases or sources of information were to be combined. For example, it is less likely for data subjects to expect that databases from different parties will be combined and the results are used for different purposes than one could reasonably expect; this may apply for example in a collaboration between the university and a commercial party.*		X
7	Will the study include data processing activities that prevent data subjects from exercising their rights or using a service or contract? *Additional explanation: Examples include processing operations carried out in public places that people cannot avoid (train station, airport, shopping mall, public university premises, etc.) or processing operations whose purpose is to allow or not allow data subjects to use a service or enter into a contract (examples: by refusing to pay a benefit, not being able to apply for a loan, etc.).*		X
8	Will the study process personal data to score, rank or profile persons? *Additional explanation: Examples: monitoring (highway) roads to give road users a "score" based on their detected driving behavior, a bank assessing its customers based on their creditworthiness, or an organization building behavioral and marketing profiles based on use of their website or navigating their website.*		X
9	Does your data processing include activities that involves composing "**blacklists**" – and, in particular, in relation to sensitive or special category data, such as communication data, financial records or credit scores, genetic data, biometric data, health data, camera surveillance data, location/GPS data, internet-of-things data, employee monitoring, observing or influencing behaviour, etc. *Additional explanation: This situation will not be a common occurrence in research, but you may indirectly be involved in this. In general, this typically concerns processing operations involving personal data relating to criminal convictions and offences, data relating to unlawful acts, data concerning unlawful or annoying behaviour or data concerning bad payment behaviour by companies or individuals are processed and shared with third parties (blacklists or warning lists, as used, for example, by insurers, hospitality companies shopping companies, telecom providers as well as blacklists relating to unlawful behavior of employees, for example in the healthcare sector or by employment agencies, etc.).*		X
10	Will personal data be transferred or shared outside the EU/EEA? EU data protection rules apply to the European Economic Area (EEA), which includes all EU countries and non-EU countries Iceland, Liechtenstein and Norway. *Additional explanation: The GDPR has drafted additional requirements for transfers data outside of the EU/EEA. Typically, additional safeguards must be implemented to protect the personal data of residents in the European Union. For example, if you collaborate with an American, Indian or Chinese university or other third party outside the EU/EEA, you must first check whether this is allowed and under which conditions this is allowed. Another typical example is storage of data on American providers of cloud (storage) services. Please contact the data stewards first to discuss this.*		X
11	Will any raw or anonymized personal data or any other sensitive data or research results from the project possibly be transferred to a high-risk country*? ***High risk countries**: China, Russia, Iran, Turkey, and North Korea.* *If personal data or other potentially sensitive data is exchanged with one of these countries, or if part of the data processing takes place in one of these countries: **an advice from the Data Protection Officer, the kennisveiligheidsteam (Knowledge Security team), and the CISO (Chief Information Security Officer) is ALWAYS required.***		x

Ethical Review Form

Part 7a: Processing of research data

1	Is consent your legal basis for processing the personal data in your study? *Additional explanation: What is a legal basis? One of main principles in the GDPR is to ensure that personal data is processed lawfully, fairly, and transparently. To comply with this principle, the processing of personal data also requires that you have a valid legal basis for the personal data processing activity.* *In research projects, the legal basis is often but not always consent. However, it is possible that it is not clear or not possible to establish whether to use consent as a legal basis.* *Some examples where consent may not be applicable as legal basis are covert research, data collection in public spaces, secondary data analysis of existing data, data that are transferred to you by a third party, consent is not possible or would require disproportionate effort, etc. In that case, please indicate which legal basis you think that applies or (preferably) contact a data steward first.*	☒ Yes and it will be obtained via an informed consent template* is attached to this application. ☐ No, I will use another legal basis to process the data. Namely, …….. * You can download a suitable template **here**.
2	Where will the data come from?	☐ Data obtained from another party (secondary data use) ☒ New data collected only by my research team ☐ New data collected together with collaborators
3	Which of the following tools will you use to process personal data?	**Surveys** ☐ Qualtrics ☐ Limesurvey ☐ MS Forms ☐ Other, namely …….. **Interview/workshop recordings** ☒ Voice/video recorder ☒ Phone in a flight mode ☐ MS Teams ☐ Other, namely …… **Transcription** ☒ Manual transcription ☒ Microsoft Office software (e.g. Word, Teams) ☐ Other, namely …… **Statistical analysis** ☐ SPSS ☐ R ☐ Other, namely …… **Other tools**, specifically……..
4	Where will the data and in particular the personal data be stored during and after completion of the study? If you have already uploaded your Data Management Plan, you can refer to your Data Management Plan.	☐ SURF drive ☒ Onedrive ☐ Research Drive ☐ Network Drive

	Additional explanation: University supported-storage facilities are SURFdrive, SURF Research Drive, Ceph, departmental drives (this includes BE Project Drive), and the TU/e instance of Microsoft OneDrive. For most personal data, the use of SURF Research Drive, departmental drives (including BE Project Drive) and SURFdrive is required.	☐ Research Manager ☐ Other, namely ……
Part 7b: Safety and security measures		
1	Will you pseudonymize/anonymize the data? *Additional explanation:* *Anonymization: remove all direct identifiers (name, address, telephone number etc.) but also indirect identifiers (age, place of birth, occupation, salary) that, linked with other information, can lead to a person's identification. Anonymization to the point that a data subject is no longer identifiable means that the anonymized data is not considered to be personal data anymore.* *Pseudonymization: replacing the unique identifier of a data subject with an artificial pseudonym. This means that identification is still possible with the identification key. The identification key needs to be stored securely and separately from the pseudonymized data. If the data subject can be identified by combining data with additional information, the data is also called pseudonymous.*	☐ Yes ☒ No If yes, describe how:
2	Is access to (personal) data restricted? (Select all that apply)	☐ No ☐ Yes, via access control ☒ Yes, via password protection ☐ Yes, access only given to TU/e research team ☐ Yes, access only given to research team, including non-TU/e collaborators ☐ Other, specify……
3	Who will have access to the data during and after completion of the project? (Select all that apply)	☒ Main researcher ☐ TU/e supervisor(s) ☐ External supervisors ☐ TU/e research team ☐ Other, specify……
4	Will you store data for future research?	☐ No ☐ Yes, in a public data repository ☐ Yes, in a public data repository under restricted access ☒ Yes, in a TU/e-recommended storage (SURF Research Drive, Network Drive)
5	Will you share data outside the TU/e?	☒ No ☐ Yes, in a fully anonymized form ☐ Yes, raw or pseudonymized data* *If you selected this box, make sure that a suitable data agreement is put in place. You can contact the Data Stewards for support in preparing such an agreement
6	How long will data be stored after the end of the project?	The gathered data will also be used in my FMP, so it will be stored until August 31, 2024.

Part 8: Closures and Signatures		
1	Enclosures (tick if applicable and attach to this form):	☒ Informed consent form ☐ Informed consent form for other agencies when the research is conducted at a location (such as a school) ☐ Text used for ads (to find participants) ☐ Text used for debriefings ☐ Approval other research ethics committee ☐ The survey the participants need to complete, or a description of other measurements ☐ Data Protection Impact Assessment checked by the privacy officer ☐ Data Management Plan checked by a data steward
2	Signature(s)	Signature(s) of applicant(s) Date: Signature research supervisor Date: 19/4/24

Information sheet for research project "Journaling for positivity and a growth mindset in climate friendly lifestyles"

1. Introduction

Eindhoven Technical University (TU/e invites you to take part in research project Journaling for positivity and a growth mindset in climate friendly lifestyles, because you are in my personal network and have affinity with climate-friendly lifestyles.

Joining this research project is your choice. Your participation is completely voluntary and does not pose any physical, legal or economic risks. You are not obliged to answer questions you are uncomfortable with, and you can withdraw from the research at any time without explaining why. Declining or withdrawing will not have negative impact for you.

Before you decide, please read the following information to understand what the research is about, what we expect from you and how we handle your personal data. After reading, you can sign up by completing the attached form.

If you have questions, feel free to contact the researcher via v.vreeswijk@student.tue.nl You can also discuss this information with people you trust.

2. Purpose of the research

The purpose of this research project is to gain more knowledge and understanding in how communities could support transitioning towards a climate friendly lifestyle.

The project is managed by Vere Vreeswijk.

3. Controller in the sense of the GDPR

TU/e is in charge of handling your personal data for the research. You can contact TU/e at:

Technische Universiteit Eindhoven
De Groene Loper 3
5612 AE Eindhoven

4. What will taking part in the research project involve?

In the research project we will collect your personal data using the methods:

- Group discussion
- Co-creation

For your participation you will not be compensated.

5. What personal data from you do we gather and process?

We collect and process the following personal data which is necessary for the project purpose:

Category	Personal data	Purpose	[Retention period]
Contact data	*Name, e-mail*	*To communicate with you.*	*August 31, 2024*
Student data	*Study, study year.*	*For background information*	*August 31, 2024*

Your data is retained only for the time period as specified in the table. Keeping your data for this period

6. Stopping your participation

If you end your participation in the research we will not use your data anymore from that moment on.

For questions, ending your participation, or complaints, please contact the researcher via v.vreeswijk@student.tue.nl

You have the right to request access, rectification, objection, erasure or adaptation of your data. Submit your request through privacy@tue.nl.

For concerns or questions about the handling of personal data e-mail the data protection officer of TU/e at dataprotectionofficer@tue.nl. You can also file a complaint with the Dutch data protection authority: the Autoriteit Persoonsgegevens.

7. Legal basis for processing your personal data

We process your personal data because it is part of the university's public task to conduct scientific research as stated in article 1.3 of the Dutch Wet Hoger onderwijs en Wetenschappelijk onderzoek. The TU/e always follows established codes of conduct for research integrity and the scientific standards.

8. Who has access to your personal data?

Access to personal data within TU/e

Only authorized employees involved in the research, like the researcher and supervisor, have access to your personal data, but only if necessary for their tasks. The authorized employees will keep your personal data confidential.

Access to personal data by other parties

We will not share your personal data with other parties, unless we are required to do so by law.

With these parties TU/e has a suitable agreement in place to ensure specific obligations to protect your personal data are followed.

TU/e will process your personal data within the European Economic Area (EEA) by storing your data on a server inside the EEA.

9. How are your personal data protected?

TU/e has implemented appropriate technical and organizational measures to protect personal data. These measures include using centrally managed and verified research and storage tools.

10. Confidentiality, storage of data and future research

The collected data will be stored on TU/e supported storage facilities.

We will make sure that any published research results will not include confidential or identifiable information about you unless you explicitly agreed to it, for example if you want your name to be mentioned in publications.

Your personal data might be used for future research, but only if your data is truly necessary, if the recognized ethical standards for scientific research are followed, and if the new research objectives align

***** Scroll down for the form *****

Consent form for participation by an adult

By signing this form, I confirm:

1. I have enough information about the research project from the separate information sheet. I have read it and I had the chance to ask questions, which have been answered to my satisfaction.
2. I take part in this research project voluntarily. There is no explicit or implicit pressure for me to take part in this research project and I understand I can stop my participation at any moment, without explaining why. I do not have to answer any question I do not want to answer.
3. I know my personal data will be collected and used for the research, as explained to me in the information sheet.

Furthermore, I consent to the following parts of the research project:

4. I consent to my answers being used for quotes in the research publications – without including my name.

   YES ☐ NO ☐

5. I consent to making audio recordings during the co-creation.

   YES ☐ NO ☐

6. I consent to making photographs during the co-creation.

   YES ☐ NO ☐

Name of Participant:	Name of researcher:
Signature:	Signature:
Date:	Date:

Van: **Vreeswijk, Vere** v.vreeswijk@student.tue.nl
Onderwerp: ERB form FMP V. Vreeswijk - Co-creation
Datum: 22 april 2024 om 13:25
Aan: Ethics Ethics@tue.nl

Dear Ethics Committee,

Hereby I send you my ERB form for my FMP co-creation
If you have any questions, please let me know.

Vere Vreeswijk
Master student Industrial Design
Eindhoven University of Technology

Did you know that 73 emails are equal to 1 kg of CO_2 [1]? That is why I am trying to limit my emails. Every effort helps the planet.
[1] Godin, S. (2022). De klimaatalmanak (1st ed.). Haystack.

ERB form co-creation_DL.pdf

Van: **Ethics** Ethics@tue.nl
Onderwerp: RE: ERB form FMP V. Vreeswijk - Co-creation
Datum: 22 april 2024 om 14:20
Aan: Vreeswijk, Vere v.vreeswijk@student.tue.nl
Kopie: Lockton, Dan d.j.g.lockton@tue.nl

Dear Vere,

Your application (ERB2024ID126) has been approved by the ERB.

We assume that you have answered all questions correctly. We will perform regular spot-checks so you need to keep your documentation (ERB form, informed consent forms, surveys/interview questions, description of experiment/prototype etc.) available for at least 6 months.

Good luck!

Dear regards,

Marjolein Severens
ERB student assistent

From: Vreeswijk, Vere <v.vreeswijk@student.tue.nl>
Sent: Monday, April 22, 2024 1:25 PM
To: Ethics <Ethics@tue.nl>
Subject: ERB form FMP V. Vreeswijk - Co-creation

Dear Ethics Committee,

Hereby I send you my ERB form for my FMP co-creation
If you have any questions, please let me know.

Vere Vreeswijk
Master student Industrial Design
Eindhoven University of Technology

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U3. Expert interviews

Ethical Review Form

(Version 2.1)

This Ethical Review Form should be completed for every research study that involves human participants or personally identifiable personal data and should be submitted to ethics@tue.nl. For more information about how this process works please click here. Please check if you are using the correct form: Ethical Review Form (version 2.1). Please click here to obtain this latest version.

Part 1: General Study Information		
1	Project title / Study name	Journaling for positivity and a growth mindset in climate friendly lifestyles
2	Name of the researcher / student	Vere Vreeswijk
3	Email of the researcher / student	v.vreeswijk@student.tue.nl
4	Supervisor(s) name(s) *Additional explanation: Please write down the name of your direct supervisor. You can mention several supervisors if appropriate, but at least one supervisor should be mentioned.*	Dan Lockton
5	Supervisor(s) email address(es) *Additional explanation: Please give the email address of the supervisor(s) mentioned in question 4.*	d.j.g.lockton@tue.nl
6	Department / Group *Additional explanation: Please specify group if relevant e.g. JADS or HTI*	Industrial Design
7	What is the purpose of this application?	☐ Scientific study ☐ Bachelor education. Course:…….. ☒ Master education. Course:…….. ☐ Other (e.g. external, following external regulations):……
8	Research location *Additional explanation: Where will the data collection take place? On campus, in a company, in public space, online, etc.*	☒ Eindhoven University of Technology campus ☐ Other, name organization(s):…… ☐ Public space ☐ Online
9	Start date data collection *Additional explanation: Please state when your data collection will start. Please note that you do not have to provide information about your complete (PhD) project, but only on this particular sub-study that you are submitting for approval in this form.*	Tuesday April 16, 2024
10	End date data collection	August 30, 2024
11	Does your project receive external funding (e.g., NWO, relevant for special regulations from funders)?	☐ Yes. Name Funder: ☒ No

12	Which internal and external parties are involved in the study? Think about sharing data or information between TU/e and other universities, commercial companies, hospitals, etc. *Additional explanation: Describe all internal and external parties that are involved in the study or project, including:* • *researchers or research groups at the TU/e who participate in the study;* • *(Researchers at) other universities/institutions that provide data/services, help analyzing the data, etc.;*	Internal parties • Researcher(s): Vere Vreeswijk • Supervisor: Dan Lockton

	• *(commercial) partners, companies, government bodies, municipalities, consultancy firms, hospitals or care institutions that provide data (e.g., contact details of participants, data for further analysis).* *Indicate which role each party plays: who defines the means and purposes in the study, who will supply the data (external parties?), who will process/handle the data, who will be able to access the data during and after research (only researchers at TU/e or also others)?*	External parties • Other universities/institutions: • Others: ……
13	Have any special agreements already been made with an external party, such as a Non-Disclosure Agreement (NDA) or a data sharing agreement?	☐ Yes, namely: ☒ No
14	Has your proposal already been approved by an external Ethical Review Board or Medical Ethical Review Board? *Additional explanation: For example, when you are collaborating with another university and the project has been approved by their Ethical Review Board, or when you received a WMO-waiver from a Medical Ethical Review Board.*	☐ Yes ☒ No
15	If yes: Please provide the name, date of approval and contact details of the ERB. Please also include the registered number for your project approval. Additionally, please send in the Ethical Review Form upon which ethical approval was granted together with this form.	
16	If you process personal data that are likely to result in high privacy risks for participants, you need to perform a Data Protection Impact Assessment (DPIA). Have you done this for this or a very similar project? ***Please read the information below: a DPIA is not the same as a regular privacy impact assessment. More detailed questions on privacy will follow in the section below.*** *Additional explanation: A Data Protection Impact Assessment (DPIA) is a formal document that must be drafted under the guidelines of the General Data Protection Regulation (GDPR). Think of research with vulnerable people, high-risk medical research,* *The Dutch DPA (Autoriteit Persoonsgegevens) and our website provides more information about a DPIA.*	☐ Not applicable (no high privacy risks) ☐ Yes (the form is attached to the application) ☒ No
Part 2: Medical study		
1	Does the study have a medical scientific research question or claim? *Additional explanation: Medical/scientific research is research which is carried out with the aim of finding answers to a question in the field of illness and health (etiology, pathogenesis, signs/symptoms, diagnosis, prevention, outcome or treatment of illness), by systematically collecting and analyzing data. The research is carried out with the intention of contributing to medical knowledge which can also be applied to populations outside of the direct research population. If your research contains questions about health and health related parameters (such as well-being, vitality, feelings of anxiety or stress) but your research question is not primarily medical, then you can answer 'no' to this question.*	☐ Yes* ☒ No *If yes or in doubt, please contact Susan Hommerson via s.m.hommerson@tue.nl

Part 3: Use of (medical) devices in the study		
1	Does your research include a device? *Additional explanation: A device is a complete piece of physical hardware that is used to compute or support computer functions within a larger system. Devices can be divided into input-, output-, storage-, internet of things-, or mobile device.*	☐ Yes, not self-made ☐ Yes, self-made ☒ No
2	Please describe your device or link to an online description of the device	
3a	Will you use a device that is 'CE' certified for **unintended use** (meaning you will use existing CE certified devices for other things than they were originally intended for) or use a device that is not 'CE' certified? *Additional explanation: You can find more information about CE certification here*	☐ Yes ☒ No ☐ ☐
3b	If no: Please explain to what extent the device was assembled according to relevant standards and provide a risk assessment *Additional explanation: You can find more information about a risk assessment here*	I won't use a device, only a paper journal.
3c	If yes: Do you use a device or software that has a medical purpose such as diagnosis, prevention, monitoring, prediction, prognosis, treatment or alleviation of disease or injury?	☐ Yes, my device or software currently has a medical purpose ☐ Yes, my device or software could have a medical purpose in the near future ☒ No ☐ I'm not sure
Part 4: Information about the study		
1	What are your main research questions? *Additional explanation: You need to provide at least one clear research question.*	Can journaling support people in adopting a growth mindset for the transition towards a climate-friendly lifestyle?
2a	Please check the box that indicates the relevant study population *Additional explanation: Please select which persons are eligible for your study.*	☒ Students ☒ General healthy population ☐ General population with specific feature, e.g., pregnancy, specifically ..... ☐ Patients, specifically …….... ☐ Other, specifically ……
2b	Age category of participants	☐ Younger than 12 years of age ☐ Older than 11 and younger than 16 years of age ☒ 16 years or older
3	Description of the research method (select all that applies)	☒ (Semi-structured) interviews ☐ Surveys

	Additional explanation: Please specify your research method. Note that you need to provide information about the research method in an additional file that you attach to the ERB form. E.g., for interviews you provide the interview questions, for surveys you provide the survey questions, etc.	☐ Group workshops/roundtable discussios ☐ Diary studies ☐ Behavioral observations ☐ Building sensor data ☐ Wearable device (e.g. Fitbit watch, on-skin sensors) ☐ User testing ☐ Pilot study ☐ GPS tracking/location data ☐ Living Lab ☐ Other, namely .....
4	Description of the measurements and/or stimuli/treatments *Additional explanation: Think about your outcome measures and the variables you will be collecting and describe them in a way such that another person understands what the participant will experience. For example: Participants will perform task A and see pictures from database B, and we measure validated Scale 1.*	Expert interview to collect insights and knowledge on their expertise. The journal will also be used to gather feedback.
5	Describe and justify the number of participants you need for this study. Also justify the number of observations you need, taking into account the risks and benefits. *Additional explanation: Think about if you need 3 or 30 participants for example, and why? Do they need to provide their input once, or several times, and why? If relevant, specify the duration of the study per participant and the compensation that is needed for the study.*	At least interviews with three experts, but could become more throughout the project.
6	Explain why your research is societally important. What benefits and harm to society may result from the study? *Additional explanation: What benefit will the results of your study have to society in general?*	Climate change is an issue that affects many societies. The discussion is no longer focused on 'will it happen' but 'in what degree will it happen'. However, many people have already taken small steps in changing their behaviour, such as reducing meat consumption. In preliminary research it has shown that these small changes still make people feel like they are not making an impact on climate change. Therefore, it is necessary to make these people feel empowered about the things they are already doing in order to get them to the next step. This research focusses on helping people with this feeling and helping them to take the next steps. Besides, there is a lot of negativity around climate change. This project will focus on bringing positivity in the situation, transforming peoples mindset, help them to inspire others through improving their lifestyle.
7	Describe the way participants will be recruited *Additional explanation: How will you recruit participants for your study? For example, by using flyers, personal network, panels, etc.*	☐ Survey link posted online, e.g., social media platforms ☐ On campus flyers ☒ Personal network ☐ Via a company, namely …….. ☐ Via a hospital, namely …….. ☐ Via an organization …… ☐ By a Consortium Partner, namely …….. ☐ Other, namely ……..

8	Provide a brief statement of the risks you expect for the participants or others involved in the study and explain. Also take into consideration any personal data you may gather and associated privacy issues. *Additional explanation: Risks for the participants can be anything from risk of data breach to risk of safety or well-being (think about stress, extreme emotions, visual or auditory discomfort). Describe these possible risks and describe the way these risks are mitigated.*	There is no risk in this study as it is an interview where experts are asked to share their knowledge and feedback. Personal data (recordings, notes, pictures, diaries) will be stored safely in OneDrive which is two-factor protected.

Part 5: Self-assessment checklist

	Note: answers in the blue boxes indicate that your research is eligible for fast-track approval	Yes	No
1a	Does the study involve human material? (e.g., surgery waste material derived from non-commercial organizations such as hospitals)		x
1b	Will blood or other (bio)samples be obtained from participants? (e.g., hair, sweat, urine or other bodily fluids or secretions, also external imaging of the body)		x
2	Will the participants give their consent – on a voluntary basis – either digitally or on paper? Or have they given consent in the past for the purpose of education or for re-use in line with the current research question?	x	
3	Are the participants, outside the context of the research, in a dependent or subordinate position to the investigator? Additional explanation: Think about doing research on your own students or on your own employees. When there is a dependency or power imbalance between you and the research participants, you need to answer 'yes' to this question.		x
4	Does the study involve participants who are particularly vulnerable or unable to give informed consent? (e.g., children (<16 years of age), people with learning difficulties, patients, people receiving counselling, people living in care or nursing homes, people recruited through self-help groups)		x
5	Will participating in the research be burdensome? (e.g., requiring participants to wear a device 24/7 for several weeks, to fill in questionnaires for hours, to travel long distances to a research location, to be interviewed multiple times)?		x
6	May the research procedure cause harm or discomfort to the participant in any way? (e.g., causing pain or more than mild discomfort, stress, anxiety or by administering drinks, foods, drugs, or showing explicit visual material)		x
7	Will financial inducement (other than reasonable expenses and compensation for time) be offered to participants? Additional explanation: For an explanation of what is considered a reasonable compensation, see the topic participant fees from the HTI group		x
8a	Will it be necessary for participants to take part in the study without their knowledge and consent at the time? (e.g., covert observation of people)		x
8b	If yes: Will you be observing people without their knowledge in public space? (e.g. on the street, at a bus-stop)		x
9	Will the study involve actively deceiving the participants? (e.g., will participants be deliberately falsely informed, will information be withheld from them, or will they be misled in such a way that they are likely to object or show unease when debriefed about the study)		x
10	Will participants be asked to discuss or report sexual experiences, religion, alcohol or drug use, suicidal thoughts, or other topics that are highly personal or intimate? Additional explanation: Think about your research population. For some participants, particular topics can be considered sensitive or intimate, whereas the same topics will not be perceived as such by other participants.		x
11	Elaborate on all boxes answered outside of the blue boxes in part 5. Describe how you safeguard any potential risk for the research participant.		

Part 6: Self-assessment on privacy

The following questions (1-11) concern privacy issues, as laid down in the General Data Protection Regulation (GDPR). The Data Stewards and – if necessary – privacy team of TU/e will assess these questions. In some cases, more information is required to assess the privacy risks. If this is the case, you will be notified that the Data Stewards team will contact you.

The GDPR defines 'personal data' as any information relating to an identified or identifiable natural person ('data subject'). Personal data also includes data that indirectly reveals something about a natural person. Personal data can lead to the physical, physiological, genetic, mental, economic, cultural or social identity of a natural person. There are two main categories of personal data: regular personal data and special category personal data.

If you are not sure whether some of these questions below should be answered with a Yes or No, please contact a Data Steward first through rdmsupport@tue.nl.

	Note: answers in the blue boxes indicate that your research is eligible for fast-track approval	Yes	No
1	Will the study involve discussion/collection/processing of **regular** personal data, or will you collect and (temporarily) store video or voice recordings for the purpose of conducting interviews? *Additional explanation: For example, name, address, phone number, email address, IP address, gender, age, video or interview recordings? If you are not sure whether your data contains personal data, please contact the Data Stewards Team (rdmsupport@tue.nl).*	x	
1A	If yes: Please describe which regular personal data you will collect in this study?	Interview recordings. After the interview the recoding will be used for a transcript and deleted afterwards. Photographs might be made.	
2	Will the study involve discussion/collection/processing of **special category** personal data or other **sensitive data**? *Additional explanation: Examples of special category personal data are race, religion, health information, political views, genetic or biometric data for the unique identification of a person, sexual preference, etc. Health information concerns personal data of the physical or mental health of persons, including the provision of health care. Examples of other sensitive data is information such as communication data, financial records or credit scores, camera surveillance data, location/GPS data, internet-of-things data, employee monitoring, observing or influencing behaviour, criminal records, data of vulnerable persons (children, people with disabilities, refugees), BSN number etc. Please be aware that the use of special category personal data in research requires extra security measurements in order to safeguard the privacy of data subjects and to comply with the GDPR. Processing of this special category data is prohibited, except for specific purposes and under certain circumstances. If you need to process special category data, please consult the data stewards at rdmsupport@tue.nl.*		x
2A	If yes: Please describe which special-category personal data and/or sensitive data you will collect in this study?		

If you answered yes to either question 1 or 2, please answer the questions below. If you answered no to both questions, you can skip this part and continue onto part 7. Also, if an answer to any of the following questions is 'yes', please contact a Data Steward at rdmsupport@tue.nl

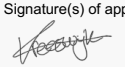
		Yes	No
3	Will your project involve the processing of personal data on a **large scale**? *Additional explanation: In general, any processing that involves more than 10.000 data subjects should be considered "large scale". However, if the data of approximately 1000 persons (or more) are involved, the data processing may still be considered large scale. In that case, besides the number of persons involved in the study, one should also assess (i) the amount of data collected from these persons taking into account the type/risk level of the personal data, (ii) the duration of the data processing, (iii) the geographic scope or extent of the processing. For example, if you would collect and process data across several European countries with 10+ socio-economic data items of 1200 individual persons for several years in a row, that is likely "large-scale processing". Other examples of a large-scale processing activity are:* • *Monitoring driving behavior of road users on Dutch highways* • *Collecting data of Covid patients* • *A hospital that processes patient data as part of its usual operations*		x

	• *A transport company that processes travel information of people who travel by public transport in a certain city. For example, by tracking them through travel maps.*		
4	Does this processing activity involve the use of new or innovative technologies? *Examples of a new technology: combining fingerprints and facial recognition for physical access control, the use of bodycams in public spaces, the use of new technical methods in conducting research such as AI. This question also refers to new technologies that have not been deployed by TU/e so far.*		X
5	Does your study involve systematic (c.q. automated) monitoring of persons? *Additional explanation: Consider data processing activities that have the purpose of observing, monitoring or controlling individuals, for example in circumstances where the individuals are not aware by whom their personal data is collected and how it is used. Examples of such activities are using camera systems to monitor driving behavior on highways, monitoring email inactivity or employee phone use, certain applications of machine learning and artificial intelligence.*		X
6	Does the study involve collaborations (with third parties) in which data are shared or exchanged in order to link or combine data? *Additional explanation: This may often apply in a collaboration between the university and a commercial party, contract research, etc. It is important to assess this for all data in the entire project, not just your own data.* *An important consideration in this situation is whether the person whose data is involved could have expected that data from these different databases or sources of information were to be combined. For example, it is less likely for data subjects to expect that databases from different parties will be combined and the results are used for different purposes than one could reasonably expect; this may apply for example in a collaboration between the university and a commercial party.*		X
7	Will the study include data processing activities that prevent data subjects from exercising their rights or using a service or contract? *Additional explanation: Examples include processing operations carried out in public places that people cannot avoid (train station, airport, shopping mall, public university premises, etc.) or processing operations whose purpose is to allow or not allow data subjects to use a service or enter into a contract (examples: by refusing to pay a benefit, not being able to apply for a loan, etc.).*		X
8	Will the study process personal data to score, rank or profile persons? *Additional explanation: Examples: monitoring (highway) roads to give road users a "score" based on their detected driving behavior, a bank assessing its customers based on their creditworthiness, or an organization building behavioral and marketing profiles based on use of their website or navigating their website.*		X
9	Does your data processing include activities that involves composing "**blacklists**" – and, in particular, in relation to sensitive or special category data, such as communication data, financial records or credit scores, genetic data, biometric data, health data, camera surveillance data, location/GPS data, internet-of-things data, employee monitoring, observing or influencing behaviour, etc. *Additional explanation: This situation will not be a common occurrence in research, but you may indirectly be involved in this. In general, this typically concerns processing operations involving personal data relating to criminal convictions and offences, data relating to unlawful acts, data concerning unlawful or annoying behaviour or data concerning bad payment behaviour by companies or individuals are processed and shared with third parties (blacklists or warning lists, as used, for example, by insurers, hospitality companies shopping companies, telecom providers as well as blacklists relating to unlawful behavior of employees, for example in the healthcare sector or by employment agencies, etc.).*		X
10	Will personal data be transferred or shared outside the EU/EEA? EU data protection rules apply to the European Economic Area (EEA), which includes all EU countries and non-EU countries Iceland, Liechtenstein and Norway. *Additional explanation: The GDPR has drafted additional requirements for transfers data outside of the EU/EEA. Typically, additional safeguards must be implemented to protect the personal data of residents in the European Union. For example, if you collaborate with an American, Indian or Chinese university or other third party outside the EU/EEA, you must first check whether this is allowed and under which conditions this is allowed. Another typical example is storage of data on American providers of cloud (storage) services. Please contact the data stewards first to discuss this.*		X
11	Will any raw or anonymized personal data or any other sensitive data or research results from the project possibly be transferred to a high-risk country*? ***High risk countries**: China, Russia, Iran, Turkey, and North Korea.* *If personal data or other potentially sensitive data is exchanged with one of these countries, or if part of the data processing takes place in one of these countries: **an advice from the Data Protection Officer, the kennisveiligheidsteam (Knowledge Security team), and the CISO (Chief Information Security Officer) is ALWAYS required.***		x

Part 7a: Processing of research data

1	Is consent your legal basis for processing the personal data in your study? *Additional explanation: What is a legal basis? One of main principles in the GDPR is to ensure that personal data is processed lawfully, fairly, and transparently. To comply with this principle, the processing of personal data also requires that you have a valid legal basis for the personal data processing activity.* *In research projects, the legal basis is often but not always consent. However, it is possible that it is not clear or not possible to establish whether to use consent as a legal basis.* *Some examples where consent may not be applicable as legal basis are covert research, data collection in public spaces, secondary data analysis of existing data, data that are transferred to you by a third party, consent is not possible or would require disproportionate effort, etc. In that case, please indicate which legal basis you think that applies or (preferably) contact a data steward first.*	☒ Yes and it will be obtained via an informed consent template* is attached to this application. ☐ No, I will use another legal basis to process the data. Namely, …….. * You can download a suitable template **here**.
2	Where will the data come from?	☐ Data obtained from another party (secondary data use) ☒ New data collected only by my research team ☐ New data collected together with collaborators
3	Which of the following tools will you use to process personal data?	**Surveys** ☐ Qualtrics ☐ Limesurvey ☐ MS Forms ☐ Other, namely …….. **Interview/workshop recordings** ☒ Voice/video recorder ☒ Phone in a flight mode ☒ MS Teams ☐ Other, namely …… **Transcription** ☒ Manual transcription ☒ Microsoft Office software (e.g. Word, Teams) ☐ Other, namely …… **Statistical analysis** ☐ SPSS ☐ R ☐ Other, namely …… **Other tools**, specifically……..
4	Where will the data and in particular the personal data be stored during and after completion of the study? If you have already uploaded your Data Management Plan, you can refer to your Data Management Plan.	☐ SURF drive ☒ Onedrive ☐ Research Drive ☐ Network Drive

	Additional explanation: University supported-storage facilities are SURFdrive, SURF Research Drive, Ceph, departmental drives (this includes BE Project Drive), and the TU/e instance of Microsoft OneDrive. For most personal data, the use of SURF Research Drive, departmental drives (including BE Project Drive) and SURFdrive is required.	☐ Research Manager ☐ Other, namely ……
Part 7b: Safety and security measures		
1	Will you pseudonymize/anonymize the data? *Additional explanation:* *Anonymization: remove all direct identifiers (name, address, telephone number etc.) but also indirect identifiers (age, place of birth, occupation, salary) that, linked with other information, can lead to a person's identification. Anonymization to the point that a data subject is no longer identifiable means that the anonymized data is not considered to be personal data anymore.* *Pseudonymization: replacing the unique identifier of a data subject with an artificial pseudonym. This means that identification is still possible with the identification key. The identification key needs to be stored securely and separately from the pseudonymized data. If the data subject can be identified by combining data with additional information, the data is also called pseudonymous.*	☐ Yes ☒ No If yes, describe how:
2	Is access to (personal) data restricted? (Select all that apply)	☐ No ☐ Yes, via access control ☒ Yes, via password protection ☐ Yes, access only given to TU/e research team ☐ Yes, access only given to research team, including non-TU/e collaborators ☐ Other, specify……
3	Who will have access to the data during and after completion of the project? (Select all that apply)	☒ Main researcher ☐ TU/e supervisor(s) ☐ External supervisors ☐ TU/e research team ☐ Other, specify……
4	Will you store data for future research?	☐ No ☐ Yes, in a public data repository ☐ Yes, in a public data repository under restricted access ☒ Yes, in a TU/e-recommended storage (SURF Research Drive, Network Drive)
5	Will you share data outside the TU/e?	☒ No ☐ Yes, in a fully anonymized form ☐ Yes, raw or pseudonymized data* *If you selected this box, make sure that a suitable data agreement is put in place. You can contact the Data Stewards for support in preparing such an agreement
6	How long will data be stored after the end of the project?	The gathered data will also be used in my FMP, so it will be stored until August 31, 2024.

Part 8: Closures and Signatures		
1	Enclosures (tick if applicable and attach to this form):	☒ Informed consent form ☐ Informed consent form for other agencies when the research is conducted at a location (such as a school) ☐ Text used for ads (to find participants) ☐ Text used for debriefings ☐ Approval other research ethics committee ☐ The survey the participants need to complete, or a description of other measurements ☐ Data Protection Impact Assessment checked by the privacy officer ☐ Data Management Plan checked by a data steward
2	Signature(s)	Signature(s) of applicant(s)  Date: Signature research supervisor Date: 19/4/24

Informatieblad voor onderzoek "Journaling for positivity and a growth mindset in climate friendly lifestyles"

1. Inleiding

De Technische Universiteit Eindhoven (TU/e) nodigt u uit om deel te nemen aan het onderzoek Journaling for positivity and a growth mindset in climate friendly lifestyles, omdat u een expert bent binnen het domein van dit project.

Meedoen aan dit onderzoeksproject is uw keuze. Uw deelname is volledig vrijwillig en brengt geen lichamelijke, juridische of financiële risico's met zich mee. U bent niet verplicht vragen te beantwoorden die u niet wilt beantwoorden en u kunt zich te allen tijde uit het onderzoek terugtrekken, zonder dat u hiervoor een reden moet geven. Niet deelnemen of stoppen met deelname na de start van het onderzoek, hebben geen nadelige gevolgen voor u.

Voordat u besluit, kunt u de volgende informatie doorlezen. Zodat u weet waar het onderzoek over gaat, wat er van u verwacht wordt en hoe wij omgaan met uw persoonsgegevens. Na het doornemen van deze informatie, kunt u zich aanmelden op het bijgevoegde formulier.

Als u vragen heeft, kunt u deze stellen aan de onderzoeker via v.vreeswijk@student.tue.nl Ook kunt u de informatie uit dit informatieblad bespreken met mensen die u vertrouwt.

2. Doel van het onderzoek

Dit onderzoek wordt geleid door Vere Vreeswijk.

Het doel van dit onderzoek is om meer kennis te vergaren binnen het domein van mijn project (klimaatverandering, positiviteit, gedragsverandering, journaling, growth mindset) en om feedback te verzamelen op de huidige staat van mijn project.

3. Verwerkingsverantwoordelijke in de zin van de AVG

TU/e is verantwoordelijk voor uw persoonsgegevens binnen het onderzoek. U kunt TU/e bereiken op:

Technische Universiteit Eindhoven,
De Groene Loper 3
5612 AE Eindhoven.

4. Wat houdt deelname aan de studie in?

In het onderzoek gaan we uw persoonsgegevens op de volgende manier verzamelen:

- Interview over uw expertise en het project.
- Uw antwoorden worden genoteerd/opgenomen via een audio-opname/video- opname. Er zal ook een transcript worden uitgewerkt van het interview.

U ontvangt voor deelname aan dit onderzoek geen vergoeding.

5. Welke persoonsgegevens verzamelen en verwerken wij van u?

Wij verzamelen de volgende persoonsgegevens die noodzakelijk zijn voor het doel van het onderzoek:

Categorie	Persoonsgegeven	Doeleinde	Bewaartermijn

Uw persoonsgegevens worden enkel bewaard voor de termijn zoals genoemd in de tabel hierboven. Het bewaren van uw gegevens helpt ons om aan onze wetenschappelijke verplichtingen te voldoen. Na 31 augustus 2024 worden uw persoonsgegevens verwijderd of geanonimiseerd, zodat deze niet meer aan u gelinkt kunnen worden.

6. Stopzetten deelname en uw rechten

Als u besluit uw deelname te stoppen, dan gebruiken wij uw persoonsgegevens vanaf dat moment niet meer in het onderzoek.

Indien u vragen of klachten heeft, of indien u uw deelname wilt stopzetten, dan kunt u contact opnemen met de onderzoeker via v.vreeswijk@student.tue.nl.

U heeft het recht een verzoek tot inzage, wijziging, bezwaar, verwijdering of aanpassing van uw persoonsgegevens te doen. Dien uw verzoek in via privacy@tue.nl.

Met zorgen of vragen over de omgang met persoonsgegevens kunt u een mail sturen naar de Functionaris voor de Gegevensbescherming van de TU/e via functionarisgegevensbescherming@tue.nl. Ook kunt u een klacht indienen bij de Autoriteit Persoonsgegevens.

7. Basis voor het verwerken van uw persoonsgegevens

Wij verwerken uw persoonsgegevens omdat het onderdeel is van onze publieke taak als Universiteit om wetenschappelijk onderzoek te doen, zoals is vermeld in artikel 1.3 van de Wet Hoger onderwijs en Wetenschappelijk onderzoek. Bij onderzoek houden wij ons altijd aan de geldende gedragscode voor wetenschappelijke integriteit en de richtlijnen voor onderzoek.

8. Wie heeft toegang tot uw persoonsgegevens?

Toegang tot persoonsgegevens binnen TU/e.
Alleen geautoriseerde medewerkers die betrokken zijn bij het onderzoek, zoals de project supervisor hebben toegang tot uw persoonsgegevens, maar alleen als dat nodig is voor hun taken. De geautoriseerde medewerkers zullen uw persoonlijke gegevens vertrouwelijk behandelen.

Toegang tot persoonsgegevens door andere partijen
Wij delen uw persoonsgegevens niet met andere derde partijen, tenzij we hiertoe wettelijk verplicht zijn.

TU/e verwerkt uw persoonsgegevens binnen de Europese Economische Ruimte (EER) door uw gegevens op een server in de EER op te slaan.

9. Hoe worden uw persoonsgegevens beveiligd?

TU/e heeft passende technische en organisatorische maatregelen genomen om uw gegevens te beschermen. Deze maatregelen omvatten het gebruik van centraal beheerde en geverifieerde onderzoeks- en opslagtools.

10. Vertrouwelijkheid en opslag van gegevens

De verzamelde gegevens worden opgeslagen op de opslagfaciliteiten van de TU/e, OneDrive.

Wij zorgen ervoor dat gepubliceerde onderzoeksresultaten geen vertrouwelijke of identificeerbare informatie over u bevatten, tenzij u daar expliciet toestemming voor heeft gegeven, bijvoorbeeld als u wilt dat uw naam of uw quotes worden vermeld in publicaties

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onderzoeksdoeleinden. Als uw gegevens worden gebruikt in toekomstig onderzoek, dan nemen wij alle redelijke stappen om u hierover te informeren. U kunt bezwaar maken tegen het gebruik van uw gegevens voor nieuw onderzoek.

Dit onderzoeksproject is beoordeeld en goedgekeurd door de ethische commissie van de Technische Universiteit Eindhoven.

***** Scroll naar beneden voor het toestemmingsformulier *****

Toestemmingsformulier onderzoek volwassene

Door dit formulier te ondertekenen verklaar ik:

1. Ik heb voldoende informatie over het onderzoeksproject uit het losse informatieblad gehaald. Ik heb het informatieblad gelezen en heb daarna de kans gehad om vragen te stellen. De vragen zijn naar tevredenheid beantwoord.

2. Ik neem vrijwillig deel aan dit onderzoeksproject. Er is geen expliciete of impliciete druk voor mij om deel te nemen aan dit onderzoeksproject. Ik begrijp dat ik op elk moment kan stoppen met deelname, zonder uit te moeten leggen waarom en ik hoef geen vragen te beantwoorden die ik niet wil beantwoorden.

3. Ik weet dat mijn persoonsgegevens worden verzameld en gebruikt voor het onderzoeksproject, zoals is uitgelegd in bijgevoegd informatieblad.

Daarnaast geef ik toestemming voor de volgende onderdelen van het onderzoek:

4. Ik geef toestemming om mijn antwoorden te gebruiken voor quotes in de onderzoek publicaties – zonder dat daarbij mijn naam wordt gepubliceerd.

   JA ☐ NEE ☐

5. Ik geef toestemming om mijn echte naam te vermelden bij de onder 4 bedoelde quotes.
   JA ☐ NEE ☐

6. Ik geef toestemming voor audio recordings op te nemen tijdens het interview.
   JA ☐ NEE ☐

7. Ik geef toestemming om foto's te maken tijdens het interview en die te gebruiken in de onderzoek publicatie.
   JA ☐ NEE ☐

Naam Deelnemer:	Naam Onderzoeker:
Handtekening:	Handtekening:
Datum:	Datum:

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Van: **Vreeswijk, Vere** v.vreeswijk@student.tue.nl
Onderwerp: ERB form FMP V. Vreeswijk - experts
Datum: 22 april 2024 om 13:23
Aan: Ethics Ethics@tue.nl

Dear Ethics Committee,

Hereby I send you my ERB form for my FMP to interview experts.
If you have any questions, please let me know.

Kind regards,

Vere Vreeswijk
Master student Industrial Design
Eindhoven University of Technology

Did you know that 73 emails are equal to 1 kg of CO_2 [1]? That is why I am trying to limit my emails. Every effort helps the planet.
[1] Godin, S. (2022). De klimaatalmanak (1st ed.). Haystack.

ERB form expert intervie...DL.pdf

Van: **Ethics** Ethics@tue.nl
Onderwerp: RE: ERB form FMP V. Vreeswijk
Datum: 28 februari 2024 om 10:38
Aan: Vreeswijk, Vere v.vreeswijk@student.tue.nl

Dear Vere,

Your application (ERB2024ID24) has been approved by the ERB.

We assume that you have answered all questions correctly. We will perform regular spot-checks so you need to keep your documentation (ERB form, informed consent forms, surveys/interview questions, description of experiment/prototype etc.) available for at least 6 months.

Good luck!

Dear regards,

Marjolein Severens
ERB student assistent

From: Vreeswijk, Vere <v.vreeswijk@student.tue.nl>
Sent: Tuesday, February 27, 2024 10:34 AM
To: Ethics <Ethics@tue.nl>
Subject: ERB form FMP V. Vreeswijk

Dear Ethics Committee,

Hereby I send you my ERB form for my FMP.
If you have any questions, please let me know.

Kind regards,

Vere Vreeswijk
Master student Industrial Design
Eindhoven University of Technology

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