

# THE LADIES OF THE RINGS

Amber, Dianne, Eya, Prisca & Roselle

## END PRODUCT & ADVISORY REPORT

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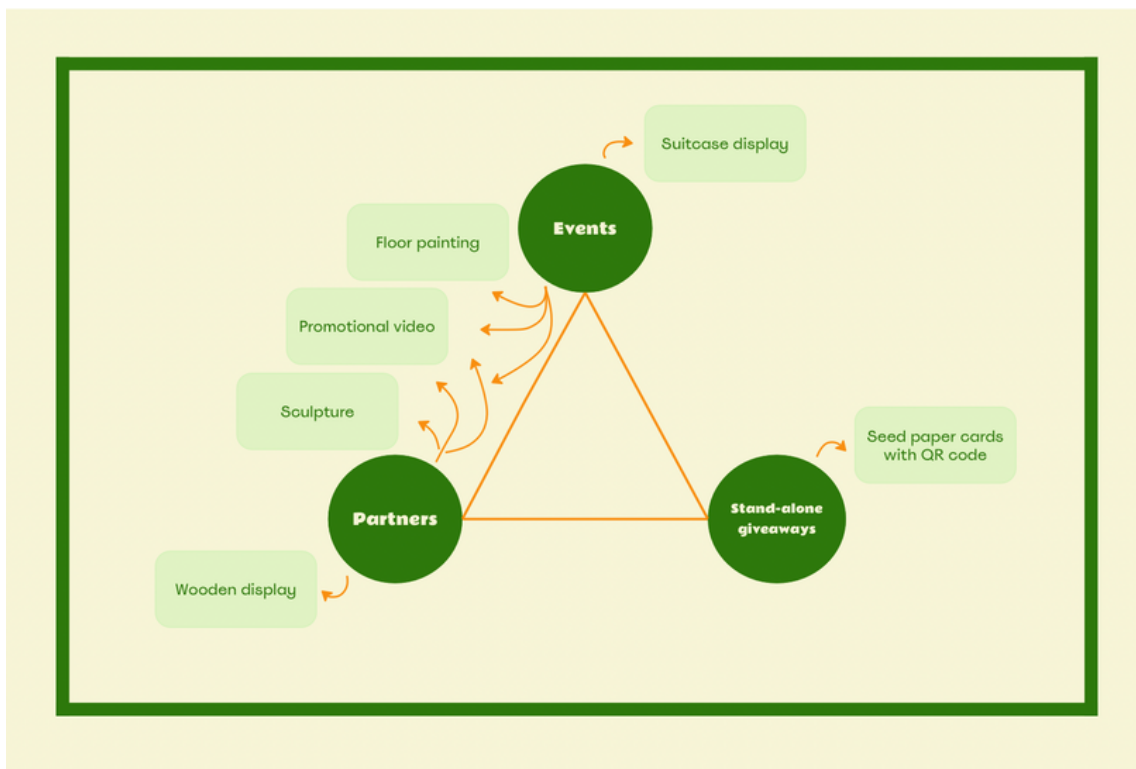
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# EXECUTIVE SUMMARY

This is the final report of the team Ladies of the Rings, five second-year students at the program "Global Project and Change Management" at the Windesheim University of Applied Sciences in Zwolle. This semester, the team has been given the challenge to come up with physical advertisement ideas, that have been produced within a sustainable system. Our client, the network WaardeRing, which unites different companies on the way to circularity, is part of the bigger organisation Natuur Milieu Overijssel. The team came up with multiple suggestions, varying from seed paper flyers to street art, aiming to combine creativity with sustainability, and sourcing everything from within the network. Making use of the SiD framework, the Ladies of the Rings did not only produce those ideas, but also reflected and therefore understood the project complexity from a systematic perspective. In the end, an Advisory Report was created that would hopefully help the client move in the right direction towards more sustainable advertisement strategies.

# INTRODUCTION

In an era marked by sustainability consciousness, the quest for advertising methods that are both impactful and eco-friendly has become increasingly imperative. This semester, the project team the Ladies of the Rings have been given the challenge to come up with physical advertisement ideas, that have been produced within a sustainable system for their client. WaardeRing is an organisation that unites different companies on the way to circularity and is part of the bigger mother organisation Natuur en Milieu Overijssel (NMO). NMO is an organisation that has the goal to make the province Overijssel a beautiful and sustainable region in collaboration with governments, companies and residents (Natuur en Milieu Overijssel, 2020). WaardeRing is currently using a ladder and poster to advertise their organization, which is as the client explained only useable for events and difficult to carry around (I. Postma, personal communication, September 6th, 2023). Also, the client is missing several aspects in their current advertising, like advertising material for the partners and giveaways for interested parties. Therefore, WaardeRing is wondering what other advertising options that are sustainable are out there and they have asked the project team to research these different sustainable advertising options within three categories: events, partners and stand-alone giveaways. These three categories with the different ideas that were generated is shown in the picture below.



Deliverables Triangle

# UNDERSTANDING OF PROJECT COMPLEXITY

In this chapter, the project complexity will be explained. The theoretical background will be explained that the project team used throughout the semester. Also, a short mention of the deliverables is stated. This chapter is categorised through the four SiD process phases. The first phase that will be discussed is the initiation phase, after that the intelligence phase, then the solution phase and lastly the execution phase. In every phase there is a description of what the team has worked on, such as the posters in class, and the theory connected to them.

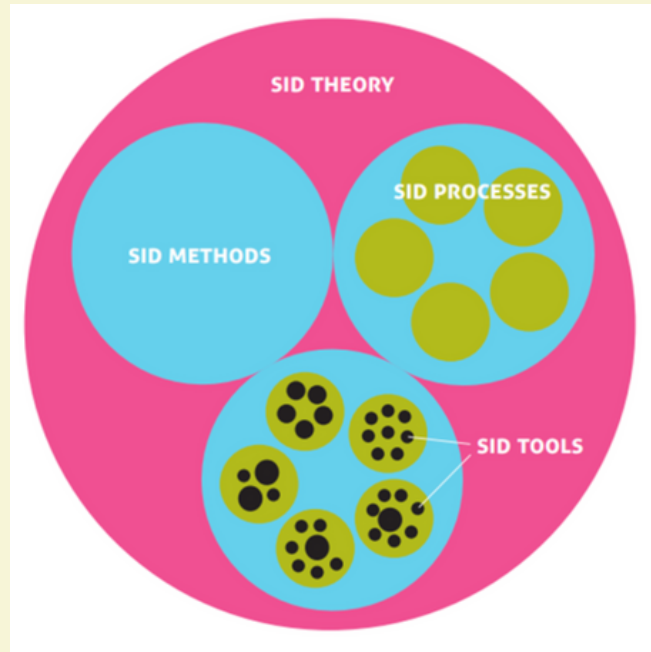
## Our deliverables

As explained, our client is looking for sustainable advertising materials. However, sustainable advertising materials do not exist. Because according to SiD, sustainability is not a property of material objects, instead, sustainability is a property of a whole system. Only systems can be (un)sustainable, objects cannot hold these values (Bosschaert, 2019, p. 51). Our advertisement ideas, however, do contribute to the sustainable system of WaardeRing. We took into consideration the processes that came with each advertisement tool and considered how it contributes to the system of WaardeRing, which will be explained further in the product quality chapter.

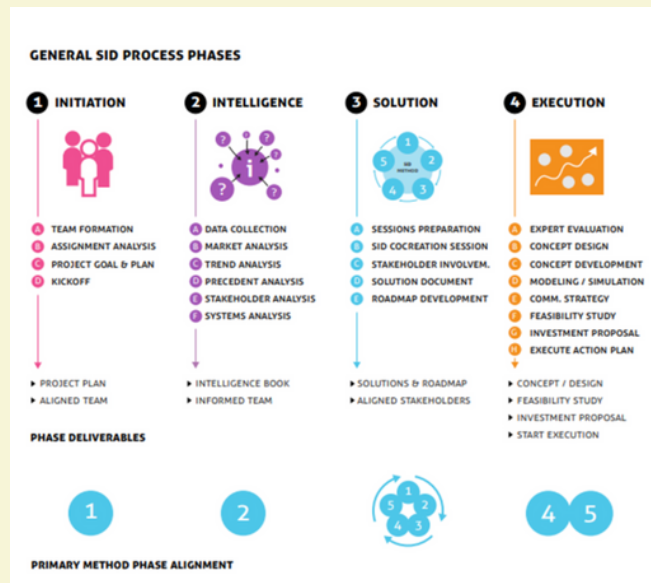
The team has come up with multiple suggestions. For the category events the team has come up with a suitcase display. This is a recycled suitcase from their partner Kringloop filled with pictures and materials that promote and show what WaardeRing is and is easy to carry around. Other ideas that are either usable for events as for partners are a floor painting from chalk or by cleaning the street with water. Secondly, A promotional video that shows what waardeRing is doing with its partners and lastly a sculpture that can stand at events or eye-catching smaller ones for on a desk for every partner. Then the idea solely for partners is a wooden display, preferably from an old wooden cupboard for example, from their partner Kringloop, on which information about WaardeRing is engraved. And lastly for the stand-alone giveaway category, we have come up with seed paper flyers that are handmade by a partner from recycled paper and local seeds. All these ideas will be further explained in our advisory report.

# THE SID PROCESS

To come up with these ideas the team used different processes, these processes are part of the Symbiosis in Development (SiD) framework. SiD is a process from idea to implementation, with a framework that enables you to tackle complex sustainability issues, it has the focus on making the system at hand more sustainable (Bosschaert, 2019). SiD consists of four components: Theory, Method, Process and Tools, you can see this envisioned in the picture on the right. During the semester the team read the book that explained all these components and the team followed the SiD process using the SiD method. SiD results in a holistic top-down systemic strategy that includes the input of every involved party, it is a multidisciplinary approach and is about the understanding that the solution does not lie in making the objects more sustainable, but the objects and its network, which is what a system consists of. This system is evaluated to be sustainable if it meets to be resilient, harmonious and autonomous (the RAH system indicators) (Bosschaert, 2019, p. 117). Throughout the semester the team has worked through every SiD process phase, these are the initiation phase, the intelligence phase, the solution phase and the execution phase, see the picture on the right.



SiD components



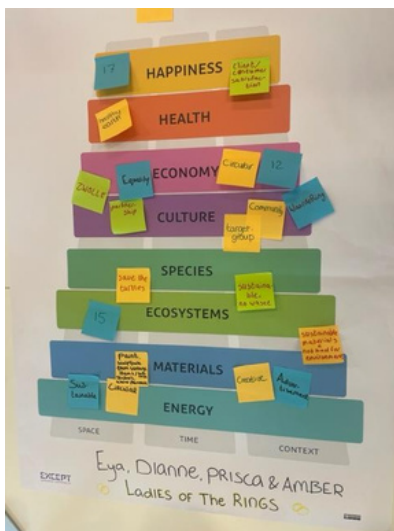
SiD process phases

# INITIATION PHASE

At the start of the semester, the team got introduced to each other, our client and our project. The team used the first weeks to get to know each other, divide the team roles and learn about the project. They also had a meeting with their client to understand the project goal and in the third week the team had a kickoff meeting to present their ideas and to clarify if they were going in the right direction. The team also made a systematic perspective on their project during class, see the picture below. Here is envisioned what SDGs would be influenced, what the system looks like and what the team would aim for and work on during the project.



Systematic perspective



ELSI categorization tool

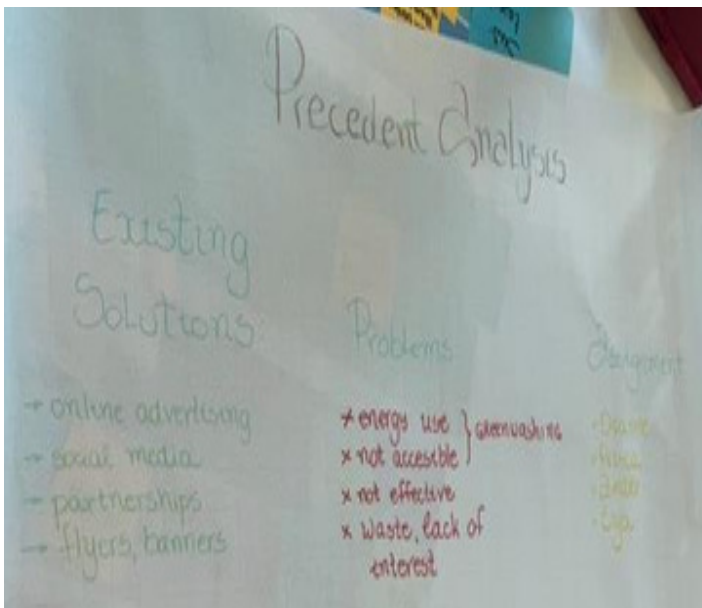
Data collection

- TO DO:
- Research how Sustainable the seed paper is and how sustainable the pasta paper is → Eya
  - Floor painting: research rules and regulations. Sustainable paint, research with water → Dianne
  - Research sustainable stickers → Amber
  - Email printer guy → ask about handout → Prisca
  - What is Waarde Ring → Dianne
  - Email Target group → Prisca
  - Do research on impact of advertising → Eya + Amber
  - Collect everything on Teams before 23 sept.

According to SID, a system consists of three levels: System, Network and Object, which is called the SNO hierarchy. The Object level is the collection of objects in the system, the Network level are the relations in between these objects, and the System level is the holistic view of all the objects and their network. The Object level uses the ELSI categorization tool to explore all physical aspects of the system at hand and measures the performance of each object in its systemic context. ELSI is one of the core components of SID and helps to form an overview of all the objects within a system and their causal relationships and hierarchies. ELSI stands for Energy & materials, Life, Society and Individual (from bottom to top). (Bosschaert, 2019, p.83 -87). In the picture on the left, you can see the ELSI categorization tool that the team made for their project. In this ELSI categorization tool, you can see the different objects that the team identified within their project system. For example, the economy that the team deals with within their project is the municipality Zwolle. And on the material level it is for example the materials the team was expecting to use, such as floor paint or advertisements in general.

# INTELLIGENCE PHASE

The second part of the SiD process is the intelligence phase. This phase is about collecting all the necessary information the team is required to analyze the system, and to start working on a solution (Bosschaert, 2019, p. 347). In this phase the team first did research on the project. In the picture above, you can see the data collection, which includes a list of the researched topics and who of the team was assigned to research that topic. For instance, research was done on how sustainable the seed paper idea is. Also, the team did research on the rules and regulations around floor painting from sustainable paint and water pressure. Another thing the team did was make a precedent analysis, which you can see in the picture below. In this analysis the team did online research on existing solutions related to the challenge and collected inspiration along the way. They concluded that there was little research done on their challenge and that the existing solutions to their challenge are limited. The presented solutions were primarily online advertising or general flyers and banners. The problems of these existing challenges were identified, which are for example energy use, greenwashing and waste. In this phase the team also had a meeting with their client, see the picture of the meeting below. During this meeting they presented their ideas in more detail and the research that they did for each idea.



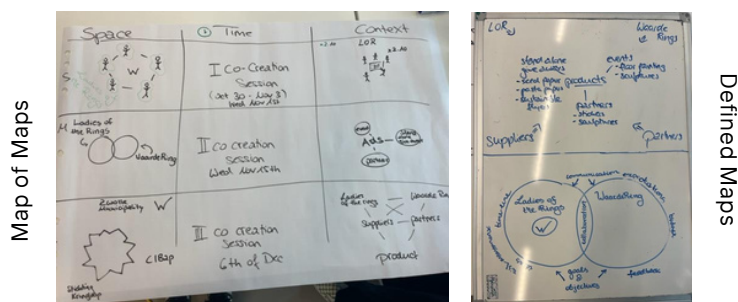
Precedent Analysis



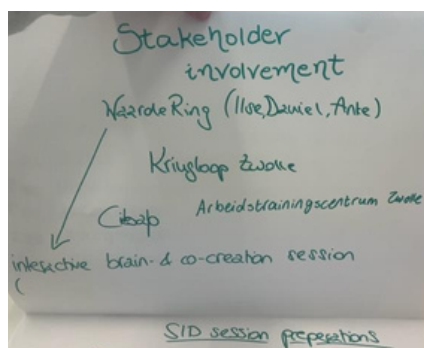
Client Meeting



Another thing the team did in this part of the SiD process was deciding what maps to make. They did this through making a map of maps, see the picture below. In the map of maps, the team categorized the maps in three dimensions: space, time and context and on three levels: small, medium and large. This way, there were 9 areas with what subjects and map types they thought they would need for their project. Through the map of maps and defined maps, the final goal was to understand the system of their project. The maps that were made are as follows: the space dimension was firstly on the small level, the team The ladies of the Rings, on the medium level it was WaardeRing and the Ladies of the Rings, and on a large level it was the different organizations within Zwolle that were involved in the project, such as Windesheim and Cibap. In the context dimension it was all about the different relations between objects where the team made a map on the large level on the relations between objects within the full system of our project. After making the map of maps, the team specified two maps from their map of maps, see the defined maps in the picture below. Here they made a more specific map of the large context map and a more specific map on the medium space map. These maps gave the team more insight into the structure of their project system.



Another part of the intelligence phase was the stakeholder analysis. The project team envisioned their main stakeholders that they hoped would be part of their co-creation session, which you can see in the picture below. Before the team moved on to the next SiD process phase, they prepared the first co-creation session, which took place on the first of November. The team created a SiD co-creation session program, a list of things they needed to prepare before the co-creation session and brainstormed about what kind of environment they would want to create during the co-creation session, all these three posters you can see in the pictures below. The team, for example, wanted to bring cookies and music to the session, be open minded and create an easy-going environment.



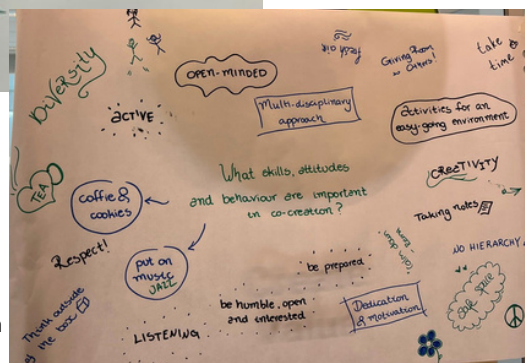
Stakeholder Analysis

- 
- SID session preparations
- Power Point presentation (assign roles & parts)
  - prepare papers / materials / pens
  - bring cookies
  - prepare a playlist
  - icebreakers

SiD co-creation session preparations

- 
- SID session program
- 01.11.23
- 15:20 Ice breaker
  - 15:30 Introduction
  - 16:00 Presentation
  - 16:00 Idea developing session ~30 min
  - 16:40 sharing the ideas
  - 17:00 Conclusion how to proceed further

SID session program



SiD co-creation session requirements

# SOLUTION PHASE

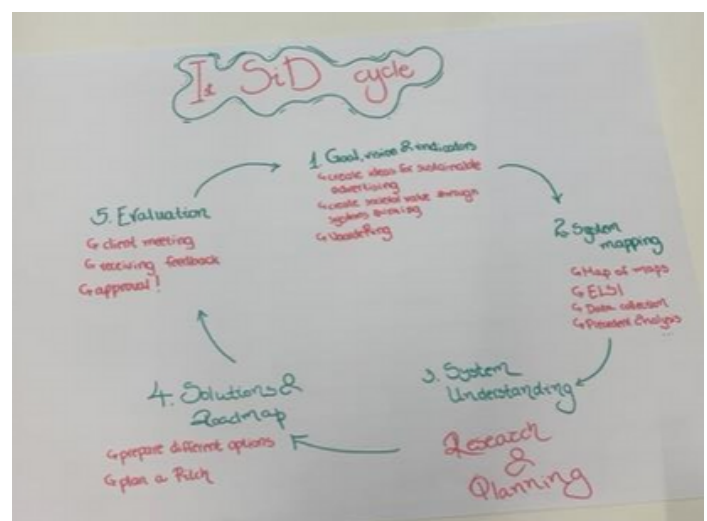
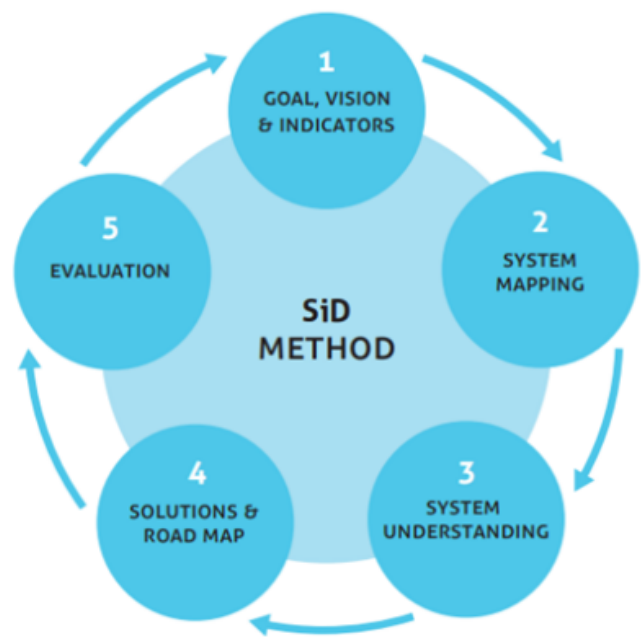
The third part of the SiD process is the solution phase. Here, all the information from the intelligence phase comes together, this is also the phase where the team has done two co-creation sessions, these sessions are further explained in the co-creations chapter. In this phase of the SiD process the team was guided by the SiD method. This method describes how the SiD theory is applied in a step-by-step process of goal setting, system analysis and understanding, solutioning and road mapping, and evaluation (Bosschaert, 2019, p. 365). You can see the SiD method envisioned in the picture below. The first step of the SiD method is about determining where to go by setting a goal, vision and indicators. The second step is about analyzing the system, and mapping out where you are. The third step is about understanding where you want to go, and the fourth step is about clarifying how you are going to get there. In the last step you evaluate if you are doing it right and if you are going in the right direction (Bosschaert, 2019, p. 241). This method has an iterative approach, the team cycled it through three times. After each cycle they gained new insights through receiving feedback from their client and the team had a clear action plan on how they could move forward.

The first SiD cycle started at the beginning of the semester. In this cycle, the project started with creating ideas for sustainable advertising for WaardeRing in the first phase. In this phase, the team did a lot of brainstorming sessions to come up with different ideas.

The second phase helped the team understand the project on a different level, giving them different insights into the project. The team made different maps and posters to dive deeper into the problem and to understand the whole problem. This step helped the team to understand what their client wanted and They could make sure that their expectations matched.

In the third phase, the team prepared their first pitch for their client. In this presentation, the team put their ideas for the project and they came up with questions for the client to understand the project better.

In the fourth phase, the team had their first meeting with their client. They showed their ideas and the client approved it. The client gave some valuable feedback and the team went home with more topics to do research on to work their ideas more out.

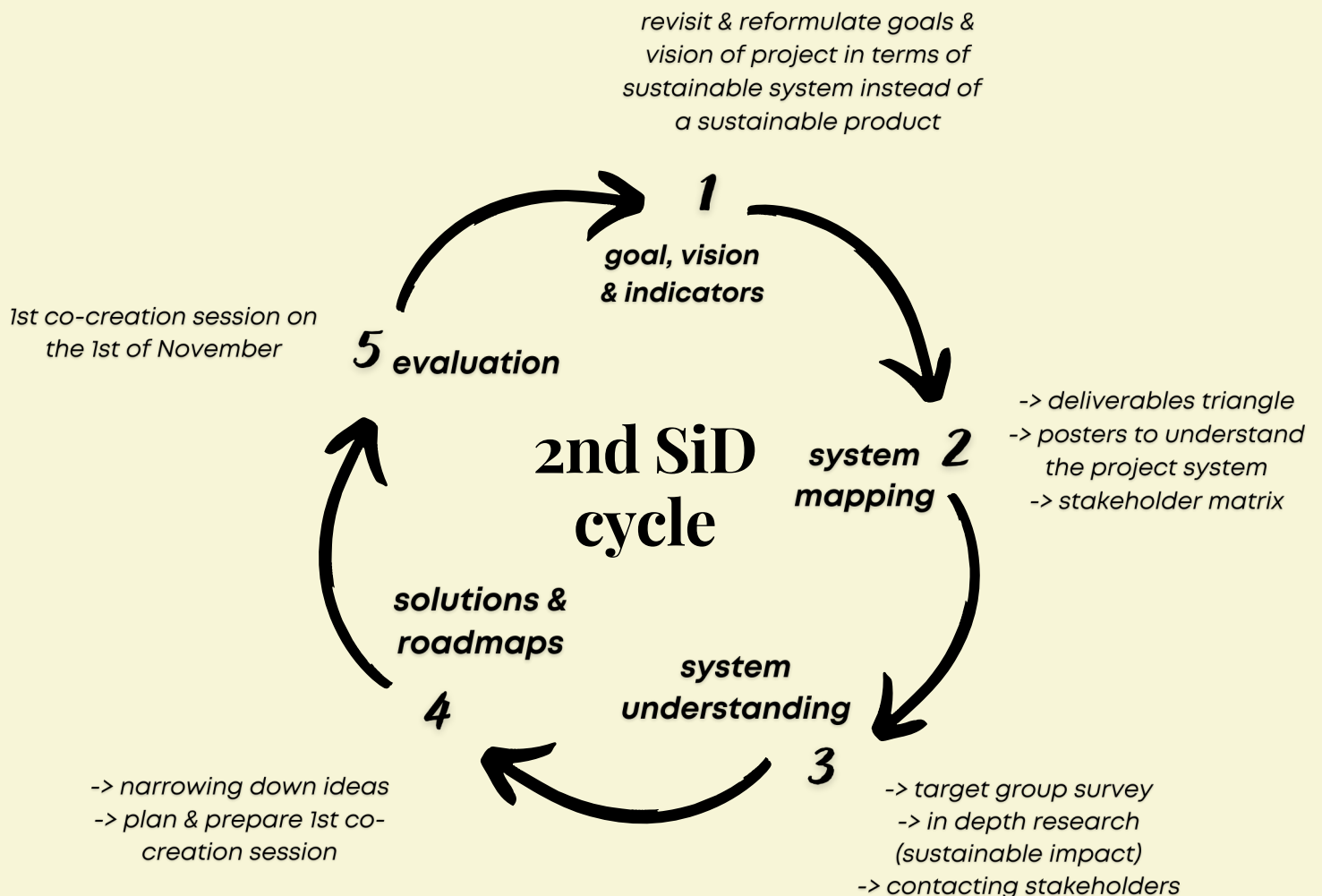


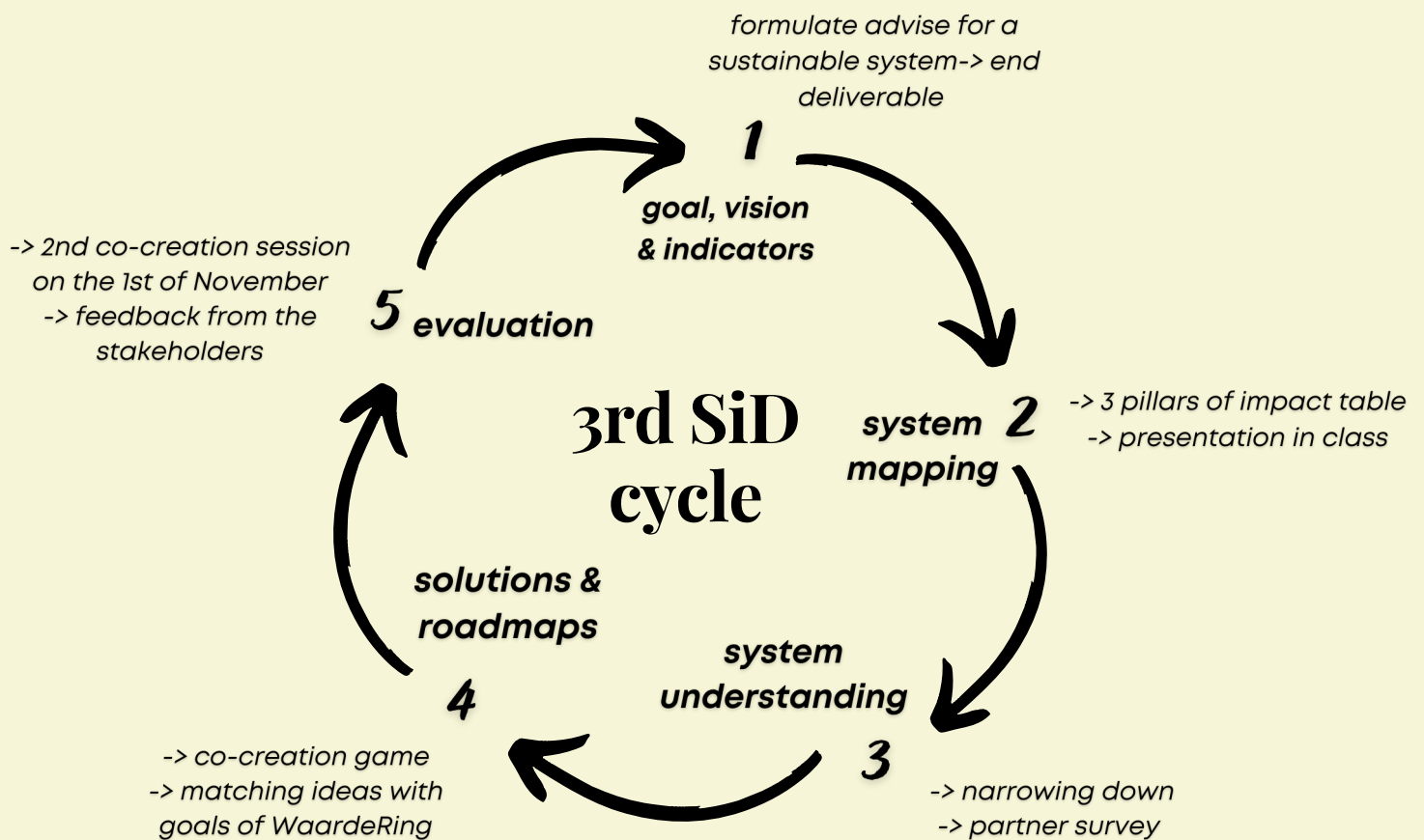
The second SiD cycle started after the first client meeting. The team started in the first phase by revisiting and reformulating the goal and vision of the project in terms of a sustainable system instead of a sustainable product in the first phase.

In the second phase the team made visuals to understand the system better, like the deliverables triangle and the stakeholder matrix.

In the third phase, the team did more research like distributing surveys and getting in contact with relevant stakeholders to get a deeper understanding of WaardeRings partners, and other stakeholders, wants and needs.

In the fourth phase, the team planned the first co-creation session, so that the last phase, where the first co-creation session happened, could go smoothly. The second SiD cycle ended after the first co-creation session.





The third and final SiD cycle started after the first co-creation session.

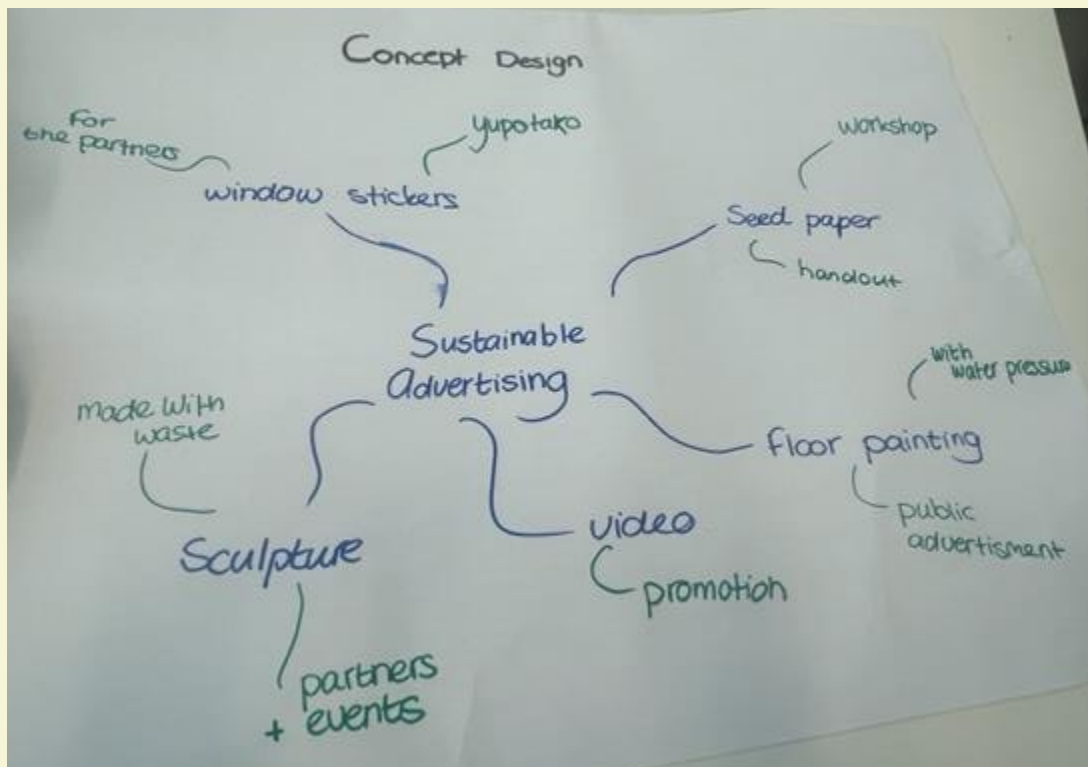
In the first phase, the team started by formulating advice based on a sustainable system instead of a sustainable product.

In the second phase, the team made the pillars of impact table (this table can be seen in the quality part) which was advised to do by a stakeholder in the co-creation session. In the third phase, the team narrowed down the ideas by distributing a survey to WaardeRing partners to see which ideas the partners like best.

In the fourth phase, the team planned and prepared the second co-creation session. And in the fifth phase, the second co-creation happened where the team received valuable feedback. The third SiD cycle ended after the second co-creation session.

# EXECUTION PHASE

The fourth and final part of the SiD process is the execution phase. This is where the roadmap is activated, this is the phase where the results of the project are shared (Bosschaert, 2019). Here, the team made the final- and advisory report. In this phase, the SiD theory guides the team to finalise the project by covering topics such as: expert evaluation, concept design & development, modelling & simulation, communication structure & strategy, and feasibility, investment, and execution.



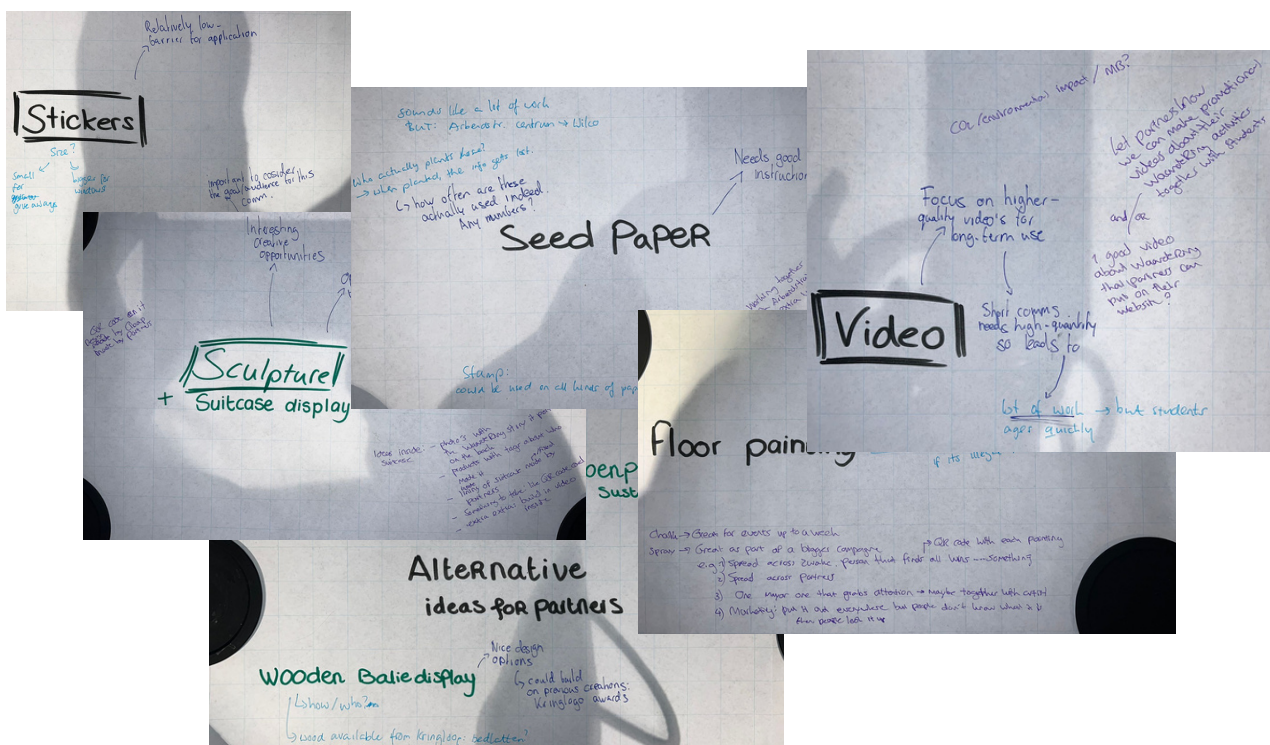
In the picture above you can see a concept design the team did while in the execution phase. Here, all the ideas are mentioned with a description of their purpose. This is not an updated poster as the team later evaluated and developed one of their concepts. This final- and advisory report are also made in the execution phase after having done evaluation after the SiD sessions, concept design & development needed to improve the concept, modeling & stimulation by making and testing the seed papers, good communication structure & strategy with the client and stakeholders, and lastly feasibility, investment, and execution where we deliver the reports.

# COLLABORATION WITH CLIENT AND OTHER STAKEHOLDERS

The collaboration with the client Ilse Postma, project secretary at WaardeRing, NMO, to create a result she would be satisfied with, has happened through meetings, co-creation sessions, and email. Besides the two co-creation sessions, the team has met with her multiple times to discuss the project and the progress. Contact has been through email to plan meetings, clear up confusion, but also for the team to reach out to different people and organizations to see if they could be relevant stakeholders to the project.

One of the most relevant stakeholders besides the client that the team has reached out to themselves is the Arbeidstrainingcentrum. Wilco, from the Arbeidstrainingcentrum, has not been directly involved into the project, but collaboration with him would be helpful as he could give a workshop to his students to make the seed paper for WaardeRing. Unfortunately, this is up to the client as this collaboration with the Arbeidstrainingcentrum fell out of the teams' timeframe. Besides Wilco, the team has had contact with Zalsman and Yvonne. Both have given advice on the process of making the seed paper. There are more stakeholders in this project, like Kringloop and CIBAP, but the team has not been in contact with them directly. They are stakeholders as they could help make the ideas for sustainable advertising reality. But again, this is up to the client. Almost all of these stakeholders are partners and in WaardeRings network, so collaboration between them is easily possible.

There were two other stakeholders besides the client that joined the co-creation sessions. These were Anke and Daniel from WaardeRing. Anke, who is project officer communications, has unfortunately only joined the first session, but she has contributed a lot to the project in this first session. Daniel, who is a GPCM alumnus, besides joining one of the client meetings, has also joined both sessions and has given the team good insights and feedback into the project, like investigating multiple aspects of each product such as: environmental impact, financial investment and time investment. In the posters the collaboration is clearly visible.

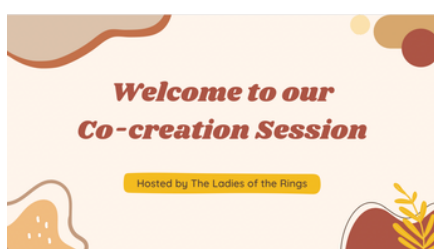


# CO-CREATION WITH CLIENT AND OTHER STAKEHOLDERS



The two co-creation sessions the team facilitated with their client, Ilse from WaardeRing, Daniel as a representative from NMO, and Anke from the communication sector played a crucial role in shaping the project. In both sessions, a thorough overview of the project's complexity, including the associated concepts and SiD cycles the team has been working on in class was presented through presentations the team created in advance. This was aimed at ensuring everyone was on the same page and keeping especially Ilse, the client, well-informed about the project's progress. The goal was to present the team's ideas for a more sustainable approach for their advertising, backed by the research and knowledge the team had gathered and to further develop these ideas as well as receiving feedback on the progress. This was done by creating an interactive nature in both sessions. The first session was dominated by a brainstorming co-creation on posters that allowed Ilse and Daniel, as engaged stakeholders to provide valuable insights and refine the ideas iteratively. Within that process it also became clear that there are three impact pillars to take into consideration for our client to make decisions on the advertising and collaborating with partners. With that feedback we created a table providing information regarding the environmental, financial and time investment for each of the ideas (see product quality). The team maintained a smooth further execution, always sticking to the established time schedule as a testament to the team's commitment to professionalism. In addition to preparing detailed presentations, for the second co-creation session, the team introduced an innovative role-play exercise. Ilse, Daniel, and the team members dived into different perspectives of the involved parties for all the ideas to evaluate the suggestions. This role-play not only enhanced the team's understanding of the stakeholder perspectives but also added an interactive and engaging dimension to the sessions that gave relevant insights to the team to be able to create a final advisory report.

Key moments during both co-creation sessions were captured through photographs, providing tangible evidence of our collaborative efforts (see above). Generally speaking, both co-creation sessions provided practical and innovative insights, significantly impacting the project's strategy. Through tailoring the collaborative work to the client's needs, the engaging facilitation, and the team's ability to adapt and adjust the deliverables demonstrated the team's commitment to a successful outcome. The comprehensive evidence, including photographs, samples of the presentation's slides, visual proof of the seed paper, and the final advisory report attest to the success and professionalism of the team's co-creation process.



# PRODUCT QUALITY

Throughout this project, a total of 6 different potential products were developed. With an aim to simultaneously create an environmentally friendly, not costly and not time-consuming advertisement tools, the team made research on all three requirements (by Daniel's request, as mentioned earlier).

The following table shows the synthesised outcomes of the research:

	Environmental Impact	Financial Investment	Time investment	Conclusion
Seed paper flyers	+ reduces waste and promotes reforestation by transforming paper waste into plants -- seeds might be treated with pesticides or herbicides	Handmade, produced by partners within the network -> free The paper is recycled -> free Seeds -> expense Stamp -> expense Ink -> expense	Time investment is substantial as the paper itself is produced by us. It also cannot be produced on a regular basis but rather one-time as a workshop.	Having in mind the overall positive environmental impact of the seed paper and the relatively low financial investment, the time investment is worthwhile.
Floor painting	+not too bad -not too good -Water pressure has almost no environmental impact. Only the transport of the pressure washer would cost CO2 emissions, but it would also have water usage -when used chalk there should be a biodegradable form used. Otherwise, it can be harmful to the environment.	-Expensive, when a company would do it (1000-3000) with the pressure water - when a painting would be made with chalk and made by students it would be a lot cheaper.	-will take a lot of time when done by students. When outsourced almost no time investment made	People who would notice would have a look at it and the WaardeRing 'brand' would be recognized more.
Suitcase display/ Sculpture	+nothing needs to be produced	+cheap	Depending on who does it, work can be outsourced to students that do it and that doesn't cost any time and money for the company	Local cooperations with creative input from the outside
Wooden display	+ Biodegradable, reusable, does not contribute to waste problem. Stays good for a very long time when used indoors (say at least 20 years). -If recycled wood is not an option new wood will be used for this which will cost a tree, (hopefully FSC certified). Limited transport is needed.	Wood is recycled/from Kringloop --> free? Engraving --> by partner? Free? Otherwise: expense for producing. Transport --> expense.	The time investment is singular in terms of managing the production, after the wooden displays are done it will last if the partnership lasts (if used indoors) and can be brought to a new partner after one partner quits.	The creation of the wooden displays will cost a singular amount of resources and management time after which the displays can be used repeatedly. Therefore, the time investment is worthwhile.
Promotional video	- influenced by several factors, including data centres, electronic devices, energy consumption, e-waste, and the carbon footprint associated with internet use but + not too bad	Depending on how much effort you put in and who it creates (videographer or just some employee or student) + does not have to take much money	Depending on how much effort you put in + does not have to take much time	

Each individual product and its adherence to the three measures will be discussed in more detail later in this report (see Advisory Report). Now we will look at different factors that have also been taken into consideration when ensuring product quality.



# PRODUCT REQUIREMENTS

- Seed paper flyers – small size, planting instruction, plain surface that can withhold a clear QR code, attract clients and entrepreneurs
- Floor painting – draw attention, influence government, part of marketing campaigns
- Suitcase display / Sculpture – draw attention, serve as proof of partnership, intrigue customers
- Wooden display – proof of partnership, suitable for a desk
- Promotional video – possible social media content, increase awareness about the WaardeRing network, reach bigger audience, engage in a short time

# PRODUCT DESIGN

- Seed paper flyers – made out of used paper, by Arbeidstrainingcentrum
- Floor painting – designed by the company that provides the service / by Cibap students who paint with chalk
- Suitcase display / Sculpture – designed by Cibap students, made out of hard to reuse waste streams
- Wooden display – designed by WaardeRing, an engraved wooden display from recycled material, that promotes WaardeRing and shows that the owner is a partner of WaardeRing.
- Promotional video – simple, capturing setting, can be made by anyone unprofessionally but also can be outsourced to an expert

# PRODUCT TESTING

The only product that was tested were the seed paper flyers. As already mentioned above, the team held a workshop for seed paper making in order to make sure that the process is feasible for the Arbeidstrainingcentrum.

However, a survey was conducted that aimed to measure what influence would each potential product have on possible clients (see Product Value).

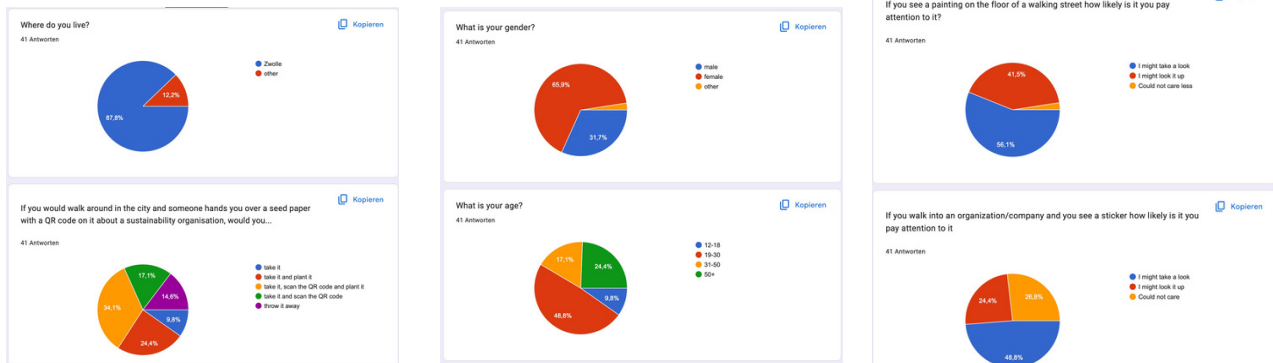
Finally, an alternative for testing was also conducted during our co-creation session when via a role-play game, we imagined ourselves as different target groups and tried to imagine how each product would influence us. That way, without having real product prototypes, we could still investigate the products' effectiveness.



# PRODUCT VALUE

As earlier mentioned, the team developed 6 different products. To make sure that the products had value to the stakeholders the team created two surveys.

The first survey that was created had a focus on what citizens thought about our first product ideas and how they would react to this. This survey gave the team insights about what citizens would do with the product and how much value those products had. The results of this survey can be seen in the pictures below.



The second survey that the team created was about how much value the products had to the partners of Waardering. This was useful for the team to give the final advice to their client. The results of this survey will be shown in Appendix 1. The survey the team made is made in Dutch. This is because the Waardering network is a Dutch-speaking network and the team, and their client thought it would be best to make this in Dutch to reach as many as partners as possible.

In the following paragraphs, each product will every product be evaluated by the result of the survey with a focus on the value that the product will have. Because we made the first survey at the beginning of the project and we later added ideas because of the co-creation we don't have answers from the first survey about them and only the second survey will be talked about.

## Seed paper flyers

In the first survey the question was if you would walking around in the city and someone hands you over a seed paper with a QR code on it about sustainability organisation would you...

The results were the following:

- Take it 9.8%
- Take it and plant it 24,4%
- Take it, scan the QR code and plant it 34,1%
- Take it and scan the QR code 17,1%
- Throw it away 14,6%

In the second survey, the results were as flowing.

3 partners ranked seed paper flyers as a good way to promote the Waardering network. Isa from the municipality Zwolle said that seed paper flyers would be useful for them because they could hand the flyer out when Waardering would be mentioned.

As a result of this, the seed paper flyers would have value when they are handed out. Especially in a conversation about Waarding. Because then the person who would receive the flyer would be interested and actually use the flyer.

## Floor painting

In the first survey, the question was as following: if you see a painting on the floor of a walking street how likely is it if you pay attention to it?

The results were the following:

- I might take a look 56,1%
- I might look it up 41,5%
- Could not care less 2,4%

In the second survey 3 partners ranked the floor painting as a good way to promote the Waardering network. Schatkamer, Blossom architecture and Kringloop said that it is a way of advertising that will stand out next to all the flyers.

As a result of this, a floor painting will have value because it will stand out and citizens will notice it.

## Sticker

In the first survey the question was as followed: If you walk into an organisation and you see a window sticker, how likely is it that you pay attention to it?

The results were the following:

- I might take a look 24,4%
- I might look it up 48,8%
- Could not care less 26,8%

None of the partners said something about the stickers and no one ranked the stickers as their favourite.

As a result of this, this product would have no value because a small amount of people pay attention to it and there are no partners who would put the sticker on their window.

## Promotional video

10 of the partners ranked the promotional video as something they would use to promote the Waardering Network.

Martijn from Windesheim said that the video best connects to existing communication options

Simon Harmens from Hoogetboom that that a video would have a dual purpose for both network appreciation and your own business

Banoë Barzingi from the Municipality of Zwolle said that a video would be useful because their workers don't want to read and looking at something is always better.

Michèle Mac Lean from the municipality of Staphorst said that Videos can also be shared online, which will bring more people into contact with WaardeRing

Marjolein Mann from ROVA said that it concretely shows what we do and is easy to share/distribute via our own website, social media, etc.

Wendy Koehorst from de Ambelt said that there are several colleagues spread over several locations. In order to be able to reach them properly and show what WaardeRing does, showing a promo film on, for example, a study day is the most effective.

Klerenzooi said that video Images Speak. In addition, you don't need a lot of material for this. This will hopefully allow you to get the message across as fully as possible. A short video in which it becomes clear what your goal is. Perhaps as an extension of the value you add together with partners, e.g. a video series such as "partners speak". The style of the video (as well as the translation via e.g. social media, website and other platforms) is important for the success of the video

To sum all of this up, a lot of partners who filled in the survey are enthusiastic about a video to promote the waardering network. A video could be shared on the partner's social media accounts/ websites. It would be an effective and partners could also use it as promotion for their own company.

### **Wooden desk display**

3 of the partners ranked the wooden desk display as a good way to promote the Waardering network. Wilco Wezenberg from Thorbecke, Talenten Stad and Twijn in Bedrijf said that the wooden desk display would be the best in their opinion. Because wood is a beautiful sustainable material with a beautiful appearance.

The wooden desk display would only have value for the partners who have a desk and have space on their desk to put this on.

## **RELEVANCE FOR CLIENT AND OTHER RELEVANT STAKEHOLDERS**

To make sure the client and one other stakeholder were happy with the product quality, value and relevance the team asked their client Ilse Postma for feedback. Her feedback was the following:

"The students were very adaptive based on outcomes of the co-creation sessions and feedback. The results are a series of clear options that could be used coming year. The students even made the effort to test one of the options and present them to us. They were very open to our suggestions and came up with creative ideas. They tested how the stakeholders in our network reacted to the different options, which was a great addition to the research. The advice still has to take shape, so I hope to see convincing advice based on their research as an end result."

The team also asked Daniel who works for NMO and was an important stakeholder for the project. He was present at both the co-creation sessions and helped us to develop the ideas of our products further. He gave the team the following feedback:

"The suggestions from the project team were innovative and helpful. They showed a commitment to understanding our needs and presented ideas that could be implemented and used by us within a reasonable time frame. The only point of improvement from my perspective is to be more confident with their own findings and ideas to take an even more solid position as an advisor to us as the client. Besides that, I am looking forward to the final report and am confident that we will be able to use the outcomes from the project."

# ADVISORY REPORT

The Ladies of the Rings, a project team comprised of dedicated students passionate about sustainability, is pleased to present this comprehensive advisory report to WaardeRing. This report delves into the research conducted by the project team to explore and evaluate various innovative concepts for sustainable physical advertising.

As the world grapples with the escalating environmental concerns, the need for sustainable practices has permeated every aspect of our lives, including the realm of advertising. Physical advertising has traditionally relied on resource-intensive materials and methods, leaving an indelible mark on the environment. However, the Ladies of the Rings firmly believe that physical advertising can be transformed into a force for sustainability, promoting environmental consciousness while effectively conveying brand messages.

Through research and analysis, the project team has identified a multitude of promising approaches to sustainable physical advertising. These concepts encompass a wide spectrum of ideas, from utilizing eco-friendly materials and production processes to employing innovative technological solutions. Each concept has been carefully evaluated based on its sustainability credentials, effectiveness in conveying brand messages, scalability for widespread adoption and time and financial investments.

In this advisory report, the project team meticulously presents their findings, highlighting the most promising sustainable physical advertising concepts. Each concept is accompanied by a detailed description, an assessment of its sustainability impact, and an evaluation of its effectiveness as an advertising medium. The Ladies of the Rings are confident that the insights presented in this report will serve as a valuable guide for WaardeRing's journey towards sustainable physical advertising, where a powerful communication tool coexists with environmental awareness.

# WOODEN DISPLAY

After discovering that the window stickers would be an unsustainable idea, the team needed to look for an alternative advertising option for the partners. Which resulted in a wooden display. These wooden displays can either be small (for on a desk) or big (on a wall for example). The wooden displays could be branded naturally with a laser or brander. The wood is a rusty material and the text on the wooden display would be permanent, therefore this advertising material is very durable, say at least 20 years. It might be possible to get recycled pieces of wood from their partner Kringloop, for example from an old cupboard. And the branding could possibly be done within the network of WaardeRing as well. Otherwise, there are several companies in Zwolle that can do the branding, for example at Woodlaser or Graveren Zwolle. The prices per piece are around 30 euros, but for an exact price a quotation is needed.

## Environmental Impact, Financial & Time Investment

The environmental impact of the wooden displays is generally small. The displays are made from wood and therefore biodegradable, they are rusty and thus stay in a good shape for a very long time. They do not contribute to the waste problem and are easily reusable, if one partner does not want the display anymore, another (new) partner could use it. The wood itself is ideally recycled wood from their partner Kringloop. If this turns out not to be possible, new wood needs to be used which will cost a (hopefully FSC certified/sustainably managed plantation) tree. Also, when everything could be produced in Zwolle, the production costs and transport (costs) are limited. When the wood is recycled and from their partner Kringloop the costs for wood are most likely very low or free. The engraving could possibly also be done within the network of WaardeRing, but if not, there would be an expense for producing. Also, the transport would lead to some expenses. The time investment to create wooden displays is singular in terms of managing the production and amount of recourses. After this the wooden displays can be used unlimitedly.

## ADVICE

**Because of the long durability, sturdiness, biodegradability, and since the time investment is singular. This idea seems very feasible and sustainable, and we would recommend WaardeRing to use the wooden display as a promotion for the partners.**

## Design

There are several options, they can first of all be made from wood. But also from sustainable paper. The paper displays can be created and bought from Groenprint.nl for example, where they use sustainably sourced paper, or at Drukzo or Drukwerkdeal where you can get a cardboard display, which is sturdier. According to the survey that researched the partners preferences, five of the partners thought that the wooden or paper display would fit their company very well. Three partners chose the sustainable paper display as their favourite and two chose the wooden display as their favourite advertising option. When you count the wooden display and paper display as one, it was the second most preferred advertising option for the partners. The wooden displays are very sturdy and durable, but the paper (carton) displays are easier to change, it is more flexible as one partner nicely put it. However, looking at the sustainability of the products, the wooden display is more sustainable as minimising consumption and use of recourses is better for the environment. Especially when it is made and sourced from within the network. Therefore, we would recommend WaardeRing to use the wooden display as promotion for the partners.

# WINDOW STICKERS

At the start of the SiD process the team had come up with the idea to use window stickers as a promotion material for the partners. This idea received positive feedback from the client during the first meeting and therefore got further developed. The findings of the research were, that in general, stickers cause a lot of environmental issues, they contribute to water pollution, soil contamination, carbon emissions and deforestation. Stickers are generally not recyclable or compostable, the most used material is Vinyl (aka PVC), which is unfortunately also the most unsustainable material out there. It spreads microplastics and is said to be the most hazardous plastic to our health (Osmanski, 2020). On top of that, stickers often claim to be sustainable, but they are not or are just partially sustainable, as stickers consist of 5 components. If one of these components is not sustainable, for example not recyclable while the other four are, then the entire sticker is not recyclable and should therefore not be called sustainable. This makes it even more complicated.

However, the team did find two types of stickers that were compostable or recyclable and easily reusable. These stickers are called Yupo Tako stickers and wood-pulp stickers.

The wood-pulp stickers (sustainably sourced) were very promising at first, they were said to be strong and fully compostable. But unfortunately, the team found out before the second meeting with the client that it was only possible to get it from the United Kingdom, which would cause high transport costs and emissions. On top of that, the team found out that the stickers were not very durable, just one year. Whilst vinyl stickers are durable for thousands of years, which is of course also not sustainable, but neither are stickers that would need to be produced and shipped over and over again.

The other option was Yupo Tako stickers, which is Japanese for micro-octopus. These stickers are glueless and stick to flat surfaces through micro suction cups. They are easy to (re)apply and are made from PVC free vinyl, which is fully made from recyclable materials and printed with eco ink (Sticker.nl, n.d.). These stickers were produced all over the Netherlands including Zwolle and were therefore an interesting option as it would limit transport costs and emissions. In Zwolle Diesignloods and Textline Zwolle both offer recyclable Yupo Tako stickers.

However, in a later stage, the third phase of the SiD process, the team found out that also these stickers are only durable for 2 years. This made the stickers much less attractive, as minimising consumption and use of resources is better for the environment. The team and client were also questioning if the recyclable stickers would actually get recycled and after asking people on the streets what they would do with seeing a window sticker, only 24,4% answered that they would take a look at it. Also, none of the partners said they were interested in using the stickers. Therefore, the team decided to drop this idea and the advice is to not use window stickers for the partners to promote WaardeRing.

## ADVICE

**In conclusion, taking all the forementioned considerations into account, the advice of the project team is to not use window stickers to promote WaardeRing.**

# SEED PAPER FLYERS

Paper and pulp consumption is predicted to double globally between 2010 and 2060. Likewise, the quantity of paper waste will increase. The world's forests are already under a great deal of pressure, and conditions are only going to get worse. Additional paper manufacturing will simply intensify this problem (The World Counts, n.d.). However, when it comes to physical advertisement, flyers have proven to be an effective tool, especially for reaching a big audience. Companies can discover new customers and contribute to the development of enduring relationships that enhance customer retention and increase brand recall for easier re-engagement by having more in-person, intimate interactions (Parker, 2023). Research shows that 89% of people remember receiving a flyer, more than any other form of advertising. What is more, 79% of consumers keep hold of flyers they receive, pass them on, or at least look at them (Parker, 2023). Still, this type of advertising is considered successful as long as just about 2% of the flyers generate sales, which results in massive amounts of consciously produced paper waste (Durning, 2015). For that reason, we present you with a product which mitigates both pollution and over-distribution. The seed paper flyers are not only biodegradable, but they can also give life to a new plant, standing against the issue of deforestation. Exclusively produced by hand, the seed paper flyers aim to influence everyone who has a hold of them. With a limited number of flyers, they will be specifically targeted, rather than randomly spread to anyone at sight. The flyers can turn into a typical trademark of WaardeRing, promoting the network's core value – circularity.

## Design

The design that the Ladies of The Rings have come up with consists of a small-sized hand-made paper (after conducting research, we have concluded that of all 3 ways of producing seed paper, making it by hand is the most environmentally friendly option). On one side of the paper there is a specifically designed QR code that, when scanned, takes the customer to the main page of WaardeRing. That way, the product will be as material efficient as possible. On the other side of the flyer there will be short but clear instructions on how to plant the paper itself.

## ADVICE

**In conclusion, taking all the forementioned considerations into account, the application of seed paper flyers as an advertisement tool by WaardeRing is strongly advisable.**

## Environmental Impact, Financial & Time Investment

To begin with, as previously mentioned, seed paper flyers have an overall positive impact on the environment, promoting reforestation. However, when getting the necessary materials, one should have the following considerations:

- The seeds should be of flowers, typical for the region that they will be planted at, as that is most beneficial for the pollinators
- The seed should not be treated with any kinds of pesticides or herbicides
- The paper, that is going to be recycled should not be laminated or treated with heavy chemicals
- The ink, used for stamping the paper, should be water/soy/walnut/algae-based so that it does not affect negatively the germination of the seeds inside the paper

In terms of financial investment, the existing expenses are: seeds, stamp (40-80 euros) and ink. The production process will not cost WaardeRing any financial expenses as the work can be 'outsourced' to the Arbeidtrainincentrum. As a partner of the network, this school has experience with practical work, and creating seed paper would be a good addition to the curriculum. That way, both parties – WaardeRing and Arbeidtrainincentrum, will benefit from the process with one receiving flyer materials for no cost, and the other gaining useful practice. The Ladies of the Rings have already tested whether a seed paper-making workshop is feasible for the Arbeidtrainigcentrum by holding a try-out that was previously described in this document. Furthermore, we have been in contact with Wilco who has demonstrated interest in the project and is therefore on board.

Finally, the time investment that the seed paper flyers would require is substantial, due to the lengthy process of making the paper by hand. However, it is also a one-time investment as a big quantity is expected to result from the workshop.



# SCULPTURE

The idea of the sculpture has come from the already existing banners WaardeRing distributes to their partners to show they are part of the network. However, there are not enough banners for every partner, and it is a hassle to bring them around. Besides, according to the information the team has received from WaardeRing, making banners is expensive and not the most sustainable. The sculpture is a cheaper and more sustainable solution.

## **Environmental impact:**

By using products from within the network, no new products need to be made, which is more sustainable as you recycle waste products.

## **Financial and Time investment:**

These sculptures could be made in collaboration within the network to make it less expensive and it is a smaller time investment for the company.

## **Design:**

The sculpture is made from recycled and waste material, making every sculpture unique. The size of the sculpture depends on personal preferences. It could be big for outside, but it could also be small to use it like a desk display.

## ADVICE

**If there is want and need for more banners, the advice is to have less expensive, more sustainable, and more creative sculptures to advertise WaardeRing.**

# SUITCASE DISPLAY

The idea of the suitcase has come from the already existing ladder WaardeRing uses at events to show information about WaardeRing in a creative way. However, this ladder is big and bulky and difficult to bring to every event. The suitcase is a more convenient and portable solution.

## **Environmental impact:**

By using products from within the network, no new products need to be made, which is more sustainable as you recycle waste products.

## **Financial and Time investment:**

The suitcase could be made in collaboration within the network to make it less expensive and it is a smaller time investment for the company.

## **Design:**

As the ladder already has all the information needed, the only thing that needs to happen is transport it in a creative way into the suitcase. This suitcase could also hold the team's idea of the seed papers for example. By opening up this suitcase, all the information and whatever you would like to add about WaardeRing opens up to you.

## ADVICE

**If there is want and need for something more convenient than the ladder, the advice is to have a smaller, creative, and interesting suitcase to advertise WaardeRing.**

# FLOOR PAINTING

The idea of the floor painting came to the team's mind because of the floor paintings that exist in the city centre of Zwolle. They catch your eye and a lot of people would see them. According to our survey that we did it is a good way to catch citizens their attention and the WaardeRing network could be more known after this. There would be two options to carry this idea out:

## Pressure washing the floor

The first one is to hire a company who is specialized in doing this.

[https://natuurlijkadverteren.nl/straatreclame/reverse-en-green-graffiti/?gclid=CjwKCAiAmZGrBhAnEiwAo9qHiakU9fv\\_5VSN78JSGoD-dxknKgO-ifW1ma5DI44aEdE3-gi7-yMWYRoCYiOQAvD\\_BwE](https://natuurlijkadverteren.nl/straatreclame/reverse-en-green-graffiti/?gclid=CjwKCAiAmZGrBhAnEiwAo9qHiakU9fv_5VSN78JSGoD-dxknKgO-ifW1ma5DI44aEdE3-gi7-yMWYRoCYiOQAvD_BwE)

This website is an example of a company that does this. This is done with a pressure washer which "cleans" the street with a template. In this way, only the logo or a QR code would be cleaned and seen on the street.

Some downsides are that this is expensive, it would cost between 1000 and 3000 euros. Also, the environmental impact is that it uses drinking water which causes unnecessary water usage. Another negative point of doing this is that the municipality of Zwolle does not give out permits to do this.

The plus side of doing the floor painting with a pressure washer is that it can stay from 6 months to 3 years.



## Floor painting

Another way to carry this idea out is to make the floor paintings yourself. This could also be done by, for example, students from CIBAP or another school. For this Chalk spray and a piece of cardboard (which can be used from old papers from a school). There are several options online for companies that claim to have environmentally friendly chalk spray paint. One example of this is <https://www.nonpaints.com/nl/montana-chalk-spray-spuitbussen-400ml> they claim to have environmentally friendly and high-quality spray chalk. But those are only claims since they don't have any evidence of this on their website. This method would cost around 10 euros per bottle, and the cardboard should be available for free. The downside of this is that it would only stay for around 7 days on the floor, which would depend on the weather.



# ADVICE

Using a floor painting as a marketing method could work when WaardeRing wants to have a unique way of reaching citizens. If there is budget, it would be nice to hire a company because WaardeRing's marketing would stay in the city for a long time, and it would reach a lot of people throughout the period the painting lasts. With only little or no budget, it could be an option to do it by yourself or let students do it.

# SOCIAL MEDIA/VIDEO

Even though the client initially leaned towards the team only producing physical promotional strategies, the exploration into alternative advertising avenues has unveiled a compelling prospect - social media advertisement and promotional videos. These advisory aims to shed light on the environmental implications, financial considerations, and time investment associated with this digital approach, providing valuable guidance for WaardeRing collaborating with partners, advocating their circular economy, and hosting events. Despite the conventional preference for physical ads, the report champions the transformative potential of embracing a more sustainable and impactful way to connect with your partners and audience and showed significant interest from WaardeRing's partners in the partner survey the team created and spread out (see appendices).

## Environmental Impact

On the positive side, digital advertising significantly reduces paper consumption, a notable win for the environment as well as the influence a company can have through platforms promoting sustainable approaches like circular economy or referring to a company's implementation of the SDGs for example. However, it is crucial to recognize the environmental footprint associated with server farms hosting digital content, as well as data transfer, internet usage, the e-waste that comes with the usage of electronic devices for producing a video but also using social media platforms, prompting a comprehensive consideration of the overall ecological impact.



## Financial & Time Investment:

Social media advertising is often more budget-friendly than traditional methods. According to industry data, the average cost per thousand impressions (CPM) for social media ads is substantially lower than print advertising. Additionally, the real-time analytics provided by digital platforms enable swift adjustments, optimizing both financial resources and time.

## ADVICE

**By optimizing the content, minimizing the length of videos, recycling the content by using existing footage and taking the chance to raise awareness in terms of sustainability, social media and the tool of promotional videos can reduce the environmental footprint and add a lot of value to the company. Green hosting possibilities, rapidly improve energy efficiency of data centres and networks as well as it is possible to be responsible with the e-waste disposal. Therefore, the mentioned environmental implications are comparably minor to other physical advertisement methods. Social media and especially its moving images offer numerous advantages. It is more engaging and memorable than static images or text, provides a significant opportunity to reach a diverse audience, allows visual storytelling, fosters the brand's authenticity and creativity on platforms like Instagram through Reels, which also offer interactive features, targeted advertising, and give insights of metrics and analytics that make the advertisement customer- or partner oriented and measurable.**

**Tailoring your social media content for specific platforms can enhance the effectiveness. Platforms like Instagram and Facebook are ideal for broader brand awareness, while LinkedIn is a strategic choice for B2B collaborations. Leveraging the storytelling power of videos can elevate engagement, especially when promoting events or conveying WaardeRings unique approach. Taking all impacts and investments into account, Social Media marketing and its associated promotional videos should be seen additional to the other ideas as it does not replace stand-alone giveaways that can reach pedestrians or serve as a physical display that can be put in partner's offices.**

**However, besides the partners that were enormously enthusiastic about this idea, social media marketing is not not only indispensable but also integral for staying relevant and effective in reaching target audiences. Disregarding the potential of social media marketing and video content would be a missed opportunity, as they have become essential tools for maintaining visibility and staying in tune with current marketing trends.**

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# APPENDICES

## Partners Survey Results on Monday 27/11/2023

	Who	First choice	Why
1	Martijn - Windesheim	Video	Sluit het beste aan bij bestaande communicatiemogelijkheden
2	Liedewij de Graaf - Ik circuleer	Houten baliedisplay / houten bord	Lokaal hernieuwbaar materiaal
3	Simon Harmens - Hoogeboom	Video	Dit heeft een dubbel doel voor zowel netwerk waardering als eigen bedrijf
4	Banoë Barzingi - Gemeente Zwolle	Video Seed paper flyers	Ambtenaren willen niet lezen, iets bekijken is altijd beter. En iets meegeven zodat ze het zelf later kunnen bekijken ook. De overige materialen zijn elders beter inzetbaar of tijdens bepaalde momenten zoals de week van ce.
5	Wilco wezenberg Thorbecke, Talentenstad en Twijn in Bedrijf	Houten baliedisplay / houten bord	Hout is m.i. een mooi duurzaam materiaal met een mooie uitstraling
6	Michèle Mac Lean, gemeente Staphorst	Video	Videos kunnen ook online gedeeld worden, hiermee zullen meer mensen in aaraking komen met WaardeRing
7	Mark Oldengarm, Stichting Kringloop Zwolle / Noggus&Nuggus	Poster of baliedisplay van duurzaam papier	Deze is in alle vesitigngen goed te gebruiken. Bij eventuele aanpassingen is papier duurzamer dan bijv hout.
8	Marjolein Mann, ROVA	Video	Het laat concreet zien wat we doen en is makkelijk te delen/verspreiden via onze eigen website, sociale media etc.
9	Wendy Koehorst de Ambelt	Video	Er zijn meerdere collega's verdeeld over meerdere locaties. Om deze goed te kunnen bereiken en laten zien wat WaardeRing doet, is het laten zien van promofilm op bv een studiedag het meest effectief.
10	Minze Leistra, CIBAP	Poster of baliedisplay van duurzaam papier	Blikvanger op ball's.
11	Marc vd Buijs, Frion	Sculpture Video	Video kun je online delen met je hele organisatie. Bijzondere Sculpture valt op als die op de balie staat. Onze organisatie heeft veel netwerkpartners. Je kan niet van alle een sticker op de deur plakken of bord op je locatie zetten.
12	Schatkamer	Straat tekening door straat schoon te spuiten of dmv krijtverf	Vernieuwend, prikkelend en sneeuwt niet onder tussen de rest van de flyers. Ruimte voor de waarde van de WaardeRing.
13	Maartje van den Berg - Blossom architecture	Straat tekening door straat schoon te spuiten of dmv krijtverf	Ik vind het leuk en is op een plek waar niet iets anders is 😊
14	Kringloop	Video Straat tekening door straat schoon te spuiten of dmv krijtverf	Spreekt aan
15	Klerenzooi	Video	Beelden spreken. Daarnaast heb je hiervoor niet veel materiaal nodig. Hierdoor kunnen jullie hopelijk de boodschap zo volledig mogelijk overbrengen. Een korte video waarin duidelijk wordt wat jullie doel is. Wellicht als verlengstuk de waarde die jullie toevoegen samen met partners, bijv. een video serie als "partners aan het woord". De stijl van de video (evenals de doorvertaling via bijv. sociale media, website en andere platformen) is wel bepalend voor het succes van de video ('s) 😊.
16	Janique Nijhof, Polymer Science Park	Poster of baliedisplay van duurzaam papier	Omdat het flexibel is en op meerdere plaatsen in het pand geplaatst kan worden.
17	Isa, Gemeente Zwolle	Seed paper flyers/ visitekaartjes	Tijdens een gesprek zou ik het over WaardeRing hebben en een visitekaartje meegeven.
18	Karin van Vilsteren - van Voorst, Gemeente Zwolle	Video	We werken binnen de gemeente op verschillende plekken en mogen niets op de muur hangen

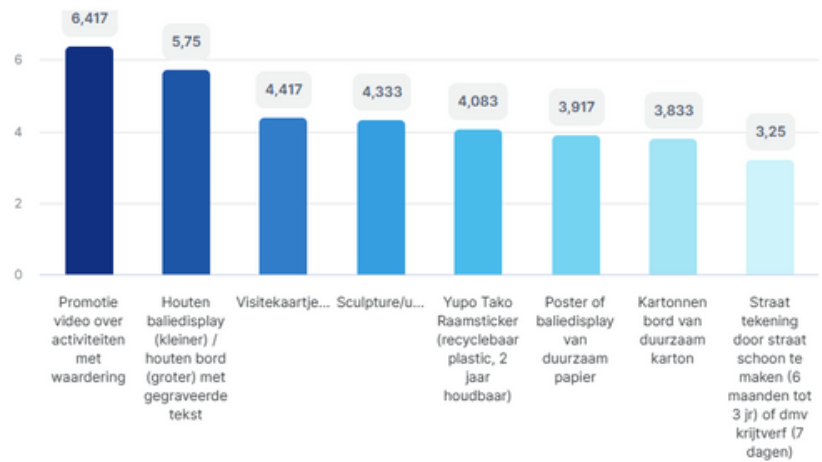
# APPENDICES

Zet nu alstublieft de reclame materialen op volgorde van uw voorkeur

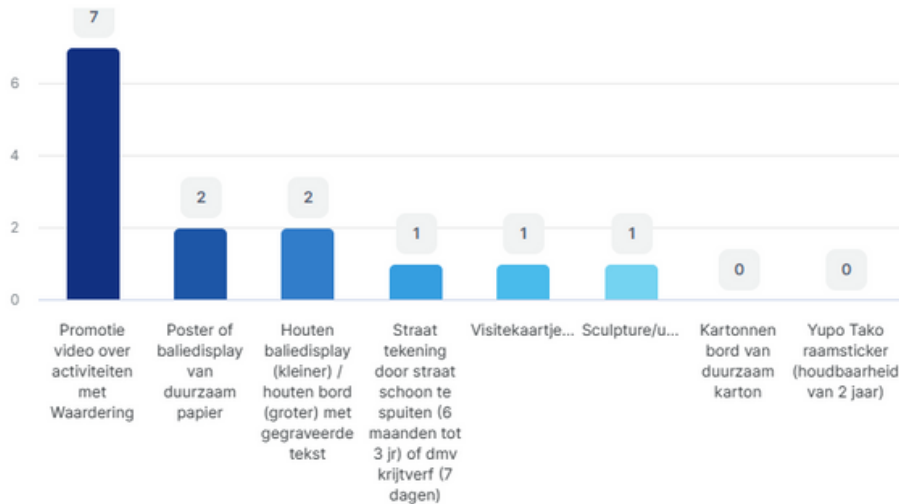
Verander de volgorde volgens uw voorkeur (1. - belangrijkste, laatste - minst belangrijke)

1. Yupo Tako Raamsticker (recyclebaar plastic, 2 jaar houdbaar)
2. Houten baliedisplay (kleiner) / houten bord (groter) met gegraveerde tekst
3. Kartonnen bord van duurzaam karton
4. Poster of baliedisplay van duurzaam papier
5. Sculpture/uniek beeldje van gerecycled materiaal
6. Promotie video over activiteiten met waardering
7. Visitekaartjes/groep papier met lokale zaadjes er in
8. Straat tekening door straat schoon te maken (6 maanden tot 3 jr) of dmv krijtverf (7 dagen)

10 jaar), tenzij anders vermeld. Zet nu alstublieft de reclame materialen op volgorde van uw voorkeur



11. Wat vind u de beste vorm om WaardeRing mee te promoten in uw bedrijf?



Question 11 gives a clearer answer to the preference of the partners as it was mandatory to answer and say which advertising material is their favourite. The question above (question 10) was not mandatory (because that was not possible in the program Survio) and many survey respondents have not given a preference at all, or only dragged their favourite to the top, this gives an unclear result. Therefore, the advice is to look primarily at the result from question 11.