



 wildzoekers

A nature monitoring platform that turns city residents into explorers.

TU/e

*Final Bachelor Project Report
Industrial Design
In 7424 words
Mats van Deijck*

COLOPHON

Final Bachelor Project Report

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PROLOGUE

Dear Reader,

It is wonderful to have you here. Whether you are an assessor, a student looking for inspiration, or a third party who helped me along the way—welcome. I hope this report gives you a full picture of my design process and final concept.

This past semester, I have focused on the interaction between nature and people. Growing up in the densely populated Netherlands, I noticed how separated we are from the natural world; almost every piece of land is strictly managed, leaving little room for wild nature.

Living in Stockholm last semester showed me that things can be different. The city balances one-third built environment, one-third water, and one-third nature. On countless hikes and evening walks, seeing wild vegetation and animals like deer and squirrels made me realize that people and nature can actually live and thrive together.

Driven by my vision to design for people and nature to live together better, I joined the Health and Inclusive Design (HID) squad at the TU/e. Spoiler: the current climate and nature crises are said to be a global health emergency (Zielinski, 2023).

Because I had never truly designed for the relationship between people and nature, the HID squad felt like the right place to do so. Its focus on real-world context and people matched my second goal too: to reach out more to experts and real users outside the academic environment.

I invite you to turn the page and join me in designing a wilder and healthier future.

Enjoy the read,

*Mats van
Deijck*



AI STATEMENT

For this report, I used the support of Claude (Anthropic) and Gemini (Google). These tools were used to:

- Correct and improve sections of the text, which were always reviewed, edited, and approved by the author.

Additionally, Claude (Anthropic) and Gemini (Google) were used as a co-creator in the development of the online monitoring platform prototype. AI-generated code formed the basis of the prototype, which was subsequently extended and modified by the author. All AI-assisted content has been critically reviewed by the author. The ideas, design decisions, research, and overall report remain the original work of the author.

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part 1

EXECUTIVE SUMMARY

Really short on time? This is for you...

Cities are growing, and as they do, the natural world around them continues to shrink. At the same time, the world is facing both a climate crisis and a nature crisis, which together form what researchers describe as a global health emergency (Zielinski, 2023).

Urban rewilding, the process of restoring wild nature within cities, offers a meaningful response to this emergency. It improves biodiversity, manages water and flood risks, keeps cities cool, and contributes to the health and wellbeing of residents (Lehmann, 2021).

However, research consistently shows that residents prefer managed, tidy green spaces over wilder ones, and often perceive unmanaged vegetation as neglect (Włodarczyk-Marciniak et al., 2020). Without public acceptance, rewilding efforts are unlikely to succeed or scale.

This design project explored how design can improve the social acceptance of micro-rewilding interventions in urban areas. The project was conducted at the TU/e within the Health and Inclusive Design squad. The design process followed the Design Thinking framework across six iterative cycles, combining literature research, exploratory fieldwork, observations, interviews, co-creation sessions, and prototype testing.

Three factors repeatedly emerged from both existing literature and original research as meaningful drivers of public acceptance: visible intention, local involvement and participation, and communication and education. These factors became the foundation for the design guidelines used throughout the project.

The final design concept is called 'Wildzoekers', meaning Wild Seekers. It is a nature monitoring platform wrapped in an exploration game, designed to build acceptance of deliberately wild urban green spaces amongst residents. Nature managers, such as municipalities or urban foresters, hire the Wildzoekers service when rewilding a green space. They receive a set of 3D insect models alongside a tailored online platform and information signs. Residents who pass through the space can scan a QR code on one of the insect models,

which brings them to the platform. There, they learn about the surrounding vegetation through an interactive quiz, watch a short video from the nature manager explaining the vision behind the rewilding, and are invited to log their own observations of living insects in the space. The data collected through resident observations gives nature managers a practical tool for monitoring how the rewilding process is developing over time.

Wildzoekers addresses all three identified drivers of acceptance in one integrated concept. The insect models and information signs communicate visible intention. The observation and logging features give residents an active role. The quiz and manager video provide education and direct communication. It also stands out as a fun and low-barrier concept, with the possibility of joining the list of 'Active Wild Seekers' encouraging residents to find all insect models.

Expert interviews and an observation study conducted in Spoorpark in Tilburg produced broadly positive responses and confirmed the potential of the concept. However, further validation is needed before implementation can be recommended, particularly regarding the effect of the platform on residents' attitudes and the physical durability of the insect models.



part 2

INTRODUCTION

*It restores damaged ecosystems and improves biodiversity. It manages water and flood risks. It keeps cities cool and makes them more resilient to climate change. It saves money. It contributes to the health and wellbeing of residents. And it might be **urban rewilding** (Lehmann, 2021).*

The world is experiencing both a climate as well as a nature crisis. These crises are even said to be a global health emergency, both for humans and for the planet itself because they accelerate climate change, collapse ecosystems, and increase the risk of pandemics and various diseases and disorders (Zielinski, 2023).

With two thirds of the world's population expected to live in cities by 2050 (World Urbanization Prospects 2025: Summary of Results, 2025), cities continue to expand, meaning that the natural world around them will continue to shrink. Therefore, while efforts must be made to restore the natural world outside cities, it is equally important to make efforts to restore the natural world inside them.

Managing Monitoring

It is these urban green spaces that have the potential to combat the 'global health emergency'. To restore urban nature, diverse native vegetation can be planted, degraded soils remediated, and habitat structures created with deadwood and ponds. This is an active form of restoring the natural world. Additionally, mowing must be reduced or eliminated, pesticides and fertilisers must no longer be used, and spontaneous vegetation succession must be allowed. This is a passive

form of restoring the natural world. All, both active and passive, are practical examples of urban rewilding. Urban rewilding is defined in 'BioScience' as

“ The reintroduction of locally extirpated, missing, or surrogate faunal species into habitat patches, parks, and reserves within or adjacent to human commercial or residential areas. The overarching goals of urban rewilding are to increase wildness, enhance ecosystem function, optimize trophic level occupation and food webs, restore historical species assemblages, and foster more self-sustaining ecosystems that, in turn, improve resilience to future disturbances (Finnerty et al., 2025)... ”

To reach these goals, urban rewilding has to happen both actively and passively. However, it is the passive method that is often considered as 'neglect' that grows 'weeds'. As of now, many urban green spaces are heavily managed, dominated by mown grass, and therefore have low ecological value. Almost three quarters of the total green open spaces in cities are lawns. This is especially true for Western cities, where lawns are viewed as 'natural' and even as compulsory for the urban landscape (Ignatieva et al., 2015). Additionally, a recent study showed a preference by residents for managed greenery rather than wilder vegetation (Włodarczyk-Marciniak et al., 2020). This is something that has

been supported by many other studies before, and to this day remains an existing problem. (Özgüner & Kendle, 2004; Hofmann et al., 2012; Farahani & Maller, 2019)

In order to allow for urban rewilding, a shift from managing to a more monitoring role is needed. BioScience continues its definition by adding:

“ Urban rewilding is also intended to engage local communities, create opportunities for people to connect with local ecosystems, and foster a stronger sense of environmental stewardship (Finnerty et al., 2025). ”

This reveals opportunities for a more positive attitude towards wild urban green spaces. But the question of why it is still not happening on a large scale remains.

Design objective

This is exactly where design might prove helpful. In order to ensure this positive attitude, the focus must be on the role of people in the shift to urban rewilding. By following a design process, with multiple iterations including empathising and testing phases, designers are able to take into account different voices and create a solution that fits both nature and people.

The objective of this design project is to explore **how design can improve the social acceptance of micro-rewilding interventions in urban areas**. The design process consists of multiple iterations, following (parts of) a Design Thinking process. In the end, a design concept is introduced which could contribute to solving the problem. Insights gathered during the process may also contribute to future research and design implementations in order to address the problem.



part 3

RELATED WORKS

This section reviews existing research and initiatives related to the acceptance of wild urban nature, focusing on factors that influence how people perceive and engage with it.

A diverse set of studies selected include an early analytical review in 'cues to care' (Li & Nassauer, 2020) from a professor at the University of Michigan, results from surveys with visual stimuli in two German cities (Mathey et al., 2016), insights from a 2 year long 'citizen science project' in Zurich (Vega et al., 2021), and a master thesis for Wageningen University from Lagarde (2022), now specialist in urban rewilding for NL GreenLabel. In this section, insights from these studies and current and past initiatives are set out.

In different studies it has been found that a clearly **visible intention** significantly improves acceptance. Li and Nassauer (2020) refer to 'cues to care' as design interventions, such as mown edges, paths, and signage to signal human intention. In general, intention can be communicated through denotation (signalling), and demarcation (physically marking boundaries) (Lagarde, 2022). Some municipalities already aim to create a sense of intention by placing an information sign next to a wild urban green space (see Figure 1).



Figure 1: An information sign placed by the municipality.

Furthermore, studies have shown that **local involvement and participation** in decision-making significantly raised acceptance (Mathey et al., 2016). Notably, greening in neighbourhoods already mainly happens through private initiatives (Lagarde, 2022), suggesting that bottom-up community action is a natural entry point for design interventions aimed at making wild nature more acceptable. An initiative that touches upon this is 'Tiny Forests' by the Dutch Institute for Environmental Education (IVN). By planting many types of natural vegetation, together with residents, schools, or local organisations (see Figure 2), this initiative shows active

rewilding while strengthening the relationship between people and nature (Alles Over Tiny Forest - IVN, 2026).



Figure 2: Children collectively working on a 'Tiny Forest'. Photograph by IVN (Alles Over Tiny Forest - IVN, 2026).

Lastly, studies also find that residents that have more knowledge of nature and biodiversity show higher acceptance (Lagarde, 2022). For instance, a citizen science project in Zurich demonstrated that through learning people grew a more positive attitude towards spontaneous vegetation (Vega et al., 2021). This shows the importance of **communication and education** about wild urban vegetation. The More Than Weeds campaign (Morss, 2021) (based on the Sauvages de ma rue initiative (Sauvages De Ma Rue, n.d.)) raised widespread awareness, knowledge and respect for wild urban vegetation. By chalking their names next to wild vegetation often seen as 'weeds', the initiators gave people the

knowledge and language to see it differently.

The related works have shown that acceptance of wild urban nature can be improved through multiple factors. However, most examples focus on individual interventions, such as signage or community initiatives, rather than a broader design approach for shaping acceptance in different urban contexts. This shows the need for an integrated *design approach* that looks into how acceptance of wild urban nature can be increased.



part 4

DESIGN PROCESS

A description of the completely unpredictable yet structured, six-iteration human-and-more-than-human-centered design process.

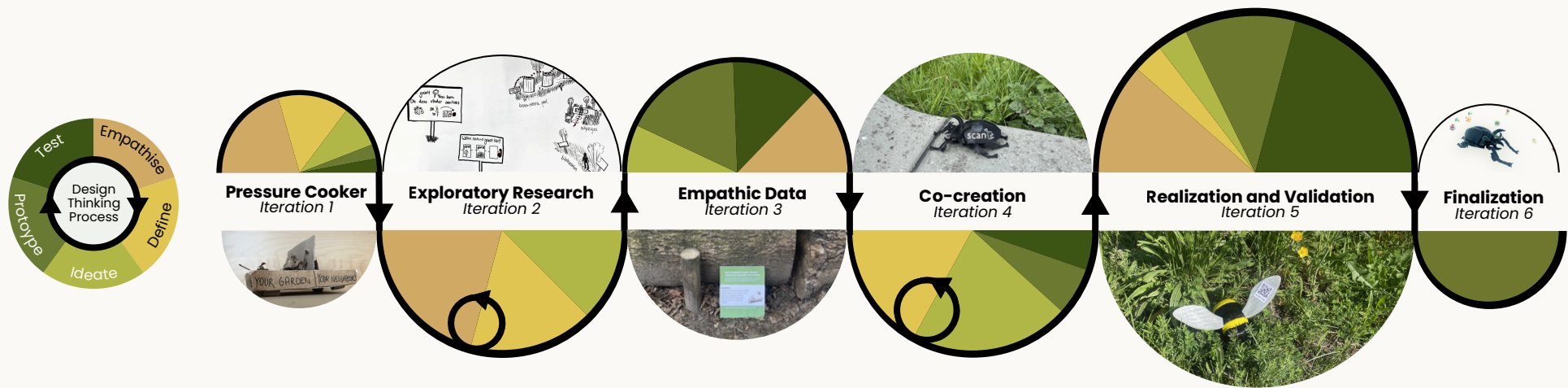


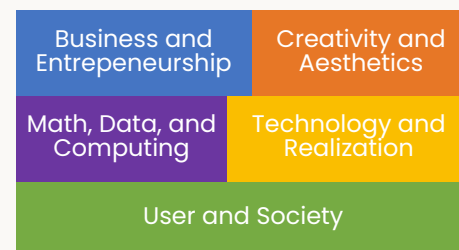
Figure 3: A visualisation of the process.

Overview

The design process consisted of six iterations. Throughout the process, phases of the Design Thinking Process were followed in chronological order: Empathise, Define, Ideate, Prototype, and Test (Design Thinking Bootleg, 2025). To allow for flexibility, not every iteration followed exactly one complete cycle of the Design Thinking Process. Each of the six iterations represents a distinct design concept and has been given a name characteristic of that stage. The visualisation of the design process (see Figure 3) depicts each iteration as a half circle, divided into coloured segments representing the Design Thinking Process phases carried out within that iteration. Both the overall size of each half circle and the size of its individual segments reflect the

relative extensiveness of that iteration and its phases across the entire process. The two loops show steps back in the Design Thinking Process.

Throughout this section and the next, some text will be coloured related to the 5 different expertise areas within the Industrial Design faculty of TU/e. These expertise areas have guided my personal and professional development throughout the project.



Pressure Cooker - Iteration 1

The first iteration took place over the first five days and was chosen to **start the creative flow**, rather than risk getting stuck in extensive literature research. One full cycle of the Design Thinking Process was followed, with emphasis on the earlier phases.

For the *Empathise* phase, Extreme Personas (Bartesaghi, 2021) were created based on assumptions. This method was chosen to explore contrasting perspectives on the problem statement, and in doing so, generate solutions feasible for both extremes. The exercise revealed varying visions of urban vegetation, from vegetation as the centre of the cityscape to not being part of it at all. The solution should be a balance

between enabling rewilding and not hindering people (see Appendix A).

For the *Define* phase, Why-How Laddering (Design Thinking Bootleg, 2025) was used to map current problems and explore initial directions for the ideation phase (see Appendix B). A mind map was then constructed to organise these directions, after which the **Crazy 8's technique** (Crazy 8 | Design Thinking Methods Catalogue, n.d.) was used to generate eight distinct concepts (see Figure 4).

The 'Wildlife Corridor' concept was born and prototyped (see Figure 5). It's a stand on wheels that would take place in different neighbourhoods every week. Neighbours would be

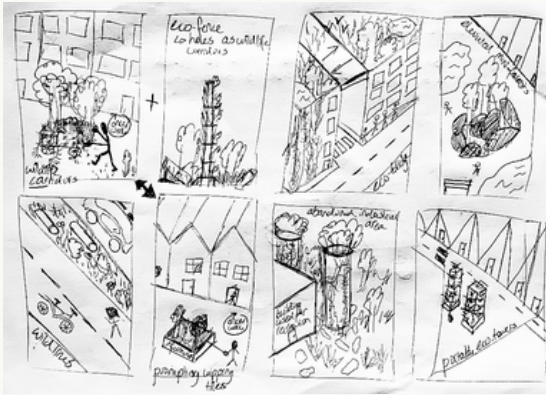


Figure 4: Crazy 8's sketch results.

able to take vegetation from the stand to rewild their own garden and therefore create a small wildlife corridor with all the neighbours participating.

After presenting the concept to fellow Industrial Design students and coaches, feedback was structured using a Feedback Capture Matrix (Design Thinking Bootleg, 2025). The most critical feedback concerned the social acceptability of the concept, prompting a new iteration to investigate this further.

Figure 5: Low-fidelity Wildlife Carridor prototype.



Exploratory Research - Iteration 2

This iteration was more grounded in research before developing another concept.

In the *Empathise* phase, literature and online resources (videos and webinars) on urban rewilding and its public acceptance were consulted. Moreover, a **PESTEL analysis** was made, and **stakeholders** for this project were mapped (see Appendix C and D). Additionally, an ecologist, also the **client of the project**, was interviewed in an **open interview**.

Three factors to improve acceptance were recurring: visible intention, local involvement and participation, and communication and education (as addressed in the Related Works section). To validate some of these findings first-hand, acquire new insights, and establish a starting point for ideation, **exploratory research** was conducted. As preparation, a two-hour walk through different parts of the city of Tilburg was made, documenting all types of vegetation encountered through photographs.

All 16 vegetation types were plotted in a 2x2 matrix with ecological value and maintenance as axes. These axes were chosen to assess the degree of rewilding respectively based on active and passive urban rewilding practices. Five people from my personal network (aged between 19

and 55) were then asked to rate all 16 types on a scale of 1 to 7, and a colour based on the average score was assigned to each type to indicate its general aesthetic value (see Appendix E).

Insights were then defined. A visible pattern confirmed what prior research has already shown: the least aesthetically pleasing vegetation was also the least maintained. It highlights the tension, because low maintenance is actually beneficial for rewilding, as it increases biodiversity and improves ecosystem functioning.

A few examples of vegetation also stood out. Number 10 is considered the most aesthetically pleasing while also being relatively ecologically enabling. Number 15 also stood out, both in the matrix and in the nature of the vegetation itself. Number 14 came closest to being both ecologically enabling and largely unmanaged (see Figure 6).

The process then moved back to the *Empathise* phase for a second round of exploratory research. The three standout examples were used to conduct **semi-structured interviews** with six people (aged between 19 and 55) from my personal network. The following questions were used to guide the conversations:

- What is your first reaction to this image?
- Does this feel like it belongs in a city? Why or why not?
- What do you think this place is for?
- Does your opinion change when I tell you this positively impacts biodiversity and the ecosystem? How?



Figure 6: The three standout examples of vegetation in Tilburg. Top left: 10. Top right: 15. Bottom: 14.

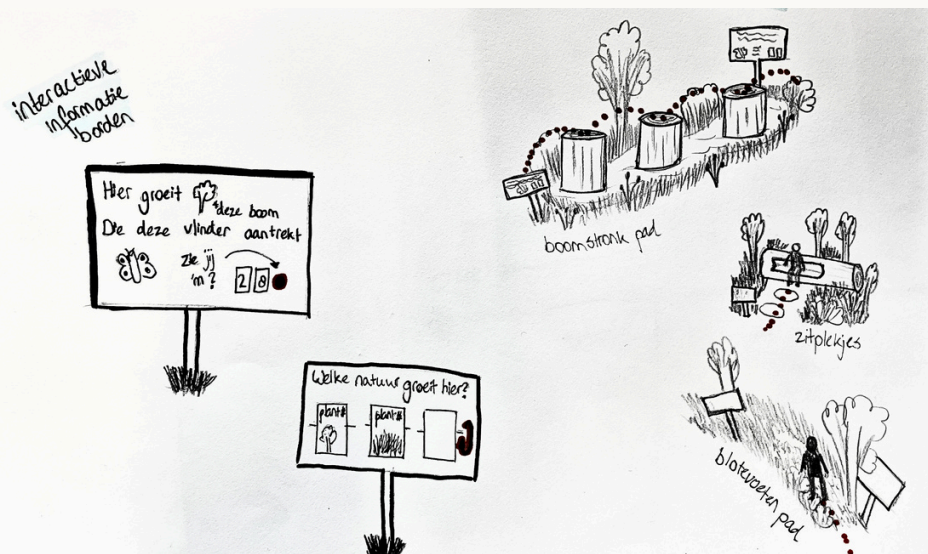
Insights from the interviews included that, as expected, people's opinions changed when they were told that the vegetation in number 14 was good for biodiversity and the ecosystems. However, notably, this did not happen for number 15. This demonstrated that explanation alone is insufficient to increase acceptance. A preference also emerged for larger leftover green spaces that are functional and accessible to people. This exploratory research showed the need for multiple factors to be combined in order to increase acceptance of wild urban nature (see Appendix F).

The insights from the Related Works plus my own findings were altogether defined as the design guidelines to enter the ideation phase with. Through **Exploratory Sketching** (Exploratory Sketching, n.d.), the idea of experienceable pieces of wild nature emerged (see Figure 7). It includes interactive information signs

posing questions such as 'Have you seen this butterfly?' with a physical mechanism for passersby to respond, alongside elements like benches and barefoot walking paths. This concept addressed several design guidelines, mainly functionality and visible intention.

However, returning to the principles of urban rewilding, it became clear that this concept risked compromising the ecological enabling potential of the vegetation. There seemed to be a conflict between the need for vegetation to be ecologically enabling and the space being functional and open to be used by people. Furthermore, the concept did not adequately address local involvement and participation, a key identified factor. Coach feedback also recommended exploring ways to keep the concept more engaging over time.

Figure 7: Sketch of iteration 2.



Empathic Data - Iteration 3

This iteration began with an extension of the previous ideation phase, after which empathic data was gathered using a low-fidelity prototype.

Through further sketching, a new concept emerged: a rewilding toolkit for adopted green spots. This **built upon an initiative** already offered by many municipalities: the option for residents to adopt a piece of greenery in the city. While local involvement and participation is natural for this initiative, the kit would provide tools to further increase acceptance.

The toolkit consists of three components: an information sign, interchangeable status signs, and an information booklet. The information sign, combined with the status signs, would communicate the intention behind the rewilding and engage neighbouring residents alongside the process. The booklet would equip adopters with the knowledge needed to update the status signs and guide them toward a monitoring rather than managing role (see Appendix G).

After creating low-fidelity prototypes, there was an opportunity to present the concept to coaches and fellow Industrial Design students during a mid-term Demo Day at TU/e (see Figure 8).

The resulting design directions were:

- Exploring the role of adopters more critically: are they necessary, and what other functions could they fulfil?
- Investigating alternative approaches to informing neighbours, such as guided tours or more visual and less text-heavy communication.
- Examining the strategic and practical viability of the concept.

To gather insights beyond the Industrial Design field, the information sign was tested in context. It was placed in two locations: a piece of adopted vegetation in Tilburg and a raised tree bed demarcated with dead logs (see Figures 9 and 10). Both places adhered to urban rewilding principles and thus provided fitting contexts for the test.

Passersby were observed from a distance (see Figure 11 and 12). Only those who noticed and read the information sign were approached for a brief **semi-structured interview**, guided by the following questions:

- What was your initial impression of this piece of nature? Did it seem intentional or neglected? What gave you this impression?
- How did your impression change after reading the sign?

- If there were no sign, what could this space look like or offer to still feel acceptable?
- Who do you think should be responsible for this piece of nature?

The findings were limited in number but valuable in quality. Only a minority of passersby noticed the sign, and after half an hour only three people stopped to read it fully. This already pointed to the need for more effective signage.

confirmed that the sign shifted their perception positively, while also noting that its placement and size needed improvement. When told that the vegetation was adopted by a local resident, they indicated that the message should feel more personal.

background research into the concept of adopting urban greenery, and to explore where the concept could connect most effectively with existing systems, a new iteration was initiated. The process moved back to the Define phase, guided by the design directions that had emerged from the mid-term Demo Day.

Figure 8: Photograph of Mid-term Demo Day prototypes.

Those three were interviewed and

Recognising the need for deeper



Figure 9: Prototype in context 1 (Tilburg).
Figure 11: Observation point of view.



Figure 10: Prototype in context 2.
Figure 12: Observation point of view.



Co-creation - Iteration 4

This iteration involved a creative pivot as a result of a collaborative ideation session. Furthermore the first high-fidelity prototype was made, and another test phase was planned.

But first, the current Service Blueprint and a Value Ladder (Weijsschede, 2025) for the concept of adopting urban vegetation were mapped. While no existing **Service Blueprint** could be found online, sufficient information was gathered from multiple municipalities to construct one (see Appendix H). It revealed that municipalities retain more control over adopted greenery than anticipated, and that many already offer information signs, starter packs, or other support. This pointed to an opportunity for municipalities to incorporate or distribute the new concept.

To **understand municipalities' motivations** for facilitating adopted greenery, a Value Ladder was constructed (see Appendix I). Three core values emerged: efficiency, sustainability, and residential stewardship. Furthermore, the Value Ladder revealed that the primary consequence attributed to adopted greenery is that residents maintain green spots. Shifting adopters from a maintaining to a monitoring role – as rewilding principles would require – could risk adopters losing a sense of

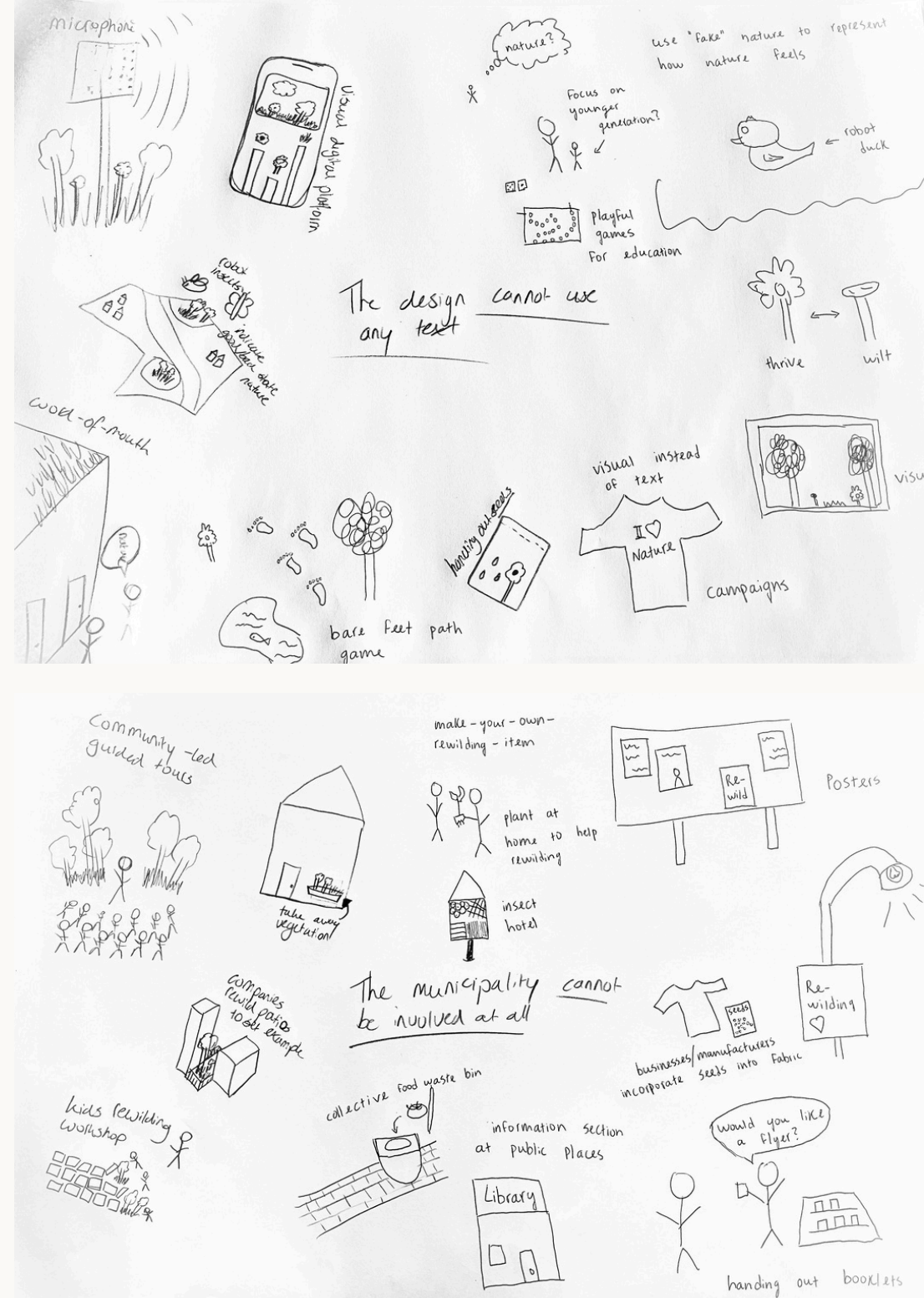
responsibility and ownership that now actually sustains the initiative. This highlighted the need for a clear and engaging task for adopters that would still create those same feelings.

The ideation phase that followed was a **collaborative ideation session** with a fellow Industrial Design student to expand creative potential and explore diverse directions. Therefore, **creative methods were used**, including the 'imposing constraints' technique (Design Thinking Bootleg, 2025). Inspired by the design directions from the mid-term Demo Day feedback, the two constraints were defined:

- The design cannot use any text.
- The municipality cannot be involved at all.

The session was divided into two parts. In the first, only the constraints and the design brief were shared with the collaborating student. Ideas were simultaneously added to the paper by both, in the form of sketches and brief notes (see Figures on the right).

In the second part, brainwriting (Arets, 2026) was used. All design guidelines were shared with the collaborating student. Concept ideas were then exchanged and built upon within a time limit of three to five minutes per round (see Figure 13). This part of the session produced four distinct concepts (see Figure 14).



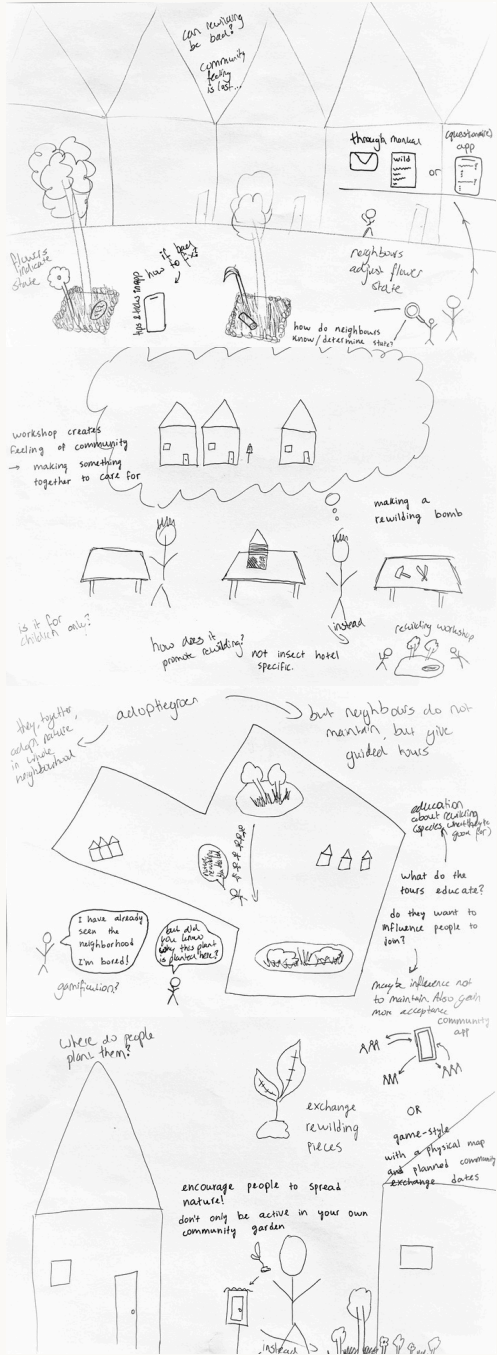


Figure 14: The four concepts ideated through brainwriting.



Figure 13: Other student ideating.

The process then stepped back to the *Define* phase. The four concepts were assessed using a trade-off matrix (Haq, n.d.) based on the design guidelines (see Appendix J), with colours assigned to cells to provide a visual overview of each concept's strengths and weaknesses.

By combining the main strengths of each concept and through individual further ideation (see Figure 15), the idea of an online monitoring platform was developed. This platform would be accessible by scanning 3D-printed insect models placed in adopted green spaces. The platform would provide information about the flora present in the space and allow neighbours to contribute by logging their insect observations. The insect models themselves would also serve as a form of visible intention. A fifth column was added to the trade-off matrix to assess this new concept (see Appendix J).

A 3D model of a beetle was then **prototyped and printed**, featuring the word 'scan' and an NFC scan icon (Adapted from Horned Scarab Beetle by Jimson, n.d.). NFC tags were stickered onto the beetle that linked to a **prototype of the online monitoring platform** (see Figure 16, 17, and 18). During prototyping, an additional feature was introduced: a map of all insects to be collected in the area. This gamification layer should increase engagement, a point where this concept lacked in the trade-off matrix (see Appendix J).

To **test the concept**, the beetle was placed in a wild green spot on the TU/e campus (see Figure 19) and left unattended (without observation). A Microsoft Forms survey was embedded in the platform with three questions (see Appendix K). Due to low foot traffic at the chosen location, no response was received after 30 minutes, and the test was ended.

The following day, the test was repeated at the most frequented route on the TU/e campus (see Figure 20). After 30 minutes, again, no responses had been submitted. This, combined with feedback from my personal network and coach, strongly suggested that a significant number of people are unfamiliar with NFC scanning. Furthermore, it suggested that the placement of the beetle needed to be tested in the next iteration to increase interaction.

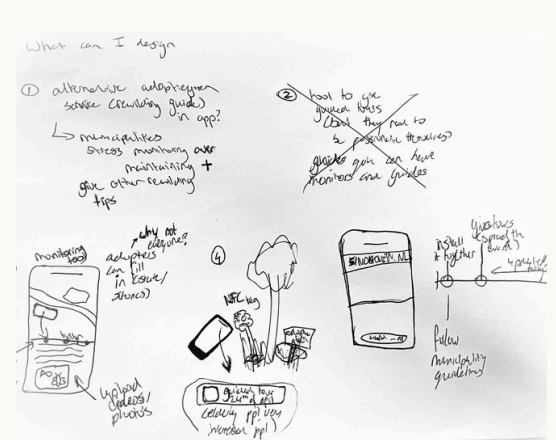


Figure 15: Sketches and notes from personal ideation.

Figure 16: Screen of the information section and map in the online monitoring platform prototype.

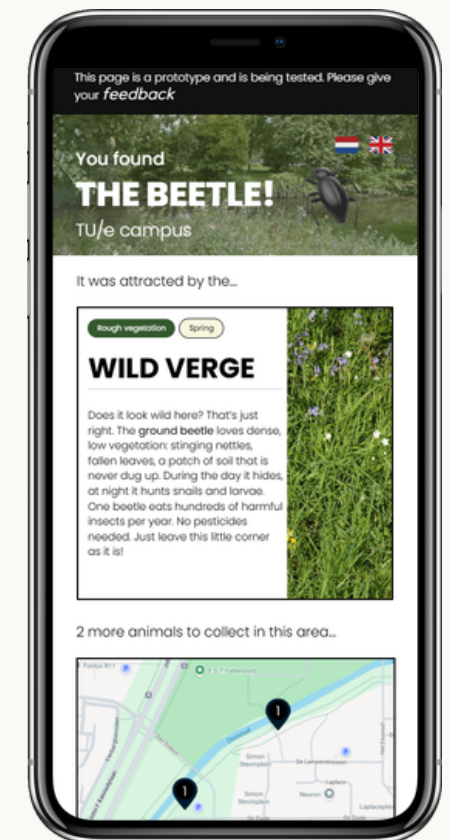


Figure 19: The beetle model in the first test location.



Figure 20: The beetle model in the second test location.



Figure 17: Screen of the observation logging in the online monitoring platform prototype.

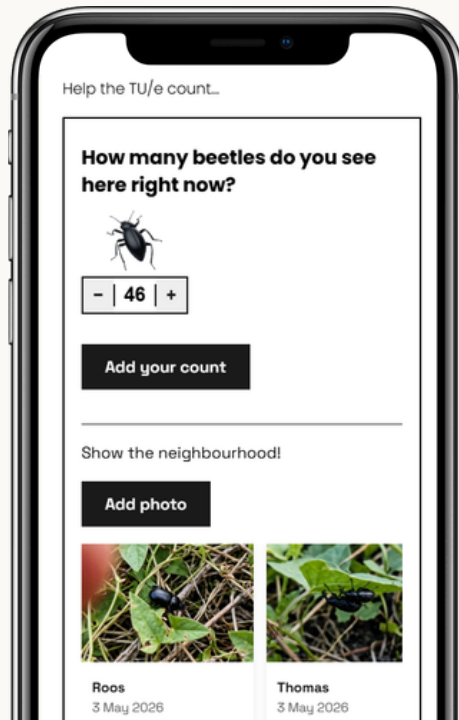
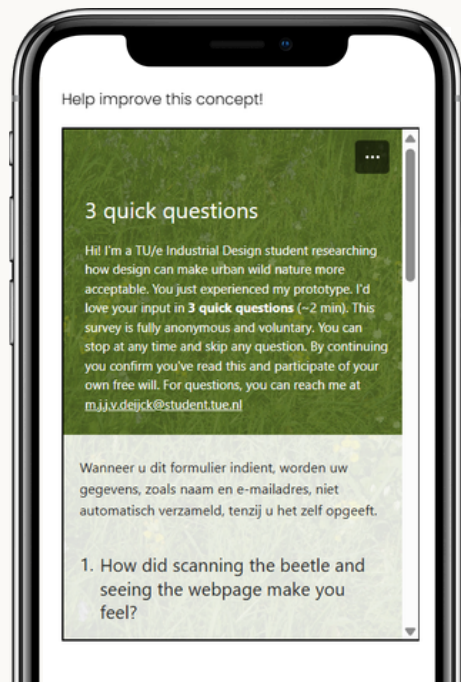


Figure 18: Screen of the embedded questionnaire in the online monitoring platform prototype.



Realization and Validation - Iteration 5

In this iteration, the full concept was realised through prototyping and validated through observation research. The observation also served as an exploration of different methods for presenting the insect models.

To avoid duplicating previously conducted research, targeted literature research was first carried out. Research on signage as a behaviour change tool indicated that for unfamiliar signs, clarity of purpose is critical, while for familiar signs this is less important (Meis & Kashima, 2017). For this concept, this implied that the interaction of scanning an NFC tag on a 3D-printed insect, which proved to be unfamiliar, needed to be communicated clearly. Additional research highlighted the importance of placing signage at approximately 50 degrees from the observer's line of sight, meaning placement on the ground or at excessive height should be avoided (Tang, 2020). To capture attention, signage should use high contrast colours, bold typography, and strong visuals, while also conveying authority through credibility and clarity (Rice et al., 2023).

A **visit to** the Loonse en Drunense Duinen **National Park** provided further contextual insight. Signage observed there consistently included QR codes

for additional information, and none featured NFC tags. Many signs also displayed organisational logos, likely for credibility purposes (see Figure 21).



Figure 21: Examples of signage showing QR codes and logos.

Based on these insights, a set of prototypes was defined for the observation study. All 3D-printed insects would be tested in two versions: one with NFC tags and one with QR codes. The insects would also be placed in different configurations – standing out or more embedded within the vegetation. Given the importance of communicating purpose, an information sign was included in all conditions. Different versions of this information sign were explored through sketching prior to prototyping.

All artefacts were **prototyped** and prepared for testing, including the new ladybug (Adapted from Ladybug VI gratis 3D model, n.d.) and bumblebee (Adapted from Bee by SparkyFace5, n.d.). During the **observation**, behaviour regarding interaction with the prototypes was recorded. A Microsoft Forms link was again embedded in the online platform to **gather qualitative data** on the experience of finding and scanning the insects and on the effectiveness of the platform (see Appendix L). The questionnaire contained three closed questions and one open question to maximise completion rate (Perzynska, 2022; SurveyMonkey, 2026).

The observation (see Figure 36 to 38) was structured across four modes, each lasting approximately one hour. Two modes used NFC tags (see Figure 34) and two used QR codes (see Figure 35). Within each type, one mode placed the insects in highly visible locations, while the other placed them more naturally within context (see Figure 22 to 33). The information sign content was adapted to reflect the interaction type in each mode (see Figure 39 and 40 and Appendix M), while its location remained constant throughout (see Figure 41). To maximise interactions within the available time, the location of the observation research was the frequently visited Spoorpark in Tilburg. Note: the train track is no longer used.



Figure 22 to 24: The insect models with **NFC tags** placed more **hidden**.

Figure 25 to 27: The insect models with **NFC tags** placed more **visible**.

Figure 28 to 30: The insect models with **QR codes** placed more **hidden**.

Figure 31 to 33: The insect models with **QR codes** placed more **hidden**.

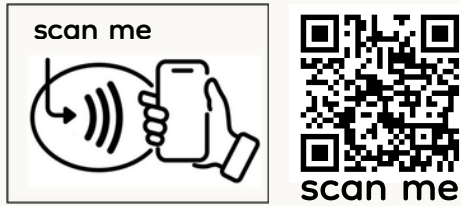


Figure 34 and 35: The designs used for the NFC tags and the QR codes during the observation test.



Figure 36: Observation point of view (bumblebee).



Figure 37: Observation point of view (beetle).



Figure 38: Observation point of view (ladybug).



Figure 39: Information sign for QR code scanning.



Figure 40: Information sign for NFC tag scanning.



Figure 41: Placement of the information sign.

The most important findings were as follows (see Appendix N). NFC tags were never successfully scanned; while some people took out their phones, the scanning itself did not appear to succeed, potentially due to the short range and precision required by NFC technology. QR codes, by contrast, appeared to be scanned successfully in all cases where interaction was attempted (33 times).

Also, as expected, modes where insects were placed in highly visible locations resulted in both more attention and more interaction, with more people taking out their phones to scan.

Lastly, observation of behaviour in the park confirmed a concern already anticipated: in their current prototyped form, the 3D-printed insects are fragile and not vandalism-resistant, pointing to the need to look for solutions.

After the observation was concluded, four survey responses had been submitted. This number did not match the number of people that seemed to have successfully scanned the QR codes, indicating a need for alternative qualitative testing methods in the future. The survey responses (see Figure 42 to 45) indicated that finding the insect was generally considered 'easy', while scanning was rated 'very easy' in all

cases. Regarding the platform, respondents mostly found it 'interesting to read', felt 'motivated to find the other insects', and found it 'aesthetically pleasing'. The concept demonstrated some effectiveness, with two of four respondents reporting that their opinion of the vegetation had improved.

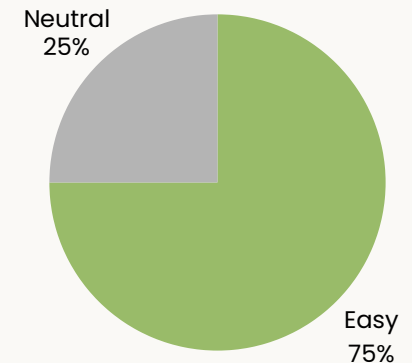


Figure 42: Results of survey question: "How did you experience searching for the insects?"



Figure 43: Results of survey question: "How did you experience scanning the insects?"

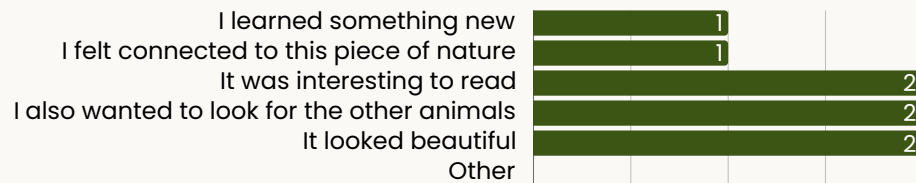


Figure 44: Results of survey question: "What was your experience upon viewing the webpage?"

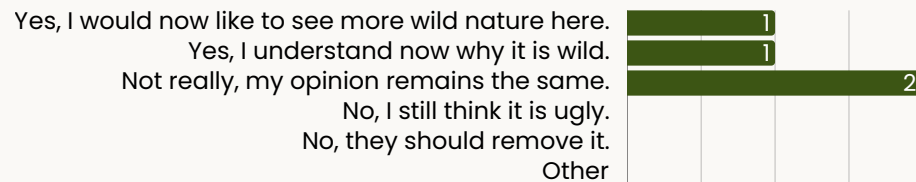


Figure 45: Results of survey question: "Has this experience changed your opinion of this piece of nature?"

The test phase was extended to include **expert interviews with two specialists**.

The first expert, Joris van Riel, is an entrepreneur involved in the management of Landschap Pauwels and works with the municipality of Tilburg (Van Riel, n.d.). In general, he stressed the importance of communication in improving acceptance of nature management. His reaction to the concept was enthusiastic: he praised the gamification element and the local involvement aspect, and indicated it could be of interest to Landscape Pauwels. More critically, he suggested the concept could go further by communicating the broader vision behind a specific piece of vegetation.

Regarding the platform's governance, he recommended that municipalities or 'city foresters' manage the monitoring layer, given their ultimate responsibility for and oversight of the landscape's vision. They could use the platform to share this vision with residents and draw on citizen observations to monitor the rewilding process.

The second expert, Nancy Swaanen, is a creative entrepreneur specialising in educational design (Creative Makers Van Educatie – Snens, n.d.). Her initial reaction was positive, and she noted how the insect models could be symbolic of the real insects living in the space – reinforcing the visible intention. In discussion, the target audience was reconsidered:

originally framed as families with children, where children would be drawn to the game aspect and parents to the monitoring platform, it became clear that it would be a design risk to target different audiences for different parts of the user experience. She suggested narrowing the target audience to adults for this version of the concept. She also recommended replacing the informational pop-up blocks on the platform with a quiz format to increase engagement, and proposed adding a reward mechanism upon collecting all insects to sustain motivation. Finally, she suggested exploring insect sculptures as an alternative to the 3D-printed models. Following this extensive testing phase, the insights gathered were carried forward into the final iteration.

Finalization - Iteration 6

This final iteration consisted only of a prototype phase, in which feedback from the preceding testing phase was used to refine the existing prototype in preparation for the final Demo Day.

Based on the user testing findings, NFC tags were discarded entirely, with QR codes as the sole scanning mechanism. Also, the insects would now be placed both more hidden **and** clearly visible. This to ensure high scanning rates, while also enforcing the gamification aspect of actively

searching for the insect models.

In response to the expert feedback, the role of platform manager was shifted from local adopters to the existing general managers of urban vegetation, typically the municipality. A communication section was **added to the platform** through which managers (in the case of this prototype, TU/e) can articulate the vision behind the rewilding of a specific space and explain the reasoning to those who scan. This also creates a more personal connection between manager and resident. For the same reason, a short video was added to the platform page for each insect.

The educational component was redesigned as a quiz to increase engagement and interactivity. An 'Active Wild Seekers' section was introduced, displaying the names of users who had collected all insects, serving as a social motivator to also find and scan all insect models.

Finally, the **target audience** was narrowed to adults, and the platform's visual language was adjusted accordingly.

The outcomes of this iteration will be discussed in the following section.



part 5

FINAL DESIGN CONCEPT

Wildzoekers, the nature monitoring platform that turns city residents into explorers...

Seven-step scenario

The final design concept is called Wildzoekers ('Wild Seekers' in English). It is a nature monitoring platform wrapped in an immersive exploration game, designed to build acceptance of deliberately wild urban environments amongst residents. The concept can be explained through a **seven-step scenario**, from first purchase to actionable ecological data.

1: Nature managers hire Wildzoekers

Municipalities, 'urban foresters', and other **managers of larger green spaces** often want to rewild parts of their area, whether a city park, a campus, an unused corner, or a business park. This because it is, for example, beneficial for biodiversity and water drainage in the city. Furthermore, less maintenance also increases efficiency and decreases costs.

But rewilding is not just an ecological challenge; it is a social one too. Residents need to understand and accept a space that looks, deliberately, a little wild. At the same time, having local residents actively observe and engage with the space offers a valuable side benefit: real data on how the rewilding process is progressing (see **Appendix O**). For the period between shifting from maintaining the green

urban space to rewilding it, the managers decide to hire an interactive monitoring platform in a playful guise: Wildzoekers.

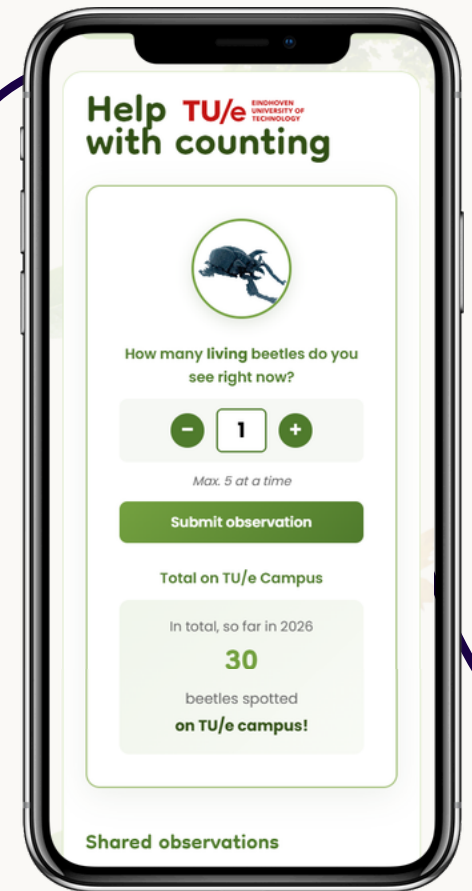
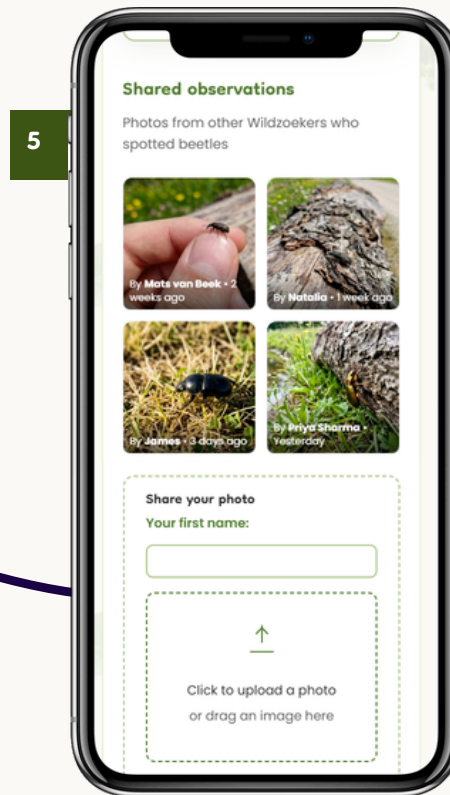
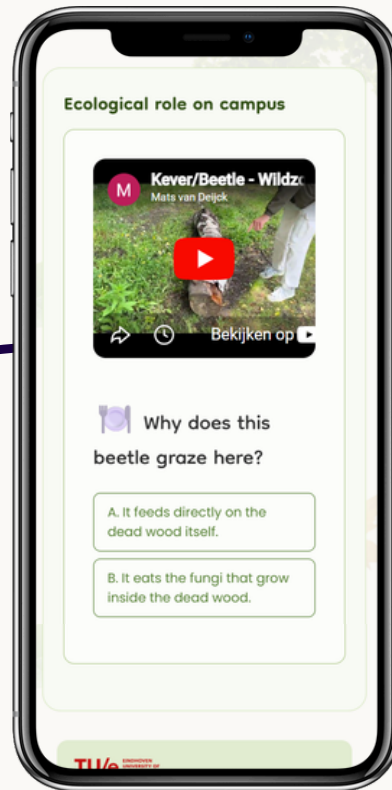
2: The space is set up

After sharing their rewilding plans with the Wildzoekers team, nature managers receive a set of **physical 3D insect models** that correspond to the specific species and vegetation goals of their plan, alongside a version of the **platform** tailored to that space and one or more information signs. They place the insect models at their corresponding rewild spots, with some tucked away and in context and others more visible and easier to notice. At each spot, the nature manager records a short video explaining the rewilding vision and uploads it to the platform. Finally, they place the information sign(s) at the most prominent, frequently passed locations in the space. Wildzoekers is now live.



3: Residents notice, and curiosity takes over

Wildzoekers targets a wide audience: adults that make use of the green space. It works in the following way: a resident passing by easily notices and reads the instruction sign or spots one of the insect models, and scans the QR code. They are redirected to the platform, where their first find is celebrated.



4: Residents are educated and communicated with

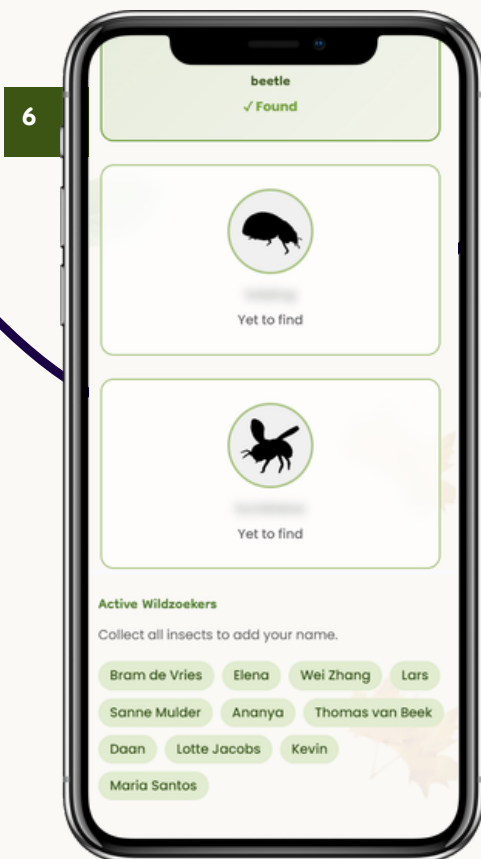
Once on the platform, the finder is educated, in the form of a quiz, about the vegetation surrounding them – why the insect was ‘attracted’ to it, why that relationship matters for the broader ecosystem, and why leaving it alone is better. A short video from the nature manager gives the rewilding effort a human face and a clear vision. That vision is also typed out into a short quote, prompting the resident to look up and start observing the living world around them.

5: Passive observers become active monitors

Now more aware of the flora and fauna in the space, residents begin to observe. When they spot a living insect, they can add to a communal species count or upload a photo directly to the platform. In doing so, they shift from passive passerby to active participants in the monitoring of an urban ecosystem.

6: The hunt continues

At the bottom of the platform, residents can see which insect models they have already collected, and which still remain. The possibility of joining the list of 'Active Wildzoekers' that have found all motivates them to also find all. They continue walking further, looking more carefully, scanning more models, and in doing so, submitting more observations and learning more about the space they thought they already knew.



7: Data informs action

Throughout the hire period, nature managers monitor the resident observations. Significant deviations from expected patterns can signal where the rewilding process needs a push, allowing for active rewilding intervention. Once the ecological vision for the space has been reached and most residents have had the opportunity to engage – and therefore increasing the overall acceptance – the **hire period** can be concluded or Wildzoekers can simply be redeployed elsewhere.



How does Wildzoekers achieve its goal?

Wildzoekers was designed to improve the **social acceptance** of micro-rewilding interventions in urban areas. The concept touches upon several converging mechanisms to do so.

To begin with, the platform contains both an **educational** tool and a **communication** channel between nature managers and the residents who make use of their space.

Beyond education, Wildzoekers gives residents a genuine **role in the process**. By observing and uploading their findings on commonly known fauna, such as ladybugs, beetles, and bumblebees, they contribute real data that nature managers can act on. This is especially effective, since restoration efforts now often focus on flora, and if fauna is considered, it is only rare or endangered species (Watson & Watson, 2015).

The concept is also designed to communicate intent even to those

who never interact with it directly. The information signs make the rewilding decision explicit. The insect models, placed across the space, indirectly signal that different species live here, and that the space has been left this way by design. For residents who walk past without ever scanning a code, that signal still lands.

All these elements – education/communication, local involvement and visible intention – have been identified in the literature as meaningful drivers of public acceptance of rewilding (Vega et al., 2021; Mathey et al., 2016; Li & Nassauer, 2020; Lagarde, 2022).

Lastly, Wildzoekers stands out through its **engagement** while being **low-barrier**. Its **game element** gives people a reason to interact in the first place and a reason to keep doing so after the first scan. At the same time, the physical signage, QR codes, and varied model placements keep the barrier to entry as low as possible. This aspect of Wildzoekers has been praised during **user testing** and through **experts** in different fields.

Experience the **prototype** yourself!



Or watch the video

wildzoekers.eu





part 6

DISCUSSION

Here are four points that are worth discussing before first (pilot) implementations of Wildzoekers can be recommended...

The first point to discuss concerns the extent to which the concept has been validated. Due to time constraints and the choice of methods, the concept has not been validated enough to support immediate implementation. The concept was presented to fellow Industrial Design students and external visitors during the Final Demo Day (see Figure 46). Although this is not a formal research method, it produced broadly positive responses. Still, the effectiveness of the monitoring platform in particular was not tested sufficiently. The observation study worked well for evaluating how people interacted with the physical parts of the concept (which many people actually did), including the 3D insect models, the information sign, and the QR codes, but there is a sidenote; the different modes were tested on different times of the day with different amounts of passerby. The test was also less suitable for testing the platform's content and its effect on users. A feedback form was embedded in the platform during the observation, but too few people responded to draw useful and trustworthy conclusions. A more appropriate approach would be a qualitative study in which a researcher approaches participants after they have experienced the platform and conducts a short interview. This would provide the depth of insight needed to properly evaluate the platform before implementation is considered.

A second point concerns the physical durability of the insect models, since they would be vulnerable to theft and vandalism. A short preference survey was embedded in the platform prototype, asking visitors to rank several proposed solutions from most to least promising (see Appendix P). The same question was also asked in direct conversation. A general preference emerged for using more durable materials such as metal and for designing the models to be fixed to a surface, for instance on a pole in the ground. Future research could investigate which solution works best in practice, also in terms of social appeal and in sustaining interaction with the platform.

A third point concerns the quality and reliability of the data collected through the platform. Wildzoekers relies on residents correctly identifying and logging the fauna they observe. It is worth noting that the data is not intended as precise ecological measurement, but rather as a general impression of how the rewilding process is progressing. Taken together and over time, resident observations can give nature managers a reasonable sense of which species are present and how the space is developing. That said, the current platform places no restrictions on what residents can upload, meaning inappropriate photos or text could be submitted without moderation. A practical

improvement would be to route all submissions through the nature manager for review before they are published. This would address both the reliability of the data and the safety of the platform's public content.

A fourth point concerns the step between passive engagement and active participation. During the Final Demo Day, coach feedback raised the question of how to move users from reading or watching content on the platform to actually going outside and logging fauna observations. An initial argument was made based on the popularity of the 'Nationale Tuinvogeltelling' (National Garden Bird Count) (Vogelbescherming Nederland, n.d.) in the Netherlands,

which shows that large-scale residential nature observation is achievable. However, Fogg's Behaviour Model suggests that ability alone is not insufficient to trigger behaviour. A prompt and motivation is also required (Fogg Behavior Model - BJ Fogg, n.d.). Although they are both somehow present in the platform, through the manager's invitation to participate and the option to contribute to a shared species count or upload photographs, the platform was not designed or tested with this specific behaviour change in mind. Future iterations could explore mechanisms to better bridge this gap. Addressing this would strengthen the Wildzoekers' effectiveness to become a true monitoring platform.

Figure 46: Presenting Wildzoekers on the Final Demo Day.





part 7

CONCLUSION

This design project set out to explore how design can improve the social acceptance of micro-rewilding interventions in urban areas. This is the conclusion...

Through six iterative design cycles, guided by the Design Thinking process (Design Thinking Bootleg, 2025), the project moved from early exploratory research and concept development toward the final design concept: Wildzoekers.

Wildzoekers consists of physical insect models, QR codes, and an online monitoring platform, through which the concept signals a human intention, invites residents to participate actively, and provides accessible ecological knowledge in an engaging format.

The iterative nature of the design process was essential in reaching this outcome. Early concepts revealed tensions that could not have been anticipated through literature research alone. For example, it became clear that making a space ecologically valuable and making it feel welcoming and usable to people do not always go hand in hand. It also became clear that giving residents too little ownership over a green space, risks reducing their sense of responsibility for it. Each new iteration brought a better understanding of both the design and the problem. Observations, interviews, expert conversations, and co-creation sessions each added new

perspectives that shaped the final concept in ways that desk research alone could not have produced.

That said, the concept has not yet been validated to a degree that supports direct implementation. The observation study was effective in evaluating the physical components of the design, but the platform's content and its effect on attitudes toward rewilding were not sufficiently tested. Future research should include qualitative interviews conducted after participants have experienced the full platform, to evaluate whether the educational and communicative elements genuinely shift perception. The durability of the physical insect models also remains an open question that requires further investigation.

Beyond its possible practical application, Wildzoekers demonstrates that rewilding does not have to be imposed on urban residents, but can instead be introduced through a shared experience that gives people a reason to pay attention, a way to understand what they see, and a role in what happens next. It is not a complete solution to the challenge of urban rewilding acceptance, but it is a meaningful step in a direction that few existing initiatives have explored in such integrated way.

As cities continue to grow and the nature and climate crises become more urgent (Zielinski, 2023), the need for approaches that bring people and wild nature closer together will only increase. Design has a genuine role to play in that process. If cities are to become wilder, their residents must first become willing and accepting, and that is something that can be designed for.



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part 8

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part 9

APPENDICES

A - Extreme Persona's
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D - Stakeholder (Onion) Map
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Appendix A

EXTREME PERSONA'S - EMPATHISE



“ **MITCHEL**
I want to make the planet greener by re-introducing nature.

BIOGRAPHY

I work in local gardens in Haarlem. I love seeing plants grow and biodiversity increase. I'm also concerned about climate change and want to help!

MY CITYSCAPE

Fully green. Nature takes over the city. People are just subject to nature!

TRAITS

Green fingers

Nature lover

Climate important

FRUSTRATIONS

People littering the streets.

Governments not taking account of nature.

Plant and animal species disappearing.



“ **MARK**
A thriving economy is good for everyone's well-being.

BIOGRAPHY

I run several businesses in the Port of Rotterdam. Through my companies, I contribute to the national economy and, therefore, to the well-being of everyone.

MY CITYSCAPE

Fully industrialized. High towers and high-tech screens everywhere. There is no space for nature.

TRAITS

Green fingers

Nature lover

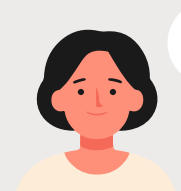
Climate important

FRUSTRATIONS

People who do social/volunteer work.

Money going to green initiatives.

Homeless people that spoil the cityscape.



“ **MELISSA**
People should make the world a better place.

BIOGRAPHY

I work in a high school as an English teacher in Eindhoven. I blame companies/governments of not taking enough action to fight climate change.

MY CITYSCAPE

Good shopping area with trees in pots along the way. I like greenery, but it should be neat.

TRAITS

Green fingers

Nature lover

Climate important

FRUSTRATIONS

General education not being the highest priority.

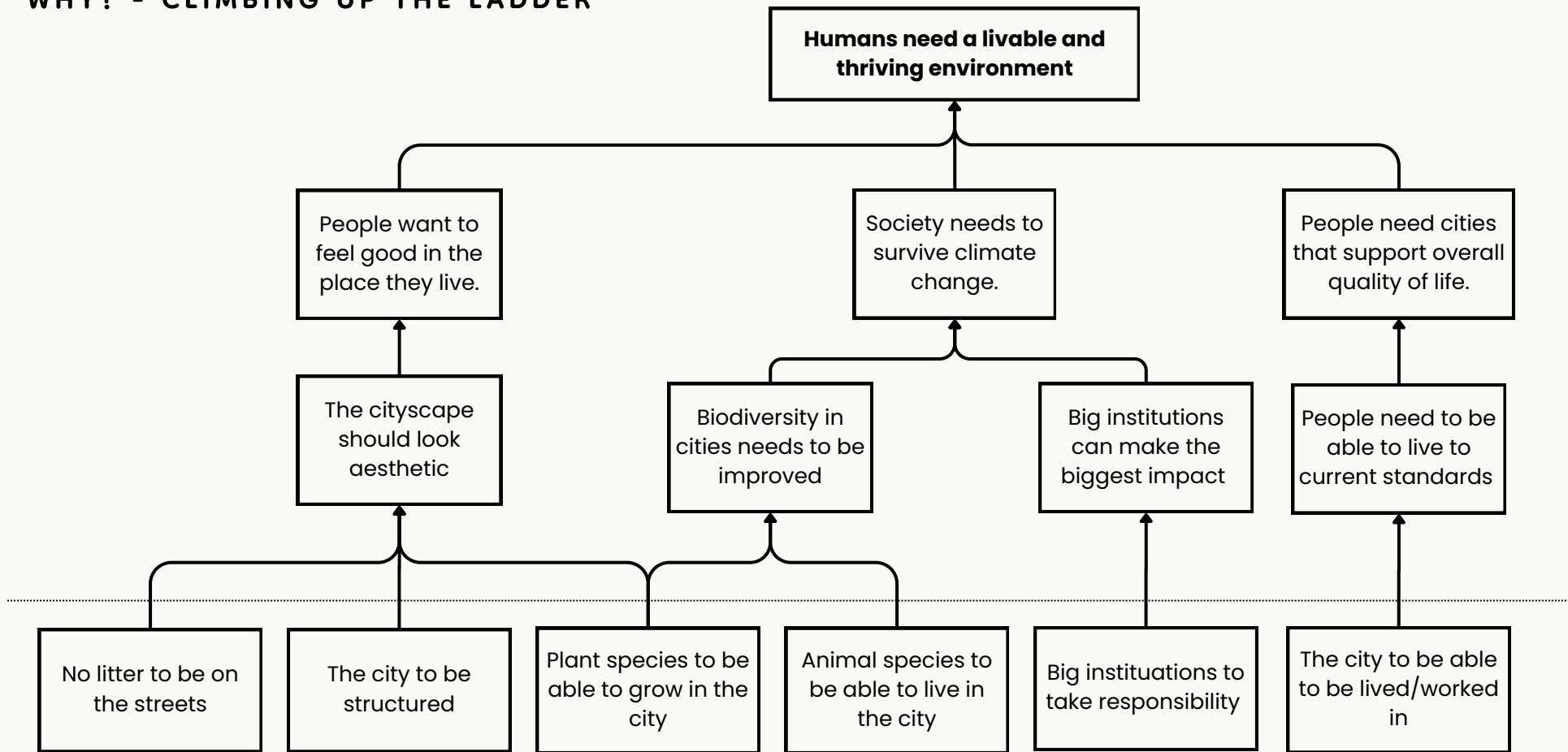
Companies and governments not taking action.

My kids not tidying their rooms after use.

Appendix B

WHY-HOW LADDERING - DEFINE

WHY? - CLIMBING UP THE LADDER

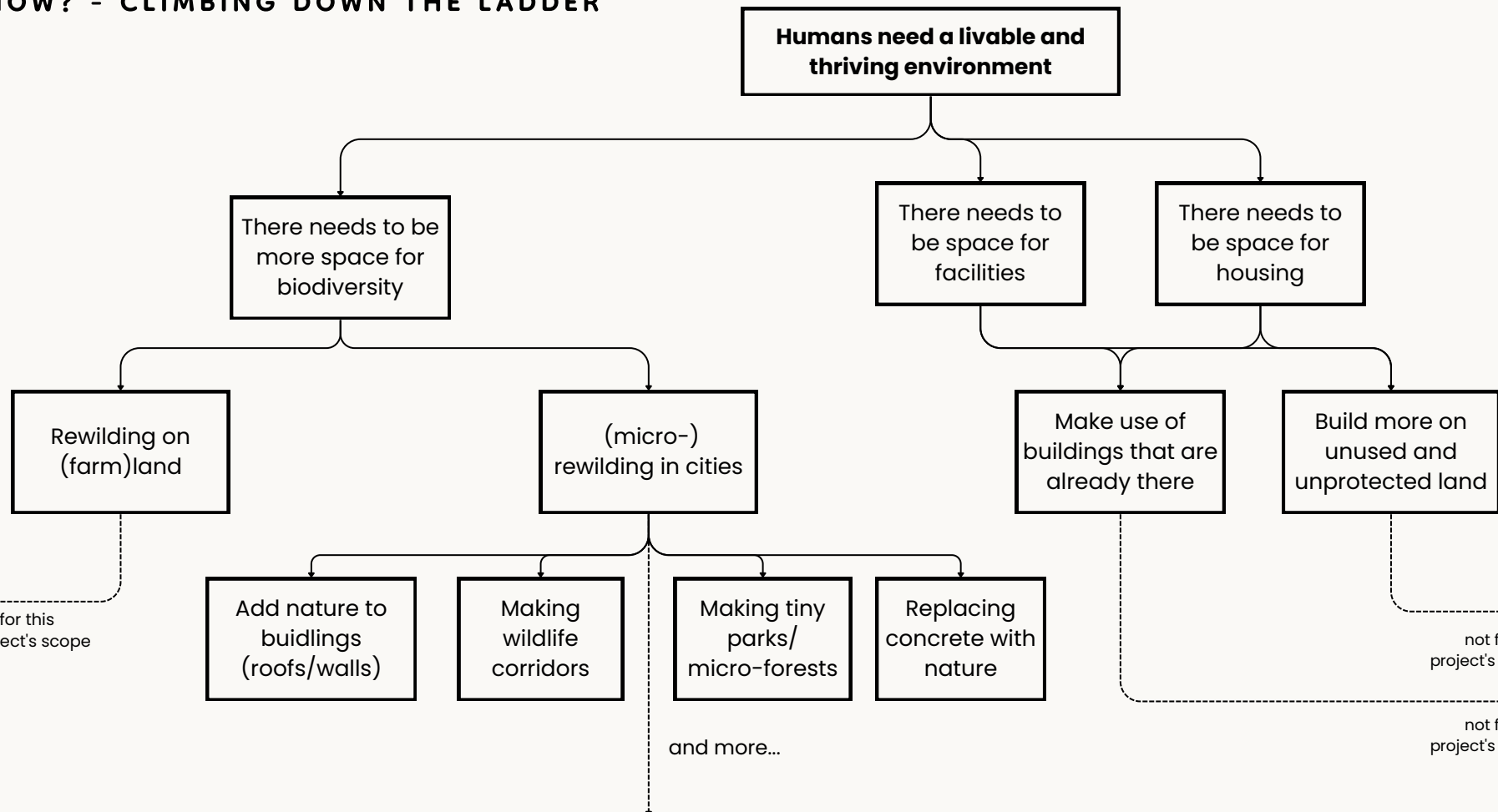


Extreme persona's and Earth's needs

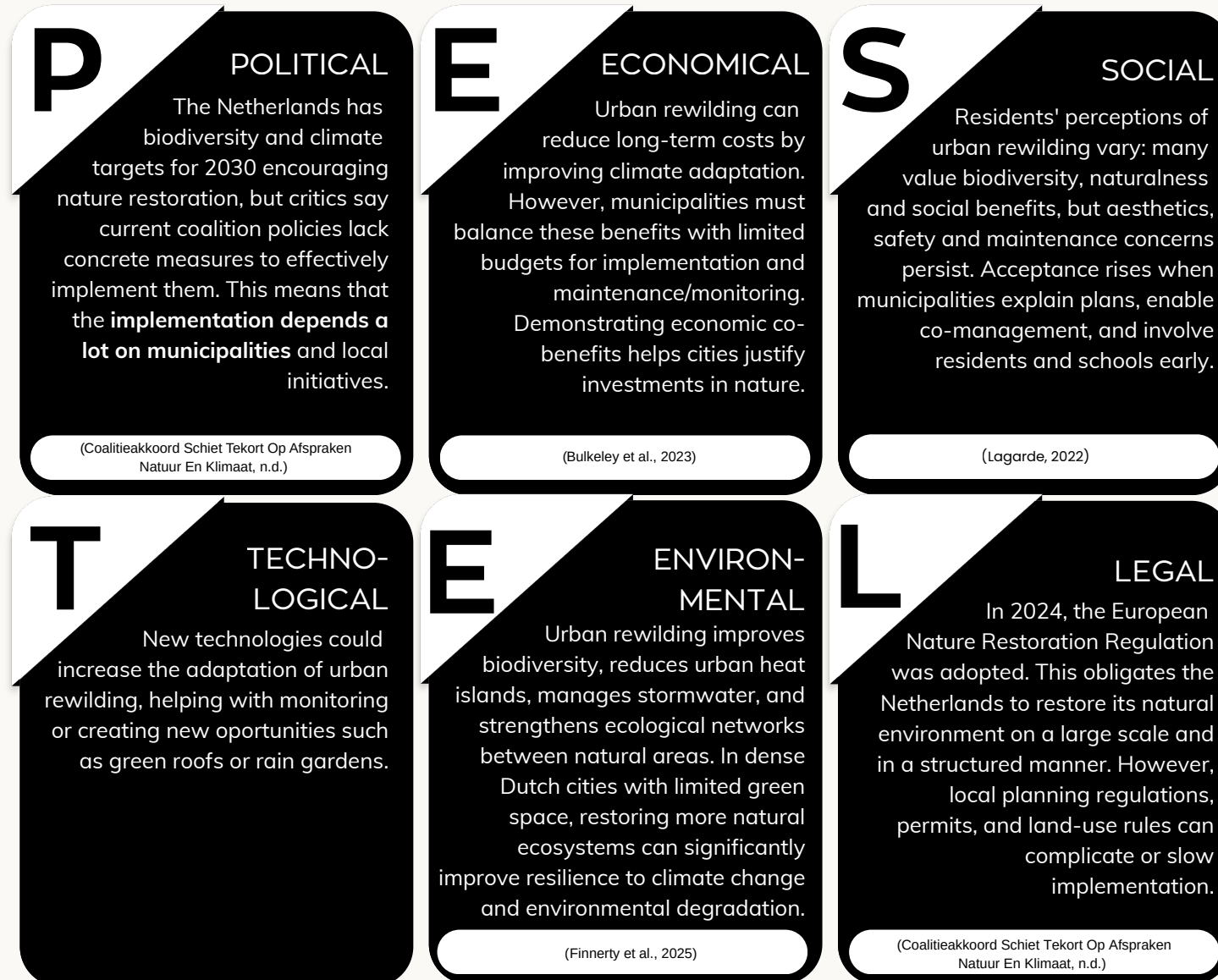
Appendix B (continued)

WHY-HOW LADDERING - DEFINE

HOW? - CLIMBING DOWN THE LADDER

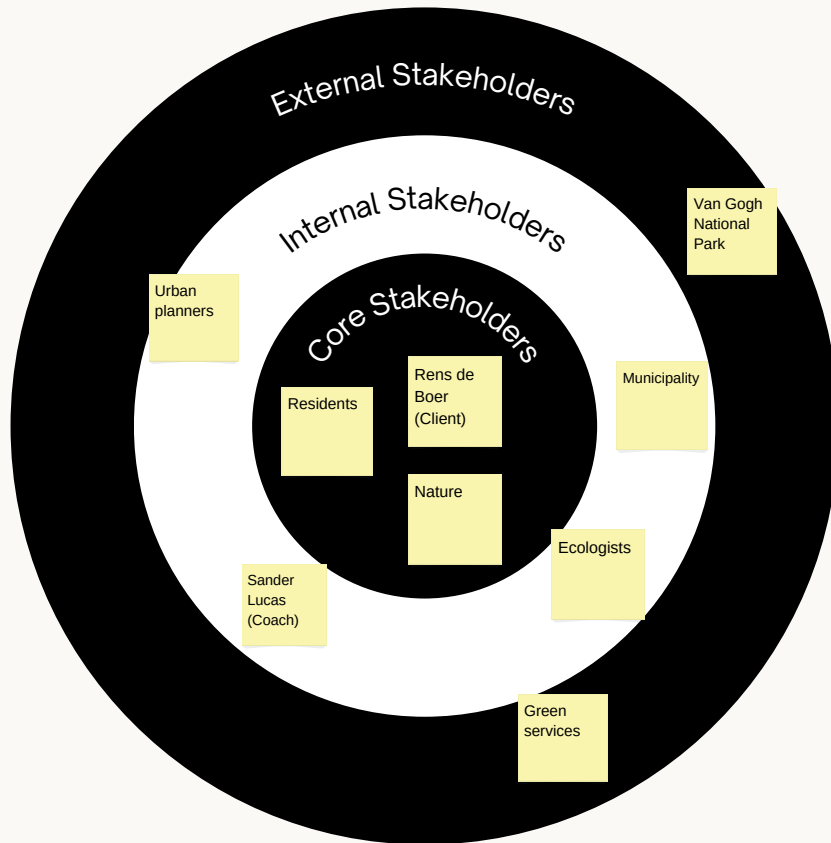


Appendix C

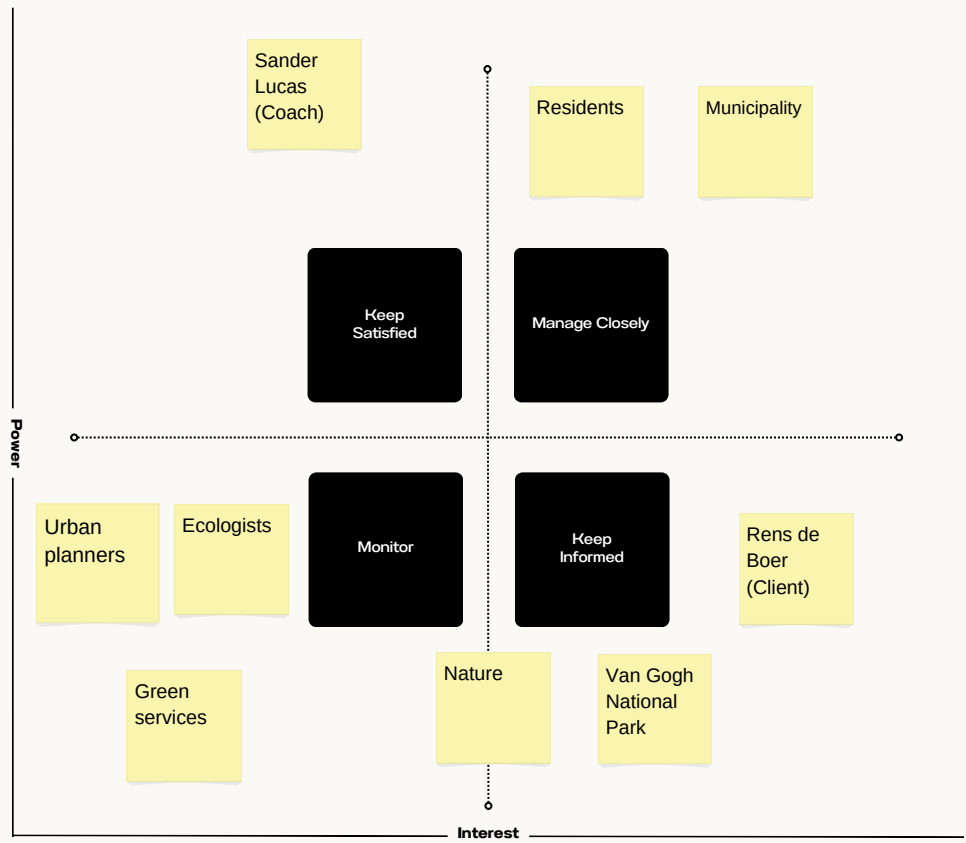


Appendix D

Stakeholder Onion Map



Stakeholder Map

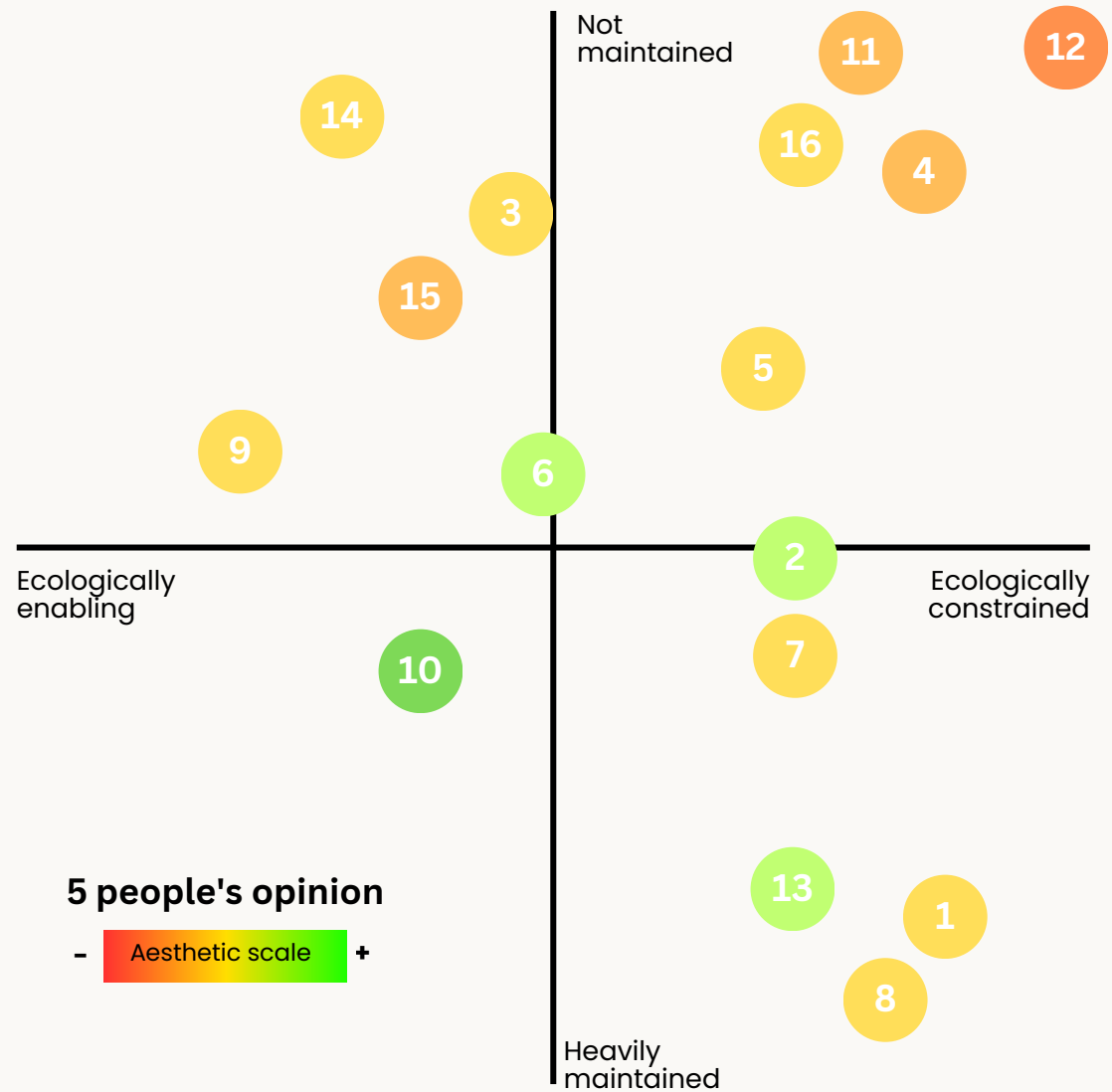


Appendix E

Vegetation in Tilburg, March 3th



Note: spring just started during this field research, meaning not all vegetation might have been visible.



Appendix F

belongs in city

shrubs feel like borders
→ changes if good for nature

leftover space
filled with nature



grass is used
/functional

beautiful

photo (sky, buildings) is nice

belongs in city

does not belong in city

put to introduce nature

leftover space filled with nature



poorly maintained
(tree stump) ugly
looks decayed

→ opinion changes if
good for nature

photo is not nice

belongs in city

but still not nice

put to introduce nature



ugly weeds no colors
poorly maintained
not functional messy

→ opinion does not change
if good for nature
(not in street, still ugly, there
are alternatives)

Appendix G

CONTACT

emailaddress@municipality.nl
emailaddress@organization.nl



Will you help?

REWILD YOUR NEIGHBOURHOOD

Information Booklet



WELCOME

How wonderful that you want to help make your neighbourhood greener!

Together with you, we are letting more nature in the city rewild. That means letting nature take its course, without constantly pruning, picking, or mowing.

Allowing nature to rewild improves biodiversity, water drainage, and helps cool the neighbourhood.

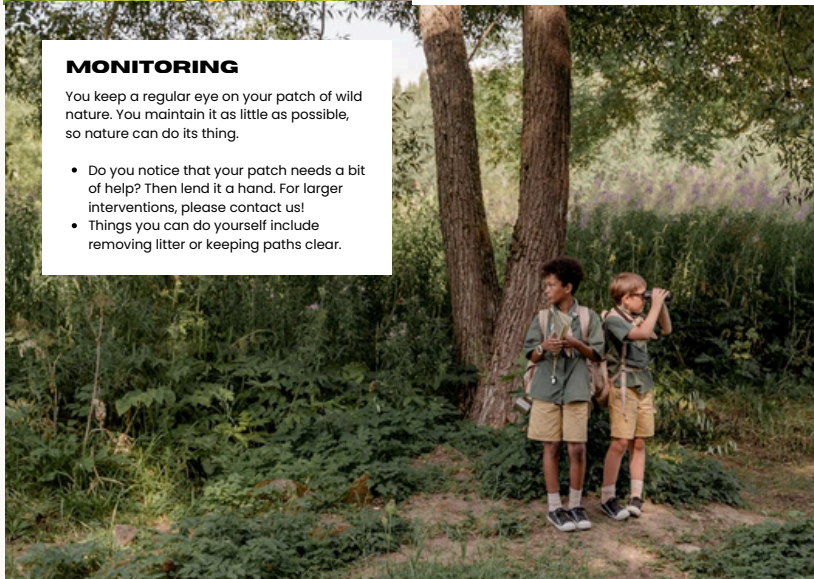
In this booklet, we explain how you can help. Do you have any questions or comments? Please contact us using the details at the back.



MONITORING

You keep a regular eye on your patch of wild nature. You maintain it as little as possible, so nature can do its thing.

- Do you notice that your patch needs a bit of help? Then lend it a hand. For larger interventions, please contact us!
- Things you can do yourself include removing litter or keeping paths clear.



INFORMATION BOARDS

To make the urban rewilding interesting, understandable, and acceptable, the neighbourhood is kept informed through dynamic information boards.

- You update the 'status' signs on the information board based on the condition of the nature. This is easy to do with a screwdriver!
- Don't have a suitable 'status' sign? Just get in touch!



DIT IS EEN PLEK VOOR VERWILDERDE NATUUR

Dit vergroot onder andere de biodiversiteit, vermindert de hitte in de stad en helpt bij de afvoer van water.

STATUS

De boomstam op de grond lijkt dood, maar zit vol leven zoals kevers en paddenstoelen. Het hout wordt langzaam afgebroken en voedt de bodem.



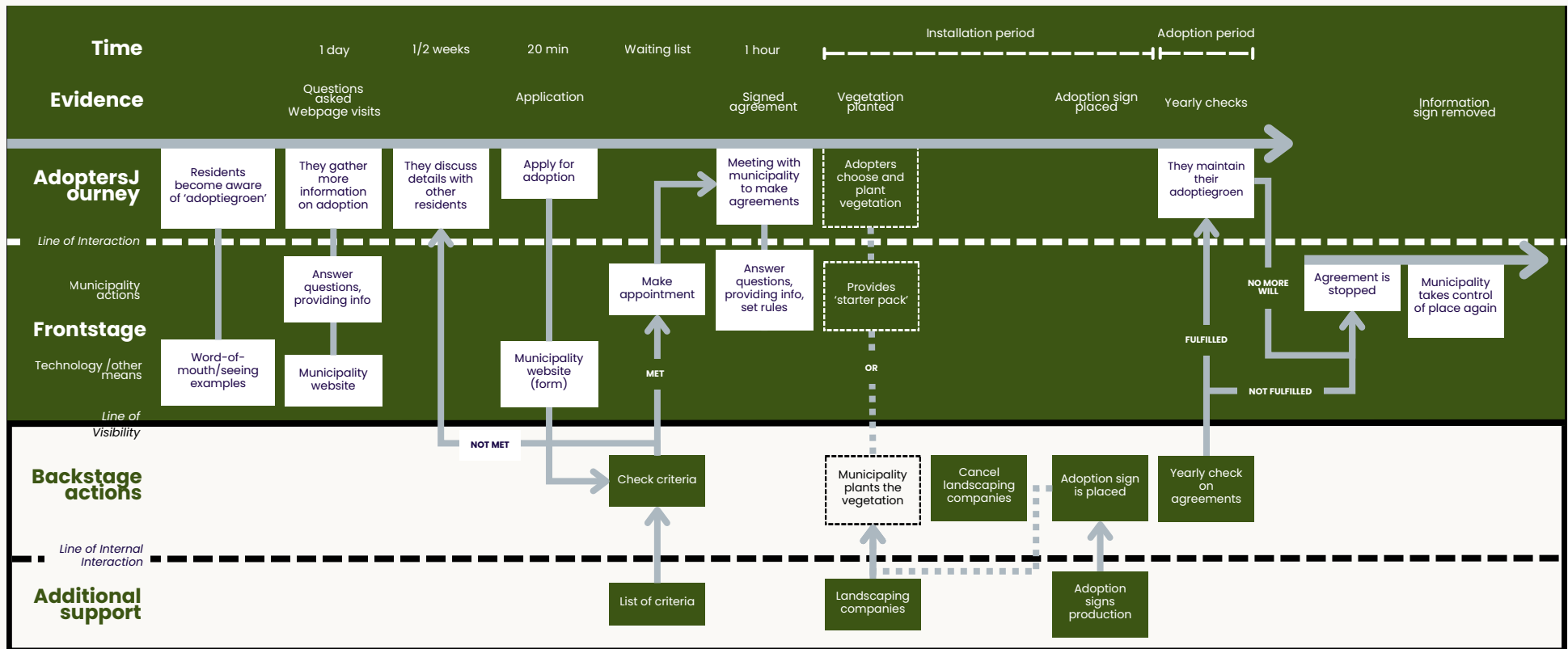
Demonstratie door Mats en Jip (Kloosterstraat 99)

STATUS

De boomstam draagt het leven. Het is een plek waar kevers en paddenstoelen kunnen leven. Het hout wordt langzaam afgebroken.



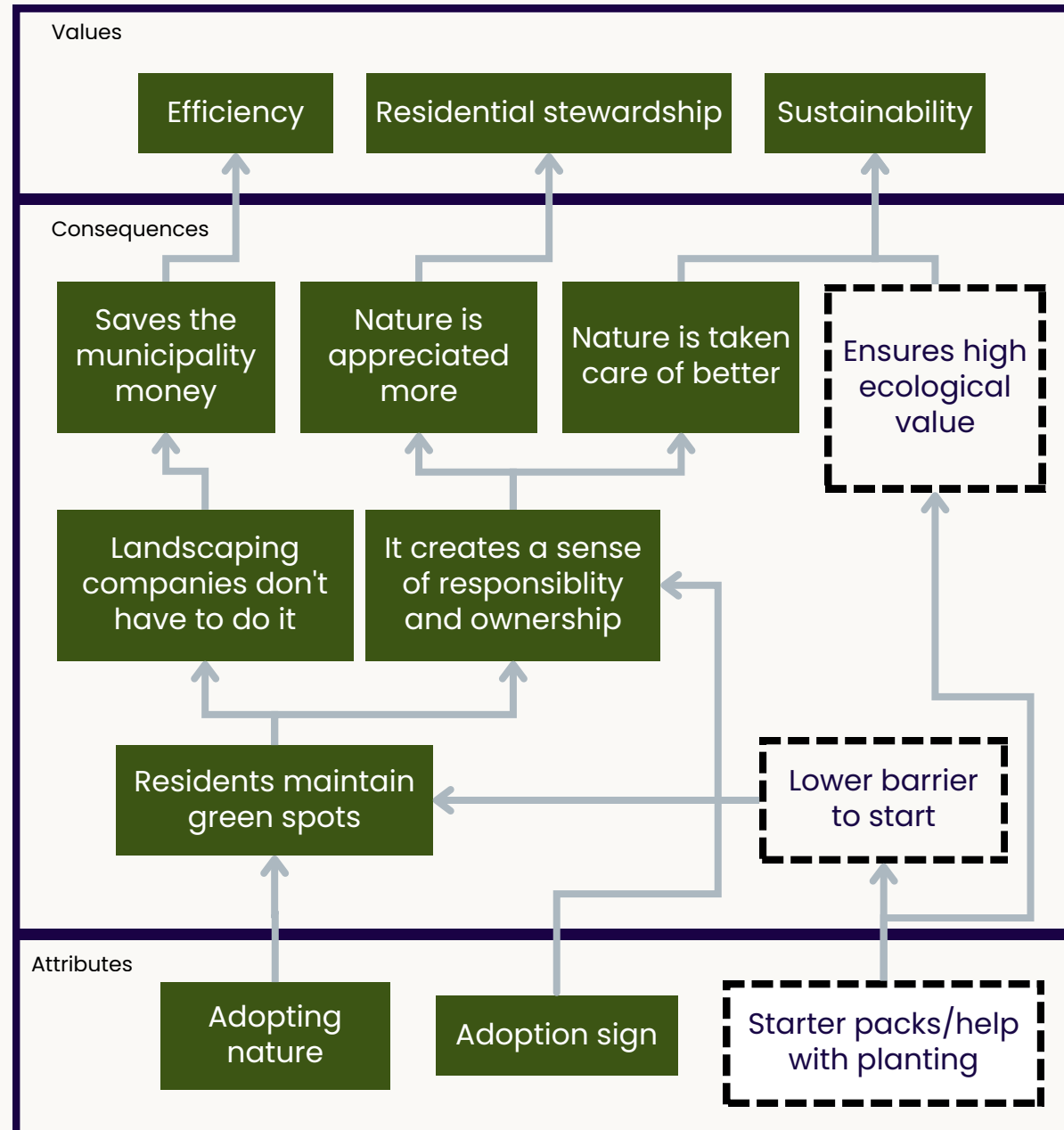
Appendix H



Based on the following sources of information:

- (Gemeente Tilburg, n.d.)
- (Weert, 2022)

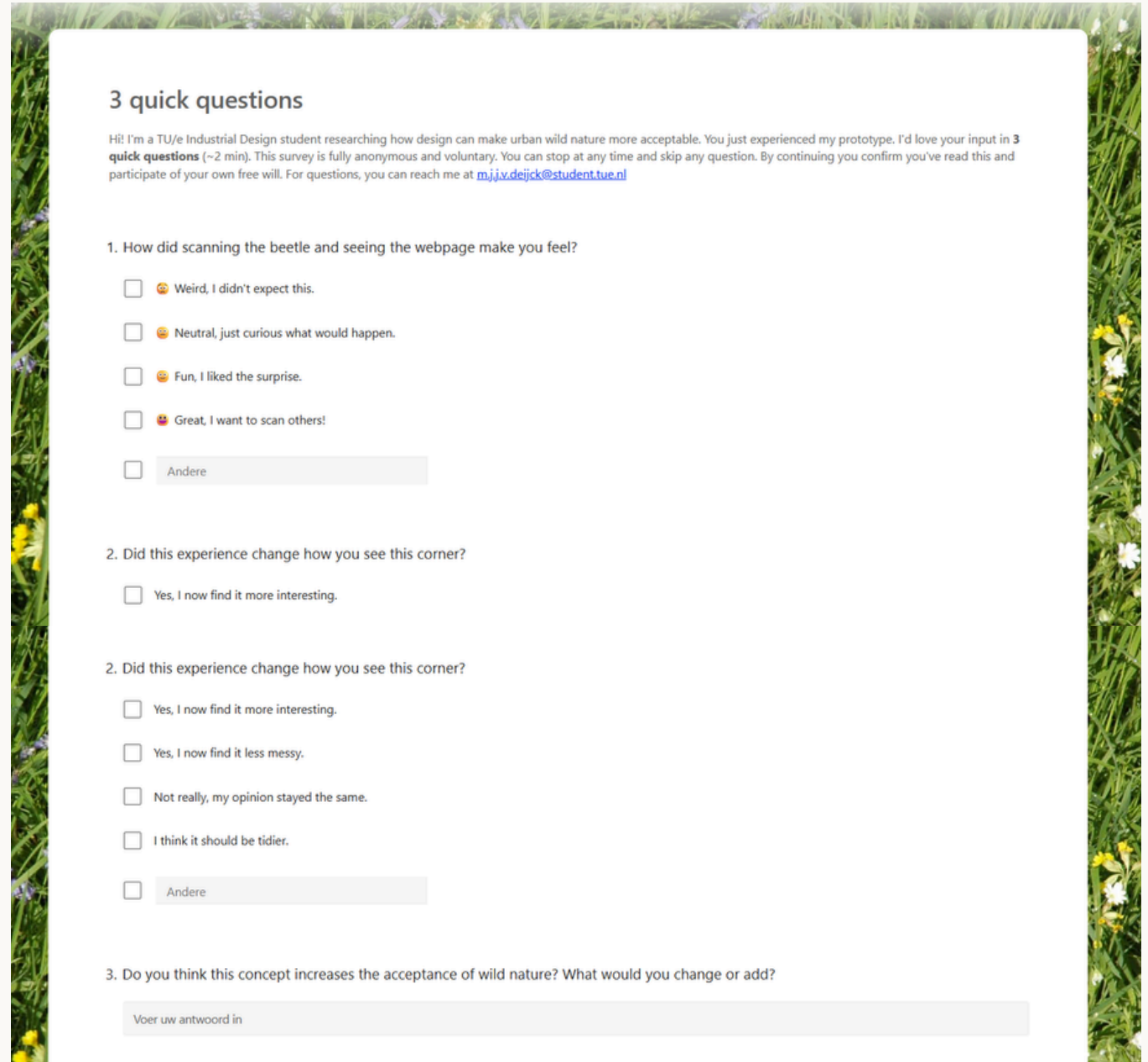
Appendix I



Appendix J

Trade-off matrix	Flowers communicating	Community give-and-take garden	Rewilding workshop	Guided tours	Monitor Platform (NFC tags)
Monitoring, low maintenance	Adopters are tasked to monitor	No monitoring at all	Could be stressed during workshop.	Guides monitor during tours.	Everyone monitors.
Visible intention	Flowers do not show an intention	Does not apply to this concept.	A clear, visible intention to rewild	There is no visible intention without	The insects indirectly show a
Local involvement and participation	Only the adopters are involved.	Everyone can join and is invited.	Everyone is invited to join the	Some people can become guides.	All neighbours are involved if
Communication and education	Indirectly communicates with other neighbours, but it's not strong.	Residents can be educated through video or text.	Education is a part of the workshop	Residents are educated through the tour.	The platform gives information about the vegetation and the green space.
Uses bigger green spaces	Can be the case if selecting those.	Uses a small community	The works can be placed anywhere.	The tour shows vegetation in the	Different insects are placed in a
Easily reaches other residents	Does not reach anyone.	It's placed in the street, available	This can be done through posters	This can be done through posters	It is very low barrier, but does
If combined with adopters					
Fun, alternative task for adopters	Adopters get an active monitoring	Someone adopts the community	They can host the workshops.	They can give tours about their	Adopters communicate

Appendix K



3 quick questions

Hi! I'm a TU/e Industrial Design student researching how design can make urban wild nature more acceptable. You just experienced my prototype. I'd love your input in **3 quick questions** (~2 min). This survey is fully anonymous and voluntary. You can stop at any time and skip any question. By continuing you confirm you've read this and participate of your own free will. For questions, you can reach me at m.j.v.deijck@student.tue.nl

1. How did scanning the beetle and seeing the webpage make you feel?

- 😬 Weird, I didn't expect this.
- 😐 Neutral, just curious what would happen.
- 😄 Fun, I liked the surprise.
- 🤩 Great, I want to scan others!
- Andere

2. Did this experience change how you see this corner?

- Yes, I now find it more interesting.

2. Did this experience change how you see this corner?

- Yes, I now find it more interesting.
- Yes, I now find it less messy.
- Not really, my opinion stayed the same.
- I think it should be tidier.
- Andere

3. Do you think this concept increases the acceptance of wild nature? What would you change or add?

Voer uw antwoord in

Appendix L

Questions translate as:

1. How did you experience searching for and scanning the insects?
2. What was your experience upon viewing the webpage? You can select multiple answers.
3. Has this experience changed your opinion of this piece of nature?
4. Is there anything else you would like to share?

3 korte vragen

Hallo! Ik ben een student Industrieel Ontwerpen aan de TU/e die onderzoekt hoe design wilde natuur in de stad acceptabeler kan maken. U hebt zojuist mijn prototype ervaren. Ik hoor graag uw mening in **3 korte vragen** (~2 min). Deze vragenlijst is compleet anoniem en vrijwillig. Je kan op elk moment stoppen en elke vraag overslaan. Door verder te gaan, bevestig je dat je dit hebt gelezen en uit eigen vrije wil deelneemt. Voor vragen kun je contact met me opnemen via m.j.v.deijck@student.tue.nl

1. Wat vond u van het zoeken naar en scannen van de insecten?

	Heel moeilijk	Moeilijk	Neutraal	Makkelijk	Heel makkelijk
Zoeken 🔍	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Scannen 📄	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

2. Wat was uw ervaring bij het zien van de webpagina? U kan meerdere antwoorden selecteren.

- Ik heb iets nieuws geleerd 📖
- Ik voelde me betrokken bij dit stukje natuur 🌿
- Het was interessant om te lezen 📖
- Ik wil(de) ook de andere dieren zoeken 🔍
- Het zag er mooi uit 📄
- Andere

3. Heeft deze ervaring uw mening van dit stukje natuur veranderd?

- Ja, ik zou hier nu meer wilde natuur willen zien.
- Ja, ik snap nu waarom het wild is.
- Niet echt, mijn mening blijft gelijk.
- Nee, ik vind het nog steeds lelijk.
- Nee, ze mogen het weghalen.
- Andere

4. Wilt u nog iets anders delen?

Voer uw antwoord in

Appendix M



wildzoekers



Hier mag de natuur wild zijn.
Nature gets to grow wild here.

Kun jij ontdekken waarom? *Can you discover why?*

- 

Zoek alle verborgen beestjes.
In deze buurt zijn *insectfiguren* verstopt.

*Look for the hidden creatures.
Tiny insect figures are hidden around the area.*
- 

Scan en verzamel ze allemaal!
En ontdek het verhaal achter elke soort.

*Scan and collect them all!
Unlock the story behind each species.*
- 

Help de buurt meetellen.
En draag je steentje bij aan de natuur.

*Help your neighbourhood count.
And do your bit for the local nature.*



wildzoekers



Hier mag de natuur wild zijn.
Nature gets to grow wild here.

Kun jij ontdekken waarom? *Can you discover why?*

- 

Zoek alle verborgen beestjes.
In deze buurt zijn *insectfiguren* verstopt.

*Look for the hidden creatures.
Tiny insect figures are hidden around the area.*
- 

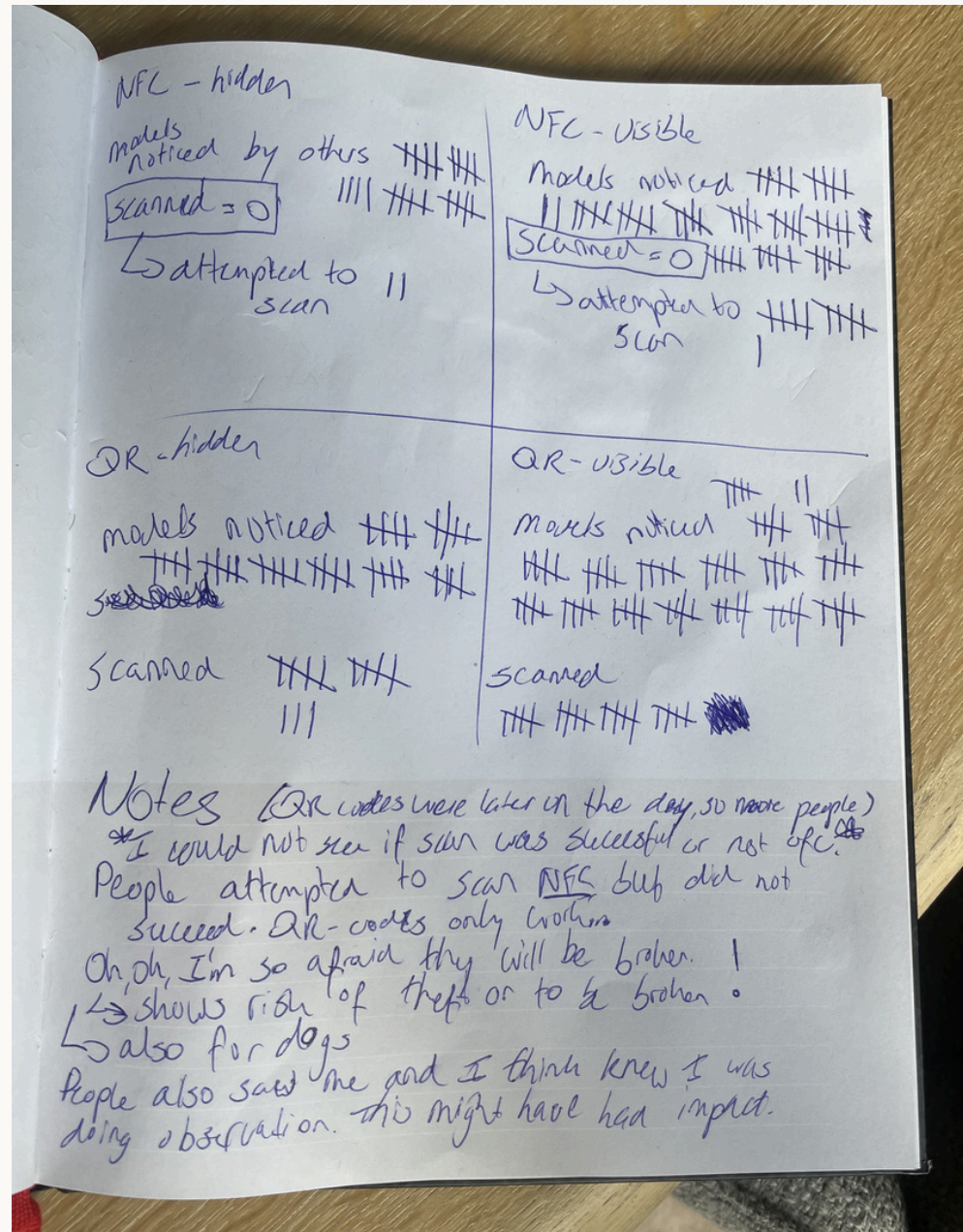
Scan en verzamel ze allemaal!
En ontdek het verhaal achter elke soort.

*Scan and collect them all!
Unlock the story behind each species.*
- 

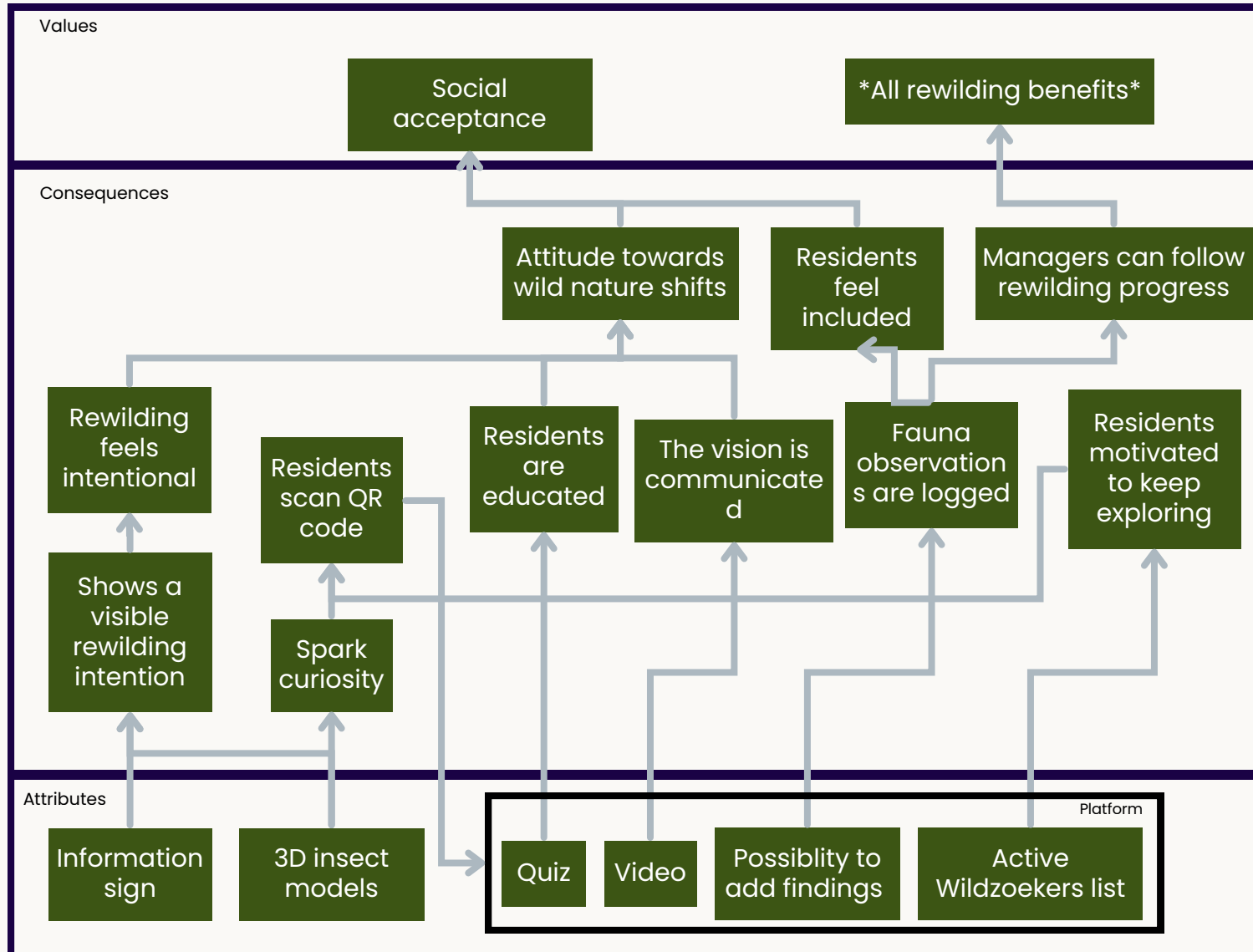
Help de buurt meetellen.
En draag je steentje bij aan de natuur.

*Help your neighbourhood count.
And do your bit for the local nature.*

Appendix N



Appendix O



Appendix P

Wildzoekers Demo Day survey

1. The insect models are now **vulnerable to theft and damage**. How do you suggest fixing this? Drag these approaches into your order of preference, from most to least promising.

Fix them permanently to existing objects (benches, fences, trees)

Make them more sculptural and abstract

Use heavier, weather-resistant materials (cast resin, concrete, metal)

Make them intentionally cheap to replace, so theft matters less

Design them to be attached to surfaces (walls, ground, wood)

2. Or do you have any other suggestions to fix the problem?

Voer uw antwoord in

Appendix Q



Date
2026-03-27

Our reference
ERB-974

Ethical review board TU/e

T +31 (0)40 247 6259
ethics@tue.nl

intranet.tue.nl/ethics

Ethical review research proposal with reference ERB-974

Dear ,

It is a pleasure to inform you that the Ethical Review Board (ERB) has discussed and preliminarily approved your application with reference ERB-974.

Furthermore, the Board wants to draw your attention to the terms and conditions in the appendix.

Success with your research!

Sincerely,

Dr. D. Lakens
Chair Ethical Review Board TU/e

Date
2026-03-27

Our reference
ERB-974

APPENDIX 1

Terms and conditions

Amendments

When considerable amendments are made to the design of the study or educational activity, or when the time period between ERB approval and start of the study is longer than one year, please consult the ERB.

Privacy and research data management

The ERB would like to point out that collecting, handling and storing personal information is subject to the General Data Protection Regulation. Please visit TU/e intranet for the latest information and regulations on www.tue.nl/rdm

The ERB retains the right to revise its decision regarding the implementation and the WMO1/WMH2 status of any research study in response to changing regulations, research activities, or other unforeseen circumstances that are relevant to reviewing any such study. The ERB shall notify the principal researcher of its revised decision and of the reasons for having revised its decision.
1WMO: Law on Medical Scientific Research involving Human Beings (in Dutch: Wet medisch-wetenschappelijk onderzoek met mensen)
2WMH: Medical Device Directive (in Dutch: Wet op de medische hulpmiddelen)

Ethical Review Board

Submitted by Mats Deijck, van on March 20, 2026, 8:39:28 PM UTC

Ethical Review Board

Submitted by Mats Deijck, van on March 20, 2026, 8:39:28 PM UTC

Ethics Review Template

Via this template you can create (or upload) your Ethics Review and request a review by the Ethical Review Board (ERB). This Ethical Review template should be completed for every research study that involves human participants or personal data.

Questions: If you have questions for the ethics committee, add them at the end of the form as a comment under "Activity".

Submit: Once you've completed the form, click "Submit". Your form will be automatically sent to the Ethics Review Board for revision.

1. Project Title*

Social acceptance of urban rewilding

2. Are you a?*

Bachelor student

3. Name of the researcher (Student or Researcher)*

Mats Deijck, van

4. Email of the researcher (Student or Researcher)*

m.j.j.v.deijck@student.tue.nl

When applicable, at least one supervisor should be mentioned.

5. Supervisor(s) Name(s)

Sander Lucas

5a. Supervisor(s) email address(es)

S.I.Lucas@tue.nl

Sharing: Add the person on the right side panel under the "Shared with" label (on low-resolution computers, this option appears at the end of the form).

6. Department*

Industrial Design (ID)

7. What is the purpose of this study? (select all that apply)*

Educational purposes (as part of a course)

8. What are your main research questions?*

How can design make wild nature in urban areas socially acceptable?

9. Has your proposal already been approved by an external Ethical Review Board?*

No

This means that your project has already been approved by an other Ethical Review Board (e.g. when you are collaborating with another university and the project has been approved by their Ethical Review Board, Medical Ethical Approval Board (METC) approvals, etc).

Device Information

10. Does your research include a device?*

No

A device is a complete piece of **physical** hardware that is used to compute or support computer functions within a larger system.

Population & Measurement Information

15. Please check the box that indicates the relevant study population*

- Students
- General healthy population

16. Age category of participants*

18 years or older

17. Description of the research method and/or measurement (select all that applies)*

(Semi-structured) interviews

Please attach any other relevant documentation (e.g. survey questionnaire, text used for ads to recruit participants, text used for debriefings, etc.) to this ERB in question 18.

Ethical Review Board

Submitted by Mats Deijck, van on March 20, 2026, 8:39:28 PM UTC

18. Please use this box to attach any other relevant documentation (e.g. survey questionnaire, text used for ads to recruit participants, text used for debriefings, etc.) *

e094806a-a9f2-4b59-8d2f-4fa39aee62b9

19. Describe the procedures, measurements, and stimuli/treatments used in your study. *

Participants are shown 16 images of vegetation in Tilburg. The following questions guide the conversation:

- What is your first reaction to this image?
- Does this feel like it belongs in a city? Why or why not?
- What do you think this place is for?
- Does your opinion change when I tell you this positively impacts biodiversity and the ecosystem? How?

20. Describe and justify the number of participants and observations for each stage of your study. *

5/6, its the beginning of the project so not many needed.

21. Explain why your research is societally important. What benefits and harm to society may result from the study?*

Wild nature is important to improve biodiversity and water drain, and to cool down the city. Making sure it is socially accepted ensures long term sustainability.

22. Describe the way participants will be recruited*

- Personal network

Please describe:

What participants will do or experience.

What data will be collected (e.g., surveys, observations, physiological measures). What tools or materials will be used (e.g., validated scales, prototypes, databases).

If your study involves multiple stages or methods, please describe each step chronologically.

Please specify:

How many participants are needed per method and why?

Whether participants will be involved once or multiple times. If different and/or multiple participant groups are involved in each study stages, please describe them all accordingly.

How do you plan to recruit participants for your study? Consider methods such

Ethical Review Board

Submitted by Mats Deijck, van on March 20, 2026, 8:39:28 PM UTC

as distributing flyers, leveraging personal networks, or using panels.

23. 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?*

- Yes

23a. Are you using the TU/e consent templates?*

- Yes

You can find the TU/e consent templates by clicking [here](#).

23b. Please upload here your consent template*

80c3b70e-a248-47ef-8704-dd9434845c69

23. Provide a statement of the risks regarding the safety or well-being (think about stress, extreme emotions, visual or auditory discomfort) that you expect for the participants or others involved in the study and how you plan to mitigate them.*

Explain these possible risks and describe the way these risks are mitigated. Also take into consideration any personal data you may gather and associated privacy issues.

No risks expected

24. Please provide a brief statement of the risks associated with the privacy and breach of data collected from the participants and how you plan to mitigate them.*

The anonymous written notes from the interviews could be visible for others if left unattended. I will make sure to closely look after my notebook.

Self-assessment checklist

Questions: If you have questions for the ethics committee, add them at the end of the form as a comment under "Activity".

Ethical Review Board

Submitted by Mats Deijck, van on March 20, 2026, 8:39:28 PM UTC

If you answer "Yes" in questions 26 to 35, your request will not be eligible for fast-track approval.

26. Does the study involve human material? (e.g., surgery waste material derived from non-commercial organizations such as hospitals)*

No

27. 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)*

No

28. Are the participants, outside the context of the research, in a dependent or subordinate position to the investigator?*

No

Consider conducting research involving your own students or employees. If there is a dependency or power imbalance between you and the research participants, your answer to the next question should be 'yes'.

29. Does the study involve participants who are particularly vulnerable or unable to give informed consent?*

No

Vulnerable people: children (<16 years of age), people with learning difficulties, patients, people receiving counseling, people living in care or nursing homes, people recruited through self-help groups, etc.

30. Will participating in the research be burdensome? *

No

For example: requiring participants to wear a device 24/7 for several weeks, filling in questionnaires for hours, traveling long distances to a research location, to be interviewed multiple times, etc.

31. May the research procedure cause harm or discomfort to the participant in any way?*

No

Harm or discomfort examples; causing pain or more than mild discomfort, stress, anxiety, administering drinks, foods, drugs, showing explicit visual material, etc.

32. Will financial inducement (other than reasonable expenses and compensation for time) be offered to participants?*

No

For an explanation of what is considered a reasonable compensation, see the topic [participant fees](#) from the HTI group.

Ethical Review Board

Submitted by MatsDeijck, van on March 20, 2026, 8:39:28 PM UTC

33. 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)*

No

34. Will the study involve actively deceiving the participants? *

No

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

35. 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?*

No

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.

Click the "submit" button in order to send it for review, this will send a message to your **indicated supervisor** based on provided e-mail for approval.

Once your supervisor has approved, it will automatically proceed for review to the Ethical Review Board (ERB).

Please wait a minute or so and **refresh** the page manually to see the next steps.

Date
2026-04-13

Our reference
ERB-1007

Ethical review board TU/e

T +31 (0)40 247 6259
ethics@tue.nl

intranet.tue.nl/ethics

Ethical review research proposal with reference ERB-1007

Dear Mats Deijck, van,

It is a pleasure to inform you that the Ethical Review Board (ERB) has discussed and preliminarily approved your application with reference ERB-1007.

Furthermore, the Board wants to draw your attention to the terms and conditions in the appendix.

Success with your research!

Sincerely,

Maartje Mulder,
On behalf of



Dr. D. Lakens
Chair Ethical Review Board TU/e

Date
2026-04-13

Our reference
ERB-1007

TU/e

APPENDIX 1

Terms and conditions

Amendments

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1WMO: Law on Medical Scientific Research involving Human Beings (in Dutch: Wet medisch-wetenschappelijk onderzoek met mensen)
2WMH: Medical Device Directive (in Dutch: Wet op de medische hulpmiddelen)

Ethical Review Board

Submitted by Mats Deijck, van on March 25, 2026, 10:10:43 AM UTC

Ethics Review Template

Via this template you can create (or upload) your Ethics Review and request a review by the Ethical Review Board (ERB). This Ethical Review template should be completed for every research study that involves human participants or personal data.

Questions: If you have questions for the ethics committee, add them at the end of the form as a comment under "Activity".

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1. Project Title*

Social acceptance of urban rewilding

2. Are you a?*

Bachelor student

3. Name of the researcher (Student or Researcher)*

Mats Deijck, van

4. Email of the researcher (Student or Researcher)*

m.j.j.v.deijck@student.tue.nl

When applicable, at least one supervisor should be mentioned.

5. Supervisor(s) Name(s)

Sander Lucas

5a. Supervisor(s) email address(es)

S.I.Lucas@tue.nl

Sharing: Add the person on the right side panel under the "Shared with" label (on low-resolution computers, this option appears at the end of the form).

6. Department*

Industrial Design (ID)

7. What is the purpose of this study? (select all that apply)*

Educational purposes (as part of a course)

8. What are your main research questions?*

Ethical Review Board

Submitted by Mats Deijck, van on March 25, 2026, 10:10:43 AM UTC

How can design make wild nature in urban areas socially acceptable?

9. Has your proposal already been approved by an external Ethical Review Board?*

No

This means that your project has already been approved by an other Ethical Review Board (e.g. when you are collaborating with another university and the project has been approved by their Ethical Review Board, Medical Ethical Approval Board (METC) approvals, etc).

Device Information

10. Does your research include a device?*

No

A device is a complete piece of **physical** hardware that is used to compute or support computer functions within a larger system.

Population & Measurement Information

15. Please check the box that indicates the relevant study population*

Students

General healthy population

16. Age category of participants*

18 years or older

17. Description of the research method and/or measurement (select all that applies)*

(Semi-structured) interviews

Behavioral observations

Please attach any other relevant documentation (e.g. survey questionnaire, text used for ads to recruit participants, text used for debriefings, etc.) to this ERB in question 18.

Ethical Review Board

Submitted by Mats Deijck, van on March 25, 2026, 10:10:43 AM UTC

18. Please use this box to attach any other relevant documentation (e.g. survey questionnaire, text used for ads to recruit participants, text used for debriefings, etc.) *

9f8dd919-ad61-413c-be18-7f61bdf9c0fb

19. Describe the procedures, measurements, and stimuli/treatments used in your study. *

I will place my prototype (an information sign) in a public urban space that has somehow wild nature. I will then sit close to it and keep track of people passing by and paying attention to the sign. I will also make some pictures for my report (blurring all faces).

Then, if someone is paying attention to the sign, I will approach them to ask if they want to answer some questions. If they agree, I will then conduct the semi-structured interview.

20. Describe and justify the number of participants and observations for each stage of your study. *

Unknown. Depends on the amount of people method and why?

approaching the sign. I guess it will be around 2/3.

21. Explain why your research is societally important. What benefits and harm to society may result from the study?*

Wild nature is important to improve biodiversity and water drain, and to cool down the city. Making sure it is socially accepted ensures long term sustainability.

22. Describe the way participants will be recruited*

Other

Please describe:

What participants will do or experience. What data will be collected (e.g., surveys, observations, physiological measures).

What tools or materials will be used (e.g., validated scales, prototypes, databases). If your study involves multiple stages or methods, please describe each step chronologically.

Please specify:

How many participants are needed per

Whether participants will be involved once or multiple times.

If different and/or multiple participant groups are involved in each study stages, please describe them all accordingly.

How do you plan to recruit participants for your study? Consider methods such

Ethical Review Board

Submitted by Mats Deijck, van on March 25, 2026, 10:10:43 AM UTC

as distributing flyers, leveraging personal networks, or using panels.

22a. Please specify:*

It will be the once actively looking at the information signs.

23. 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?*

No

23. Provide a statement of the risks regarding the safety or well-being (think about stress, extreme emotions, visual or auditory discomfort) that you expect for the participants or others involved in the study and how you plan to mitigate them.*

Explain these possible risks and describe the way these risks are mitigated. Also take into consideration any personal data you may gather and associated privacy issues.

No risks expected

24. Please provide a brief statement of the risks associated with the privacy and breach of data collected from the participants and how you plan to mitigate them.*

The anonymous written notes from the interviews could be visible for others if left unattended. I will make sure to closely look after my notebook. I will also make sure that the photos taken are stored in TU/e cloud services only.

Self-assessment checklist

Questions: If you have questions for the ethics committee, add them at the end of the form as a comment under "Activity".

If you answer "Yes" in questions 26 to 35, your request will not be eligible for fast-track approval.

Ethical Review Board

Submitted by Mats Deijck, van on March 25, 2026, 10:10:43 AM UTC

26. Does the study involve human material? (e.g., surgery waste material derived from non-commercial organizations such as hospitals)*

No

27. 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)*

No

28. Are the participants, outside the context of the research, in a dependent or subordinate position to the investigator?*

No

Consider conducting research involving your own students or employees. If there is a dependency or power imbalance between you and the research participants, your answer to the next question should be 'yes'.

29. Does the study involve participants who are particularly vulnerable or unable to give informed consent?*

No

Vulnerable people: children (<16 years of age), people with learning difficulties, patients, people receiving counseling, people living in care or nursing homes, people recruited through self-help groups, etc.

30. Will participating in the research be burdensome? *

No

For example: requiring participants to wear a device 24/7 for several weeks, filling in questionnaires for hours, traveling long distances to a research location, to be interviewed multiple times, etc.

31. May the research procedure cause harm or discomfort to the participant in any way?*

No

Harm or discomfort examples; causing pain or more than mild discomfort, stress, anxiety, administering drinks, foods, drugs, showing explicit visual material, etc.

32. Will financial inducement (other than reasonable expenses and compensation for time) be offered to participants?*

No

For an explanation of what is considered a reasonable compensation, see the topic [participant fees](#) from the HTI group.

33. 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)*

Yes

Ethical Review Board

Submitted by MatsDeijck, van on March 25, 2026, 10:10:43 AM UTC

33a. Will you be observing people without their knowledge in public space? (e.g. on the street, at a bus-stop)*

Yes

34. Will the study involve actively deceiving the participants? *

No

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

35. 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?*

No

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.

Click the "submit" button in order to send it for review, this will send a message to your **indicated supervisor** based on provided e-mail for approval.

Once your supervisor has approved, it will automatically proceed for review to the Ethical Review Board (ERB).

Please wait a minute or so and **refresh** the page manually to see the next steps.

Date
2026-05-06

Our reference
ERB-1275

Ethical review board TU/e

T +31 (0)40 247 6259
ethics@tue.nl

intranet.tue.nl/ethics

Ethical review research proposal with reference ERB-1275

Dear Mats Deijck, van,

It is a pleasure to inform you that the Ethical Review Board (ERB) has discussed and preliminarily approved your application with reference ERB-1275.

Furthermore, the Board wants to draw your attention to the terms and conditions in the appendix.

Success with your research!

Sincerely,

Maartje Mulder,
On behalf of



Dr. D. Lakens
Chair Ethical Review Board TU/e

Date
2026-05-06

Our reference
ERB-1275

TU/e

APPENDIX 1

Terms and conditions

Amendments

When considerable amendments are made to the design of the study or educational activity, or when the time period between ERB approval and start of the study is longer than one year, please consult the ERB.

Privacy and research data management

The ERB would like to point out that collecting, handling and storing personal information is subject to the General Data Protection Regulation. Please visit TU/e intranet for the latest information and regulations on www.tue.nl/rdm

The ERB retains the right to revise its decision regarding the implementation and the WMO1/WMH2 status of any research study in response to changing regulations, research activities, or other unforeseen circumstances that are relevant to reviewing any such study. The ERB shall notify the principal researcher of its revised decision and of the reasons for having revised its decision.
1WMO: Law on Medical Scientific Research involving Human Beings (in Dutch: Wet medisch-wetenschappelijk onderzoek met mensen)
2WMH: Medical Device Directive (in Dutch: Wet op de medische hulpmiddelen)

Ethical Review Board INGEDIEND ... ^

Ethics Review Template

Via this template you can create (or upload) your Ethics Review and request a review by the Ethical Review Board (ERB). This Ethical Review template should be completed for every research study that involves human participants or personal data.

Questions: If you have questions for the ethics committee, add them at the end of the form as a comment under "Activity".

Submit: Once you've completed the form, click "Submit". Your form will be automatically sent to the Ethics Review Board for revision.

1. Project Title *
Social acceptance of urban rewilding - Testing iteration 4 (for minimal risk ERB)

2. Are you a? *

- Bachelor student
- Master student
- Researcher (PhD, academic staff)
- Other

3. Name of the researcher (Student or Researcher) * **4. Email of the researcher (Student or Researcher) ***

Mats Deijck, van m.j.j.v.deijck@student.tue.nl

i When applicable, at least one supervisor should be mentioned.

5. Supervisor(s) Name(s) * **5a. Supervisor(s) email address(es) ***

Sander Lucas S.I.Lucas@tue.nl

Sharing: Add the person on the right side panel under the "Shared with" label (on low-resolution computers, this option appears at the end of the form).

6. Department *
Industrial Design (ID)

7. What is the purpose of this study? (select all that apply) *

- Educational purposes (as part of a course)
- Scientific purposes (possibly leading to a publication)

8. What are your main research questions? *
How can design make wild nature in urban areas socially acceptable?

9. Has your proposal already been approved by an external Ethical Review Board? *

- Yes
- No

i This means that your project has already been approved by an other Ethical Review Board (e.g. when you are collaborating with another university and the project has been approved by their Ethical Review Board, Medical Ethical Approval Board (METC) approvals, etc).

Device Information

10. Does your research include a device? *

- Yes
- No

i A device is a complete piece of **physical** hardware that is used to compute or support computer functions within a larger system.

11. Is the device self-made? *

- Yes
- No

11a. 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

12. Does the device have a 'CE' certification? *

- Yes, and it will be used for intended purposes
- Yes, and it will be used for other purposes
- No

12a. Please describe your device or link to an online description of the device including its purpose. *
I will be using an NFC tag that leads to a website page. The NFC tag will be placed inside a 3D printed beetle.

Population & Measurement Information

15. Please check the box that indicates the relevant study population *

- Students
- General health population

- General healthy population
- General population with specific feature, e.g., pregnancy, specifically (write the feature in the box "other")
- Patients, specifically (write the feature in the box "other")
- Other

16. Age category of participants *

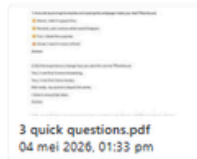
- Younger than 12 years of age
- 12 to 15 years old
- 16 to 17 years old
- 18 years or older

17. Description of the research method and/or measurement (select all that applies)

- (Semi-structured) interviews
- Surveys
- 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

i Please attach any other relevant documentation (e.g. interview questions, survey questionnaire, text used for ads to recruit participants, text used for debriefings, etc.) to this ERB in question 18.

18. Please use this box to attach any other relevant documentation (e.g. interview questions, survey questionnaire, text used for ads to recruit participants, text used for debriefings, etc.)



19. Describe the procedures, measurements, and stimuli/treatments used in your study.

I will place a 3D printed beetle inside a wild verge on the TU/e campus. It has an NFC tag and says 'scan'. If people passing by scan it, they will go to a website page that gives information on the the verge, shows a 'fauna counter' and a map where other insects can be 'collected'.

i Please describe:

What participants will do or experience.

What data will be collected (e.g., surveys, observations, physiological measures).

What tools or materials will be used

There, a Microsoft Forms is embedded that asks them to fill in 3 quick questions. The page and MS Forms can be found on [m. Kever • Mats van Deijck](#). The page clearly states that people are testing a prototype which is being tested.

I will keep track of how many data will be collected through Microsoft Forms. If this is not sufficient, I will stand next to the beetle and ask people if they want to scan it and give either verbal feedback or feedback through the MS Forms.

20. Describe and justify the number of participants and observations for each stage of your study.

Depends on the amount of people passing by, but around 10 people would be nice!

(e.g., validated scales, prototypes, databases).

If your study involves multiple stages or methods, please describe each step chronologically.

i Please specify:

How many participants are needed per method and why?

Whether participants will be involved once or multiple times.

If different and/or multiple participant groups are involved in each study stages, please describe them all accordingly.

21. Explain why your research is societally important. What benefits and harm to society may result from the study?

Wild nature is important to improve biodiversity and water drain, and to cool down the city. Making sure it is socially accepted ensures long term sustainability.

22. Describe the way participants will be recruited

- Survey link posted online, e.g., social media platforms
- On campus flyers
- Personal network
- Via a company (please write the company name in the "other" box)
- Via a hospital (please write the hospital name in the "other" box)
- By a Consortium Partner (please write the consortium partner name in the "other" box)
- Students in a course
- UTL participants database

i How do you plan to recruit participants for your study? Consider methods such as distributing flyers, leveraging personal networks, or using panels.

- Students in a course
- HTI participants database
- External participant database (prolific, MTurk, etc)
- Other

22a. Please specify: *

People that pass by and scan the NFC tag, or people that I approach.

23. 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? *

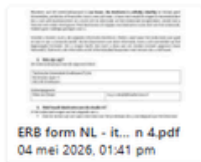
- Yes
- No

23a. Are you using the TU/e consent templates? *

- Yes
- No

i You can find the TU/e consent templates by clicking [here](#).

23b. Please upload here your consent template *



23. Provide a statement of the risks regarding the safety or well-being (think about stress, extreme emotions, visual or auditory discomfort) that you expect for the participants or others involved in the study and how you plan to mitigate them. *

Explain these possible risks and describe the way these risks are mitigated. Also take into consideration any personal data you may gather and associated privacy issues.

No risks expected.

24. Please provide a brief statement of the risks associated with the privacy and breach of data collected from the participants and how you plan to mitigate them. *

The anonymous written notes from the interviews could be visible for others if left unattended. I will make sure to closely look after my notebook. The online survey answers are anonymised and will be stored in the TU/e Microsoft OneDrive.

Self-assessment checklist

Questions: If you have questions for the ethics committee, add them at the end of the form as a comment under "Activity".

If you answer "Yes" in questions 26 to 35, your request will not be eligible for fast-track approval.

26. Does the study involve human material? (e.g., surgery waste material derived from non-commercial organizations such as hospitals) *

- Yes
- No

27. 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) *

- Yes
- No

28. Are the participants, outside the context of the research, in a dependent or subordinate position to the investigator? *

- Yes
- No

i Consider conducting research involving your own students or employees. If there is a dependency or power imbalance between you and the research participants, your answer to the next question should be 'yes'.

29. Does the study involve participants who are particularly vulnerable or unable to give informed consent? *

- Yes
- No

i Vulnerable people: children (<16 years of age), people with learning difficulties, patients, people receiving counseling, people living in care or nursing homes, people recruited through self-help groups, etc.

30. Will participating in the research be burdensome? *

- Yes
- No

i For example: requiring participants to wear a device 24/7 for several weeks, filling in questionnaires for hours, traveling long distances to a research location, to be interviewed multiple times, etc.

31. May the research procedure cause harm or discomfort to the participant in any way? *

- Yes
- No

i Harm or discomfort examples; causing pain or more than mild discomfort, stress, anxiety, administering drinks, foods, drugs, showing explicit visual material, etc.

administering drugs, foods, drugs, showing explicit visual material, etc.

32. Will financial inducement (other than reasonable expenses and compensation for time) be offered to participants? *

- Yes
- No

i For an explanation of what is considered a reasonable compensation, see the topic [participant fees](#) from the HTI group.

33. 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) *

- Yes
- No

34. Will the study involve actively deceiving the participants? *

- Yes
- No

i 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

35. 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? *

- Yes
- No

i 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.

✓ Click the "submit" button in order to send it for review, this will send a message to your **indicated supervisor** based on provided e-mail for approval.

Once your supervisor has approved, it will automatically proceed for review to the Ethical Review Board (ERB).

Please wait a minute or so and **refresh** the page manually to see the next steps.

Date
2026-06-01

Our reference
ERB-1361

Ethical review board TU/e

T +31 (0)40 247 6259
ethics@tue.nl

intranet.tue.nl/ethics

Ethical review research proposal with reference ERB-1361

Dear Mats Deijck, van,

It is a pleasure to inform you that the Ethical Review Board (ERB) has discussed and preliminarily approved your application with reference ERB-1361.

Furthermore, the Board wants to draw your attention to the terms and conditions in the appendix.

Success with your research!

Sincerely,

Maartje Mulder,
On behalf of



Dr. D. Lakens
Chair Ethical Review Board TU/e

Date
2026-06-01

Our reference
ERB-1361

TU/e

APPENDIX 1

Terms and conditions

Amendments

When considerable amendments are made to the design of the study or educational activity, or when the time period between ERB approval and start of the study is longer than one year, please consult the ERB.

Privacy and research data management

The ERB would like to point out that collecting, handling and storing personal information is subject to the General Data Protection Regulation. Please visit TU/e intranet for the latest information and regulations on www.tue.nl/rdm

The ERB retains the right to revise its decision regarding the implementation and the WMO1/WMH2 status of any research study in response to changing regulations, research activities, or other unforeseen circumstances that are relevant to reviewing any such study. The ERB shall notify the principal researcher of its revised decision and of the reasons for having revised its decision.
1WMO: Law on Medical Scientific Research involving Human Beings (in Dutch: Wet medisch-wetenschappelijk onderzoek met mensen)
2WMH: Medical Device Directive (in Dutch: Wet op de medische hulpmiddelen)

Ethics Review Template

Via this template you can create (or upload) your Ethics Review and request a review by the Ethical Review Board (ERB). This Ethical Review template should be completed for every research study that involves human participants or personal data.

Questions: If you have questions for the ethics committee, add them at the end of the form as a comment under "Activity".

Submit: Once you've completed the form, click "Submit". Your form will be automatically sent to the Ethics Review Board for revision.

1. Project Title *

Social acceptance of urban rewilding - Testing final iteration

2. Are you a? *

- Bachelor student
- Master student
- Researcher (PhD, academic staff)
- Other

3. Name of the researcher (Student or Researcher) *

Mats Deijck, van

4. Email of the researcher (Student or Researcher) *

m.j.j.v.deijck@student.tue.nl

i When applicable, at least one supervisor should be mentioned.

5. Supervisor(s) Name(s)

Sander Lucas

5a. Supervisor(s) email address(es)

S.l.Lucas@tue.nl

i **Sharing:** Add the person on the right side panel under the "Shared with" label (on low-resolution computers, this option appears at the end of the form).

6. Department *

Industrial Design (ID)

7. What is the purpose of this study? (select all that apply) *

- Educational purposes (as part of a course)
- Scientific purposes (possibly leading to a publication)

8. What are your main research questions? *

How can design make wild nature in urban areas socially acceptable?

9. Has your proposal already been approved by an external Ethical Review Board? *

- Yes
- No

i This means that your project has already been approved by another Ethical Review Board (e.g. when you are collaborating with another university and the project has been approved by their Ethical Review Board, Medical Ethical Approval Board (METC) approvals, etc).

Device Information

10. Does your research include a device? *

- Yes
- No

i A device is a complete piece of **physical** hardware that is used to compute or support computer functions within a larger system.

11. Is the device self-made? *

- Yes
- No

11a. 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

12. Does the device have a 'CE' certification? *

- Yes, and it will be used for intended purposes
- Yes, and it will be used for other purposes
- No

12a. Please describe your device or link to an online description of the device including its purpose. *

I have printed 3D models of insects, with an NFC tag stickered on top, leading to a webpage.

Population & Measurement Information

15. Please check the box that indicates the relevant study population *

- Students
- General healthy population

- General population with specific feature, e.g., pregnancy, specifically (write the feature in the box "other")
- Patients, specifically (write the feature in the box "other")
- Other

16. Age category of participants *

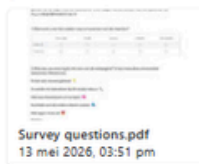
- Younger than 12 years of age
- 12 to 15 years old
- 16 to 17 years old
- 18 years or older

17. Description of the research method and/or measurement (select all that applies) *

- (Semi-structured) interviews
- Surveys
- 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

i Please attach any other relevant documentation (e.g. interview questions, survey questionnaire, text used for ads to recruit participants, text used for debriefings, etc.) to this ERB in question 18.

18. Please use this box to attach any other relevant documentation (e.g. interview questions, survey questionnaire, text used for ads to recruit participants, text used for debriefings, etc.) *



19. Describe the procedures, measurements, and stimuli/treatments used in your study. *

I will place 3D printed insects on different places (I will test which places are best) near a wild nature urban area. Nearby, there's also a sign that gives instructions that people should find them and scan them. This can either be done by QR code or NFC tag (I will test both options).

i Please describe:

- What participants will do or experience.
- What data will be collected (e.g., surveys, observations, physiological measures).
- What tools or materials will be used

If people passing by scan it, they will go to a website page that gives information. There, a Microsoft Forms is embedded that asks them to fill in 3 quick questions. This page clearly states that people are testing a prototype which is being tested.

From a distance, I will watch if people scan it. I will write down how (much) people interact with the concept. I will also make some pictures for my report (blurring all faces). I might walk up to them to conduct a short semi-structured interview.

20. Describe and justify the number of participants and observations for each stage of your study. *

I hope to get at least around 10 people to interact with the prototypes.

(e.g., validated scales, prototypes, databases).

If your study involves multiple stages or methods, please describe each step chronologically.

i Please specify:

How many participants are needed per method and why?

Whether participants will be involved once or multiple times.

If different and/or multiple participant groups are involved in each study stages, please describe them all accordingly.

21. Explain why your research is societally important. What benefits and harm to society may result from the study? *

Wild nature is important to improve biodiversity and water drain, and to cool down the city. Making sure it is socially accepted ensures long term sustainability.

22. Describe the way participants will be recruited *

- Survey link posted online, e.g., social media platforms
- On campus flyers
- Personal network
- Via a company (please write the company name in the "other" box)
- Via a hospital (please write the hospital name in the "other" box)
- By a Consortium Partner (please write the consortium partner name in the "other" box)
- Students in a course
- HTI participants database

i How do you plan to recruit participants for your study? Consider methods such as distributing flyers, leveraging personal networks, or using panels.

- External participant database (prolific, MTurk, etc)
- Other

22a. Please specify: *

People passing by that start interacting with the prototypes voluntarily.

23. 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? *

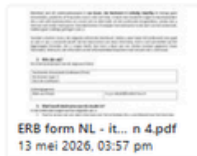
- Yes
- No

23a. Are you using the TU/e consent templates? *

- Yes
- No

i You can find the TU/e consent templates by clicking [here](#).

23b. Please upload here your consent template *



23. Provide a statement of the risks regarding the safety or well-being (think about stress, extreme emotions, visual or auditory discomfort) that you expect for the participants or others involved in the study and how you plan to mitigate them. *

Explain these possible risks and describe the way these risks are mitigated. Also take into consideration any personal data you may gather and associated privacy issues.

No risks expected.

24. Please provide a brief statement of the risks associated with the privacy and breach of data collected from the participants and how you plan to mitigate them. *

The anonymous written notes from the interviews and observations could be visible for others if left unattended. I will make sure to closely look after my notebook. I will also make sure that the photos taken are stored in TU/e cloud services only. The online survey answers are anonymised and will be stored in the TU/e Microsoft OneDrive.

Self-assessment checklist

Questions: If you have questions for the ethics committee, add them at the end of the form as a comment under "Activity".

If you answer "Yes" in questions 26 to 35, your request will not be eligible for fast-track approval.

approval.

26. Does the study involve human material? (e.g., surgery waste material derived from non-commercial organizations such as hospitals) *

- Yes
- No

27. 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) *

- Yes
- No

28. Are the participants, outside the context of the research, in a dependent or subordinate position to the investigator? *

- Yes
- No

i Consider conducting research involving your own students or employees. If there is a dependency or power imbalance between you and the research participants, your answer to the next question should be 'yes'.

29. Does the study involve participants who are particularly vulnerable or unable to give informed consent? *

- Yes
- No

i Vulnerable people: children (< 16 years of age), people with learning difficulties, patients, people receiving counseling, people living in care or nursing homes, people recruited through self-help groups, etc.

30. Will participating in the research be burdensome? *

- Yes
- No

i For example: requiring participants to wear a device 24/7 for several weeks, filling in questionnaires for hours, traveling long distances to a research location, to be interviewed multiple times, etc.

31. May the research procedure cause harm or discomfort to the participant in any way? *

- Yes
- No

i Harm or discomfort examples; causing pain or more than mild discomfort, stress, anxiety, administering drinks, foods, drugs, showing explicit visual material, etc.

32. Will financial inducement (other than reasonable expenses and compensation for time) * be offered to participants?

- Yes
- No

i For an explanation of what is considered a reasonable compensation, see the topic [participant fees](#) from the HTI group.

33. 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)

- Yes
- No

33a. Will you be observing people without their knowledge in public space? (e.g. on the street, at a bus-stop)

- Yes
- No

34. Will the study involve actively deceiving the participants?

- Yes
- No

i 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

35. 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?

- Yes
- No

i 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.

✓ Click the "submit" button in order to send it for review, this will send a message to your **indicated supervisor** based on provided e-mail for approval.

Once your supervisor has approved, it will automatically proceed for review to the Ethical Review Board (ERB).

Please wait a minute or so and **refresh** the page manually to see the next steps.

Date
2026-05-29

Our reference
ERB-1417

Ethical review board TU/e

T +31 (0)40 247 6259
ethics@tue.nl

intranet.tue.nl/ethics

Ethical review research proposal with reference ERB-1417

Dear ,

It is a pleasure to inform you that the Ethical Review Board (ERB) has discussed and preliminarily approved your application with reference ERB-1417.

Furthermore, the Board wants to draw your attention to the terms and conditions in the appendix.

Success with your research!

Sincerely,



Dr. D. Lakens
Chair Ethical Review Board TU/e

Date
2026-05-29

Our reference
ERB-1417

APPENDIX 1

Terms and conditions

Amendments

When considerable amendments are made to the design of the study or educational activity, or when the time period between ERB approval and start of the study is longer than one year, please consult the ERB.

Privacy and research data management

The ERB would like to point out that collecting, handling and storing personal information is subject to the General Data Protection Regulation. Please visit TU/e intranet for the latest information and regulations on www.tue.nl/rdm

The ERB retains the right to revise its decision regarding the implementation and the WMO1/WMH2 status of any research study in response to changing regulations, research activities, or other unforeseen circumstances that are relevant to reviewing any such study. The ERB shall notify the principal researcher of its revised decision and of the reasons for having revised its decision.
1WMO: Law on Medical Scientific Research Involving Human Beings (in Dutch: Wet medisch-wetenschappelijk onderzoek met mensen)
2WMH: Medical Device Directive (in Dutch: Wet op de medische hulpmiddelen)

Ethics Review Template

Via this template you can create (or upload) your Ethics Review and request a review by the Ethical Review Board (ERB). This Ethical Review template should be completed for every research study that involves human participants or personal data.

Questions: If you have questions for the ethics committee, add them at the end of the form as a comment under "Activity".

Submit: Once you've completed the form, click "Submit". Your form will be automatically sent to the Ethical Review Board for revision.

1. Project Title *

Social acceptance of urban rewilding - Expert validation

2. Are you a? *

- Bachelor student
 Master student
 Researcher (PhD, academic staff)
 Other

3. Name of the researcher (Student or Researcher) *

Mats Deijck, van

4. Email of the researcher (Student or Researcher) *

m.j.j.v.deijck@student.tue.nl

i When applicable, at least one supervisor should be mentioned.

5. Supervisor(s) Name(s)

Sander Lucas

5a. Supervisor(s) email address(es)

S.l.Lucas@tue.nl

Sharing: Add the person on the right side panel under the "Shared with" label (on low-resolution computers, this option appears at the end of the form).

6. Department *

Industrial Design (ID)

7. What is the purpose of this study? (select all that apply) *

- Educational purposes (as part of a course)
 Scientific purposes (possibly leading to a publication)

8. What are your main research questions? *

How can design make wild nature in urban areas socially acceptable?

9. Has your proposal already been approved by an external Ethical Review Board? *

- Yes
 No

i This means that your project has already been approved by another Ethical Review Board (e.g. when you are collaborating with another university and the project has been approved by their Ethical Review Board, Medical Ethical Approval Board (METC) approvals, etc).

Device Information

10. Does your research include a device? *

- Yes
 No

i A device is a complete piece of **physical** hardware that is used to compute or support computer functions within a larger system.

11. Is the device self-made? *

- Yes
 No

11a. 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

12. Does the device have a 'CE' certification? *

- Yes, and it will be used for intended purposes
 Yes, and it will be used for other purposes
 No

12a. Please describe your device or link to an online description of the device including its purpose. *

I have printed 3D models of insects, with an NFC tag stickered on top, leading to a webpage.

Population & Measurement Information

15. Please check the box that indicates the relevant study population *

- Students
 General healthy population

- General population with specific feature, e.g., pregnancy, specifically (write the feature in the box "other")
- Patients, specifically (write the feature in the box "other")
- Other

16. Age category of participants *

- Younger than 12 years of age
- 12 to 15 years old
- 16 to 17 years old
- 18 years or older

17. Description of the research method and/or measurement (select all that applies) *

- (Semi-structured) interviews
- Surveys
- 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

i Please attach any other relevant documentation (e.g. interview questions, survey questionnaire, text used for ads to recruit participants, text used for debriefings, etc.) to this ERB in question 18.

18. Please use this box to attach any other relevant documentation (e.g. interview questions, survey questionnaire, text used for ads to recruit participants, text used for debriefings, etc.) *



19. Describe the procedures, measurements, and stimuli/treatments used in your study. *

I will have meetings with some people from nature organisations as well as coordinators at the municipality. I will ask them what they think about my concept and ask for insights into how to make this concept viable. For referencing purposes in my report, I will use their name.

i Please describe:

What participants will do or experience.

What data will be collected (e.g., surveys, observations, physiological measures).

What tools or materials will be used (e.g., validated scales, prototypes,

databases).

If your study involves multiple stages or methods, please describe each step chronologically.

20. Describe and justify the number of participants and observations for each stage of your study. *

As of now, I have 2 meetings planned, but this might turn out to be more.

i Please specify:

How many participants are needed per method and why?

Whether participants will be involved once or multiple times.

If different and/or multiple participant groups are involved in each study stages, please describe them all accordingly.

21. Explain why your research is societally important. What benefits and harm to society may result from the study? *

Wild nature is important to improve biodiversity and water drain, and to cool down the city. Making sure it is socially accepted ensures long term sustainability.

22. Describe the way participants will be recruited *

- Survey link posted online, e.g., social media platforms
- On campus flyers
- Personal network
- Via a company (please write the company name in the "other" box)
- Via a hospital (please write the hospital name in the "other" box)
- By a Consortium Partner (please write the consortium partner name in the "other" box)
- Students in a course
- HTI participants database
- External participant database (prolific, MTurk, etc)
- Other

i How do you plan to recruit participants for your study? Consider methods such as distributing flyers, leveraging personal networks, or using panels.

22a. Please specify: *

For now, it's Van Gogh National Park and the Municipality of Eindhoven.

23. 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?

- Yes
- No

23a. Are you using the TU/e consent templates? *

- Yes
- No

i You can find the TU/e consent templates by clicking [here](#).

23b. Please upload here your consent template *



23. Provide a statement of the risks regarding the safety or well-being (think about stress, extreme emotions, visual or auditory discomfort) that you expect for the participants or others involved in the study and how you plan to mitigate them. *

Explain these possible risks and describe the way these risks are mitigated. Also take into consideration any personal data you may gather and associated privacy issues.

No risks expected.

24. Please provide a brief statement of the risks associated with the privacy and breach of data collected from the participants and how you plan to mitigate them. *

The written notes from the interviews could be visible for others if left unattended. I will make sure to closely look after my notebook.

Self-assessment checklist

[-] Questions: If you have questions for the ethics committee, add them at the end of the form as a comment under "Activity".

If you answer "Yes" in questions 26 to 35, your request will not be eligible for fast-track approval.

26. Does the study involve human material? (e.g., surgery waste material derived from non-commercial organizations such as hospitals) *

- Yes
- No

27. 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) *

- Yes

27. 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) *

- Yes
- No

28. Are the participants, outside the context of the research, in a dependent or subordinate position to the investigator? *

- Yes
- No

i Consider conducting research involving your own students or employees. If there is a dependency or power imbalance between you and the research participants, your answer to the next question should be 'yes'.

29. Does the study involve participants who are particularly vulnerable or unable to give informed consent? *

- Yes
- No

i Vulnerable people: children (<16 years of age), people with learning difficulties, patients, people receiving counseling, people living in care or nursing homes, people recruited through self-help groups, etc.

30. Will participating in the research be burdensome? *

- Yes
- No

i For example: requiring participants to wear a device 24/7 for several weeks, filling in questionnaires for hours, traveling long distances to a research location, to be interviewed multiple times, etc.

31. May the research procedure cause harm or discomfort to the participant in any way? *

- Yes
- No

i Harm or discomfort examples; causing pain or more than mild discomfort, stress, anxiety, administering drinks, foods, drugs, showing explicit visual material, etc.

32. Will financial inducement (other than reasonable expenses and compensation for time) be offered to participants? *

- Yes
- No

i For an explanation of what is considered a reasonable compensation, see the topic [participant fees](#) from the HTI group.

33. 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) *

- Yes
 No

34. Will the study involve actively deceiving the participants? *

- Yes
 No

i 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

35. 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? *

- Yes
 No

i 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.

✓ Click the "submit" button in order to send it for review, this will send a message to your **indicated supervisor** based on provided e-mail for approval.

Once your supervisor has approved, it will automatically proceed for review to the Ethical Review Board (ERB).

Please wait a minute or so and **refresh** the page manually to see the next steps.

Appendix R

Informatieblad voor onderzoek 'Sociale acceptatie van verwilderde natuur'

1. Inleiding

De Technische Universiteit Eindhoven (TU/e) nodigt u uit om deel te nemen aan het onderzoek met als doel het vergaren van initiële inzichten omtrent het project. U ontvangt deze uitnodiging omdat ik u persoonlijk ken. U ontvangt voor deelname aan dit onderzoek geen vergoeding.

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 en wat er van u verwacht wordt. Na het doornemen van deze informatie, kunt u zich aanmelden op het bijgevoegde formulier. Als u vragen heeft, dan kunt u deze aan ons stellen (contact gegevens staan hieronder). Ook kunt u de informatie uit dit informatieblad bespreken met mensen die u vertrouwt.

2. Wie zijn wij?

Dit onderzoeksproject wordt uitgevoerd door:

Technische Universiteit Eindhoven (TU/e)
De Groene Loper 3
5612 AE Eindhoven

Contactgegevens

Mats van Deijck	m.j.j.v.deijck@student.tue.nl
-----------------	-------------------------------

3. Wat houdt deelname aan de studie in?

In het onderzoek vragen we het volgende van u:

- Om uw mening over 16 foto's van soorten natuur in Tilburg. Een kort open interview zal worden gehouden met 4 leidende vragen.

Tijdens dit onderzoek worden geen persoonsgegevens over u verzameld. Bij interviews of observaties worden geen opnames gemaakt en eventuele aantekeningen gemaakt door de onderzoeker bevatten geen persoonlijke of herkenbare details over u. Hierdoor zijn de verzamelde gegevens niet naar u te herleiden. De resultaten van het onderzoek worden eveneens uitsluitend in anonieme vorm gerapporteerd.

4. Stopzetten deelname

Als u besluit uw deelname te stoppen, dan gebruiken wij uw gegevens 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 de contactgegevens zoals vermeld in sectie 2 hierboven.

5. Vertrouwelijkheid van uw deelname

Het toestemmingsformulier, waar uw naamenhandtekening op staat, wordt bewaard voor een periode van 1 jaar. Dit is noodzakelijk voor de wetenschappelijke integriteit van het onderzoek – en de gebruikte gegevens in het onderzoek - te kunnen aantonen. Na het verstrijken van de bewaartermijn is het toestemmingsformulier niet meer nodig en wordt deze verwijderd. Het toestemmingsformulier is uitsluitend toegankelijk voor de betrokken onderzoeker. Het toestemmingsformulier wordt nooit gekoppeld aan de gegevens die tijdens het onderzoek verzameld worden, maar wordt te allen tijde apart gehouden van de onderzoeksgegevens.

Dit onderzoek is beoordeeld en goedgekeurd door de ethische toetsingscommissie 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.

Naam Deelnemer:

Handtekening:

Datum:

Naam Onderzoeker: Mats van Deijck

Handtekening:

Datum:

Informatieblad voor onderzoek 'Sociale acceptatie van verwilderde natuur in de stad'

1. Inleiding

De Technische Universiteit Eindhoven (TU/e) nodigt u uit om deel te nemen aan het onderzoek met als doel inzichten vergaren op basis van een simpel prototype. U ontvangt deze uitnodiging omdat u aandacht besteedde aan het prototype in de openbare ruimte. U ontvangt voor deelname aan dit onderzoek geen vergoeding.

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 en wat er van u verwacht wordt. Na het doornemen van deze informatie, kunt u zich aanmelden op het bijgevoegde formulier. Als u vragen heeft, dan kunt u deze aan ons stellen (contact gegevens staan hieronder). Ook kunt u de informatie uit dit informatieblad bespreken met mensen die u vertrouwt.

2. Wie zijn wij?

Dit onderzoeksproject wordt uitgevoerd door:

Technische Universiteit Eindhoven (TU/e) De Groene Loper 3 5612 AE Eindhoven
--

Contactgegevens

Mats van Deijck	m.j.j.v.deijck@student.tue.nl
-----------------	-------------------------------

3. Wat houdt deelname aan de studie in?

In het onderzoek vragen we het volgende van u:

- Deel te nemen aan een open interview over het prototype waar u voorafgaand aan het interview naar hebt gekeken.

Tijdens dit onderzoek worden geen persoonsgegevens over u verzameld. Bij interviews worden geen opnames gemaakt en eventuele aantekeningen gemaakt door de onderzoeker bevatten geen persoonlijke of herkenbare details over u. Hierdoor zijn de verzamelde gegevens niet naar u te herleiden. De resultaten van het onderzoek worden eveneens uitsluitend in anonieme vorm gerapporteerd.

4. Stopzetten deelname

Als u besluit uw deelname te stoppen, dan gebruiken wij uw gegevens 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 de contactgegevens zoals vermeld in sectie 2 hierboven.

5. Vertrouwelijkheid van uw deelname

Het toestemmingsformulier, waar uw naamenhandtekening op staat, wordt bewaard voor een periode van 1 jaar. Dit is noodzakelijk voor de wetenschappelijke integriteit van het onderzoek – en de gebruikte gegevens in het onderzoek - te kunnen aantonen. Na het verstrijken van de bewaartermijn is het toestemmingsformulier niet meer nodig en wordt deze verwijderd. Het toestemmingsformulier is

uitsluitend toegankelijk voor de betrokken onderzoeker. Het toestemmingsformulier wordt nooit gekoppeld aan de gegevens die tijdens het onderzoek verzameld worden, maar wordt te allen tijde apart gehouden van de onderzoeksgegevens.

Dit onderzoek is beoordeeld en goedgekeurd door de ethische toetsingscommissie van de Technische Universiteit Eindhoven.

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.

Naam Deelnemer:

Handtekening:

Datum:

Naam Onderzoeker: Mats van Deijck

Handtekening:

Datum:

Informatieblad voor onderzoek 'Sociale acceptatie van verwilderde natuur in de stad'

1. Inleiding

De Technische Universiteit Eindhoven (TU/e) nodigt u uit om deel te nemen aan het onderzoek met als doel inzichten vergaren op basis van een simpel prototype. U ontvangt deze uitnodiging omdat u aandacht besteedt aan het prototype in de openbare ruimte. U ontvangt voor deelname aan dit onderzoek geen vergoeding.

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 en wat er van u verwacht wordt. Na het doornemen van deze informatie, kunt u zich aanmelden op het bijgevoegde formulier. Als u vragen heeft, dan kunt u deze aan ons stellen (contact gegevens staan hieronder). Ook kunt u de informatie uit dit informatieblad bespreken met mensen die u vertrouwt.

2. Wie zijn wij?

Dit onderzoeksproject wordt uitgevoerd door:

Technische Universiteit Eindhoven (TU/e) De Groene Loper 3 5612 AE Eindhoven
--

Contactgegevens

Mats van Deijck	m.j.v.deijck@student.tue.nl
-----------------	-----------------------------

3. Wat houdt deelname aan de studie in?

In het onderzoek vragen we het volgende van u:

- Deel te nemen aan een open interview over het prototype die u voorafgaand aan het interview hebt gescand.

Tijdens dit onderzoek worden geen persoonsgegevens over u verzameld. Bij interviews worden geen opnames gemaakt en eventuele aantekeningen gemaakt door de onderzoeker bevatten geen persoonlijke of herkenbare details over u. Hierdoor zijn de verzamelde gegevens niet naar u te herleiden. De resultaten van het onderzoek worden eveneens uitsluitend in anonieme vorm gerapporteerd.

4. Stopzetten deelname

Als u besluit uw deelname te stoppen, dan gebruiken wij uw gegevens 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 de contactgegevens zoals vermeld in sectie 2 hierboven.

5. Vertrouwelijkheid van uw deelname

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uitsluitend toegankelijk voor de betrokken onderzoeker. Het toestemmingsformulier wordt nooit gekoppeld aan de gegevens die tijdens het onderzoek verzameld worden, maar wordt te allen tijde apart gehouden van de onderzoeksgegevens.

Dit onderzoek is beoordeeld en goedgekeurd door de ethische toetsingscommissie van de Technische Universiteit Eindhoven.

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.

Naam Deelnemer:

Handtekening:

Datum:

Naam Onderzoeker: Mats van Deijck

Handtekening:

Datum:

Informatieblad voor onderzoek 'Sociale acceptatie van verwilderde natuur in de stad'

1. Inleiding

De Technische Universiteit Eindhoven (TU/e) nodigt u uit om deel te nemen aan het onderzoek met als doel inzichten vergaren op basis van een simpel prototype. U ontvangt deze uitnodiging omdat u per e-mail inging op een uitnodiging voor een gesprek. U ontvangt voor deelname aan dit onderzoek geen vergoeding.

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 en wat er van u verwacht wordt. Na het doornemen van deze informatie, kunt u zich aanmelden op het bijgevoegde formulier. Als u vragen heeft, dan kunt u deze aan ons stellen (contact gegevens staan hieronder). Ook kunt u de informatie uit dit informatieblad bespreken met mensen die u vertrouwt.

2. Wie zijn wij?

Dit onderzoeksproject wordt uitgevoerd door:

Technische Universiteit Eindhoven (TU/e) De Groene Loper 3 5612 AE Eindhoven	
--	--

Contactgegevens

Mats van Deijck	m.j.v.deijck@student.tue.nl
Privacy Operations	privacy@tue.nl
Functionaris Gegevensbescherming	dataprotectionofficer@tue.nl

3. Wat houdt deelname aan de studie in?

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

- Deel te nemen aan een open interview over het concept.

4. Welke persoonsgegevens verzamelen en verwerken wij van u?

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

Categorie	Persoonsgegevens	Doeleinde	Bewaartermijn
Contactinformatie	Naam	Voor vermelding in het rapport.	3 maanden na gegevensverzameling.
Funcieprofiel	Funcietitel, ervaringsjaren, naam en locatie werkgever	Voor vermelding in het rapport	3 maanden na gegevensverzameling.

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 deze termijn worden uw persoonsgegevens verwijderd of geanonimiseerd, zodat deze niet meer aan u gelinkt kunnen worden. Tenzij u expliciet toestemming geeft voor het gebruiken van herkenbare gegevens over u (bijvoorbeeld als u wilt dat uw naam of uw quotes worden vermeld in publicaties).

5. 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 de contactgegevens zoals vermeld in sectie 2 hierboven.

Met zorgen of vragen over de omgang met persoonsgegevens kunt u een mail sturen naar de Functionaris Gegevensbescherming via de contactgegevens vermeld in sectie 2 hierboven. Ook kunt u een klacht indienen bij de Autoriteit Persoonsgegevens.

U heeft het recht een verzoek tot inzage, wijziging, bezwaar, verwijdering of aanpassing van uw persoonsgegevens te doen. Dien uw verzoek in bij team Privacy Operations via de contactgegevens zoals vermeld in de tabel in sectie 2.

6. 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 aan de geldende gedragscode voor wetenschappelijke integriteit en de richtlijnen voor onderzoek.

7. Wie heeft toegang tot uw persoonsgegevens?

Alleen geautoriseerde medewerkers die betrokken zijn bij het onderzoek hebben toegang tot uw persoonsgegevens als dit nodig is voor hun taken. De geautoriseerde medewerkers behandelen uw persoonlijke gegevens vertrouwelijk.

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

8. Toekomstig onderzoek

Tijdens het onderzoeksproject kan blijken dat uw persoonsgegevens ook nuttig zijn voor nieuw, maatschappelijk relevant onderzoek. Wij hergebruiken uw gegevens in dat geval graag voor het nieuwe onderzoek. Dit gebeurt alleen als (1) de gegevens echt nodig zijn, (2) de erkende ethische normen voor wetenschappelijk onderzoek worden gevolgd en (3) als de nieuwe onderzoeksdoeleinden overeenkomen met de bestaande 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.

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 de onderzoeker toestemming om mijn persoonsgegevens (functie) te gebruiken in publicaties en/of in presentaties – zonder daarbij mijn naam te vermelden.

JA NEE

5. Ik geef toestemming om mijn echte naam te vermelden in de publicaties en/of presentaties bij de onder 4 bedoelde functiegegevens en antwoorden die ik gaf tijdens het open interview.

JA NEE

Naam Deelnemer:

Naam Onderzoeker: Mats van Deijck

Handtekening:

Handtekening:

Datum:

Datum: