

# Rotterdam – Design Brief

version 2.0

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## 1.0 Background

### ORGANISED CRIME<sup>1</sup>

The huge business park in Rotterdam, the Spaanse polder, which is home to 1800 businesses with 24,000 employees, was neglected by the authorities over a long period of time. As a result, the Spaanse polder became a breeding ground for subversive organised crime. The first steps in restoring order and reshaping the landscape have been underway since 2014 (Holsteiner project). A process of exchange and working with local stakeholders has been initiated and will continue in the next few years.

From the City's perspective, the Holsteiner project has been fruitful to a large extent. In 2019 the police carried out an analysis of key suspects in the Spaanse Polder and had a total of 61 persons of interest on their list, in 2022 a reassessment showed an overall reduction of key suspects: 32 are now on the list.

There is, however, still work to be done in order to tackle subversive organised crime in the Spaanse Polder. The challenge is to not only utilise an integrated approach to minimise opportunities for subversive crime, but to also promote a more collaborative approach within the business park — a task even more challenging as there are barely any residents living in the area.

## 2.0 Problem statements

The problems facing the Spaanse Polder are complex, and research identified four separate but overlapping problems statements:

1. **In what ways might we...** ensure that business owners have a sense of responsibility for the safety and security of the Spaanse Polder?
2. **In what ways might we...** share information in a more proactive and effective way between professional stakeholders and business representatives in the Spaanse Polder?
3. **In what ways might we...** better provide feedback on actions taken to address reported issues / problems to the business / stakeholder reporting it?
4. **In what ways might we...** address the bottleneck in (and lack of) feedback to businesses / citizens from the city/police?

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<sup>1</sup> Information on this section for each local workshop is based on information provided by IcARUS' Deliverable D2.3 "Report describing the results from the workshop for assessing requirements"

A number of design requirements and constraints pertaining to the above *problem statements* were derived from: (i) analysis of the results of the Rotterdam Local Workshop, conducted on 25 May 2022; and (ii) the results of Supplementary Research conducted by the University of Salford in the Spaanse Polder in October 2022.

### 3.0 Design requirements and constraints

#### User engagement

1. The design should reach all 20,000 people that work in the Spaanse Polder
  - *This may be achieved through multiple channels / mechanisms*
2. The design should strengthen collaborative working between Spaanse Polder businesses, the local police, the BOAs, the municipality and other stakeholders
  - *Simplifying / facilitating the flow of information between those in Spaanse Polder and central decision makers*
3. The design should enable a clearer understanding of the problems in Spaanse Polder, and for this to be shared among a much wider group than is currently the case (approx. 10% engagement)
  - *This includes those hindering the fight against or contributing to organised and subversive crime*

#### Function

4. The design should enable action to be taken to address identified problems
  - *Feedback on action should be provided to the reporter — and wider community*
5. The design should support citizens to recognise and report signs of organised crime (e.g. illicit behaviour)
6. The design should satisfy the desire of business to be better informed of safety and security in the area.

#### Motivation for active citizenship

7. Business owners and employees should be encouraged to be civic-minded and notice / report problems beyond their own company or premises
  - *These problems may be environmental, nuisances, or (indicators of) criminal behaviour (including a gut feeling), etc.*
8. The design should act as a 'magnet', motivate users and draw them towards the desired collaborative behaviours.

**NOTE:** *The solution may take the form of (one or more) product, service, process, system, environment, communication design*