

THE HAGUE SOUTH WEST

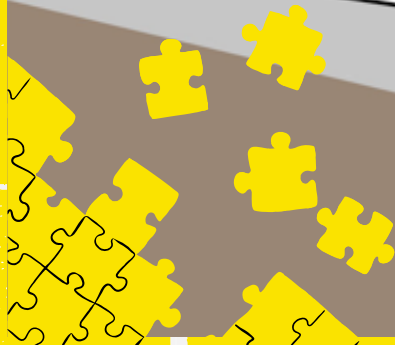


MUSEUMLAB

museon omniversum



WELKOM
WELCOME



introduction

In The Hague Southwest, the municipality faced challenges beyond bricks, a web of issues in poverty, health, safety, and community ties. MuseumLAB emerged as a creative force in the beginning of 2023, diving into the city's cultural tapestry.

Amidst this journey, a concern surfaced: Could the MuseumLAB meet the growing demand in its expanding venue? Were the children and their families truly aware of the magic of reusing materials? This puzzle, viewed through the Joint Problem Framework, led to a transdisciplinary adventure.

In collaboration with Maarten and Sanne, the problem identified is an insufficient material management for the future expansion of the MuseumLAB next year. This would mean that the children are welcome to participate in workshops up to three times a week & double sized rooms would mean larger groups of participants - max 30 children per workshop!

A wicked twist awaited. Dumped treasures marred the neighbourhood, wasting energy. MuseumLAB becomes the hero of this story, turning castaways into workshop wonders, and unravelling material lifecycles.

Yet, challenges persisted. The tale weaved through stakeholder mazes and social complexities, viewpoints clashing on the trash dilemma's severity.

Armed with knowledge, the MuseumLAB seeks more: materials hidden in neighbourhood nooks, dreams of children aged 6-16, and the organisation's capacity for workshop wonders.

goed knipje





The story unfolds - a collaboration between community, culture, and the MuseumLAB, turning "waste" into treasures.



SEEK NEW HORIZONS



STAKEHOLDER ANALYSIS

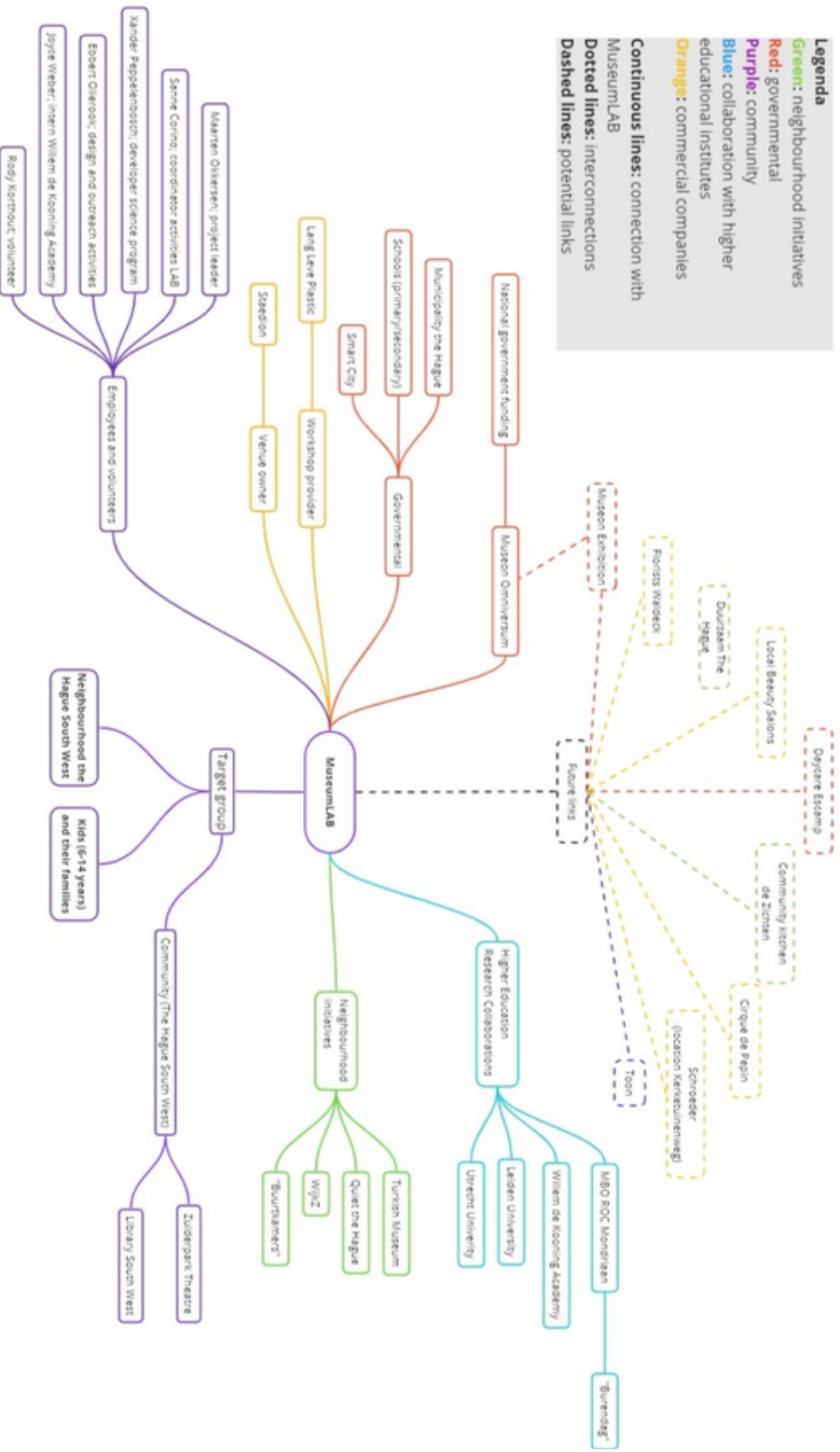
For our stakeholder analysis, we have been looking at different (potential) actors and stakeholders that are important for the MuseumLAB. As the MuseumLAB will expand over the next few years, more sustainable materials for the workshops will be needed to keep it running. For this, the MuseumLAB could look into collaborations with new potential stakeholders. These stakeholders could provide sustainable and recycled materials to meet the growing demand of materials. An example of a potential, future stakeholder is Schroeder. This foundation has thrift shops in The Hague that sometimes ship out items that can still have another life. The children of the MuseumLAB can use these items in the workshop.

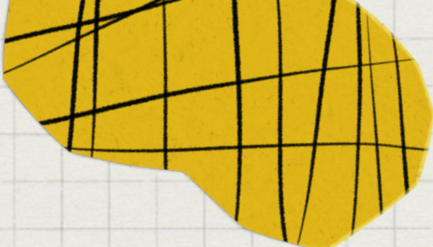
Another important stakeholder for the MuseumLAB are the schools in the neighbourhood. Not only can they attract more children to the workshops here, they can also create more awareness about sustainable material management. Furthermore, the schools can put up a donation box for recycled materials that the MuseumLAB can use in their workshops.

Lang Leve Plastic is another key actor for the MuseumLAB. This organization gives a series of workshops to the children that visit the MuseumLAB. In collaboration with Lang Leve Plastic, the MuseumLAB wants to make the children aware of plastic waste. During workshops, the children will get an introduction to plastic, recycling and plastic waste and they will design and create their own product using recycled plastics.




STAKEHOLDER MAP







PROBLEM TREE ANALYSIS

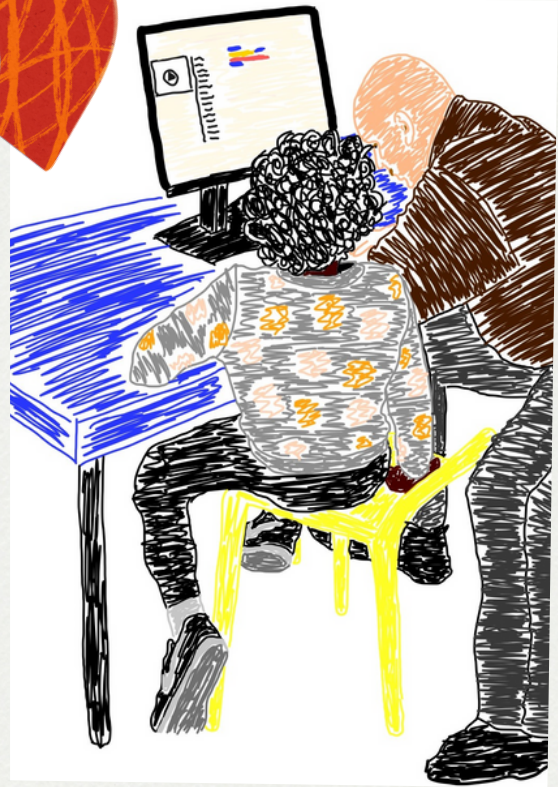
For our problem tree we reflected on the interrelatedness between causes and consequences, feedback loops, and local actors' roles. We started from the core problem: MuseumLABs future challenge in addressing the growing demand for sustainable materials, for example second-hand, as input for its workshops.



Root causes are limited material awareness, a lack of community feeling/engagement and a lack of money. Low material awareness causes a subsequent lack of motivation or interest in reusing etc. resulting in littering, and reducing the supply of secondary materials. The lack of money and lack of community feeling/engagement complicates recruitment of volunteers to for material collection. This reduces MuseumLAB's ability to plan for expansion.

Main consequences are limited material awareness and a shortage of sustainable materials. Both lead to unnecessary consumption of new materials, which has its own network of (in)direct consequences. Limited material awareness causes - again - littering. It also leads to a missed educational opportunity that contributes to a low environmental consciousness and a missed opportunity for those in the community to make a personal contribution to sustainability.



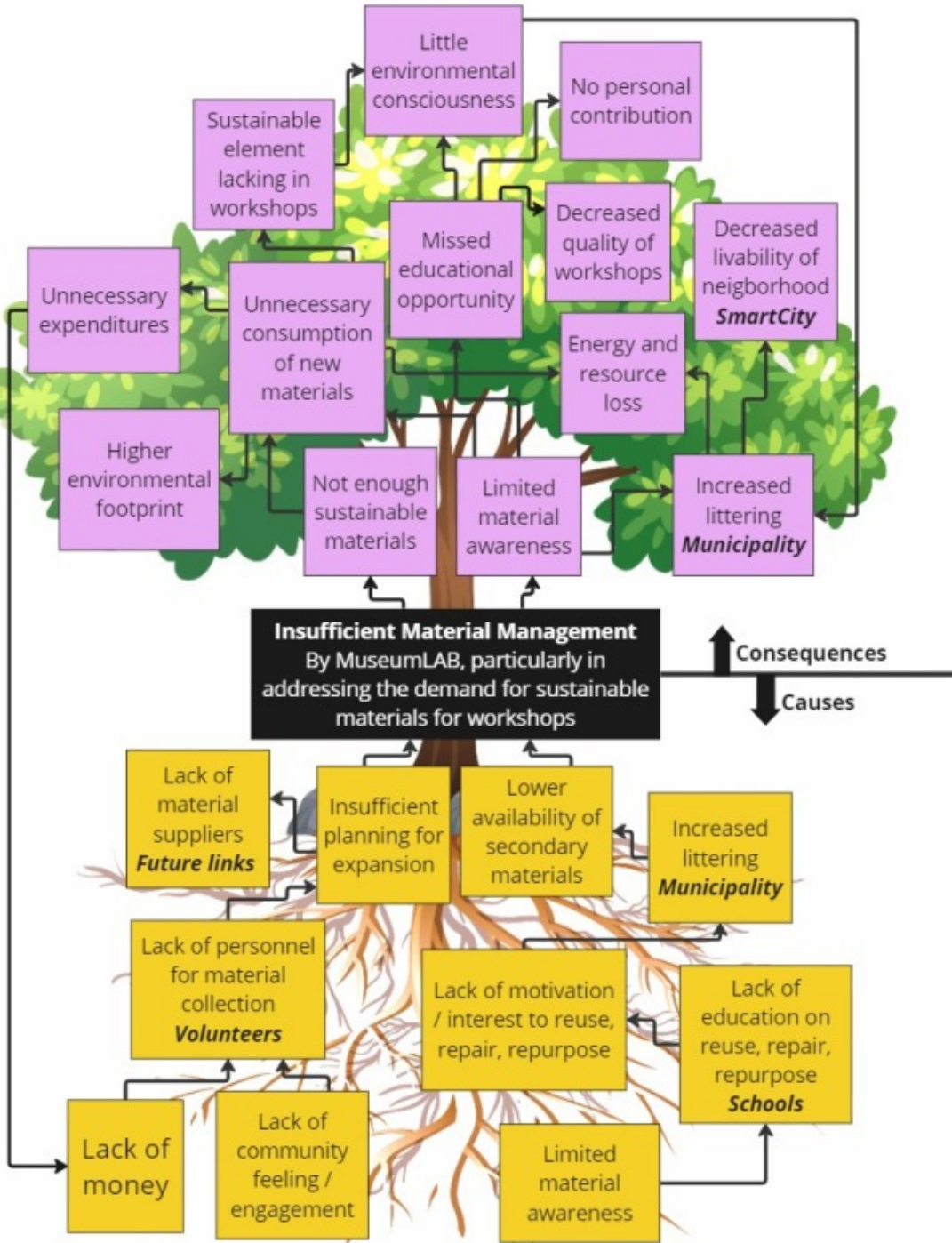


Feedback loops are present in money spent on new materials, leading to a financial strain. Another loop is seen in low environmental consciousness leading to increased littering.

Some factors in the tree are causes and consequences at the same time, like littering and limited material awareness. This creates a cycle that is hard to break since it is part of the current system.

Through collaborations with stakeholders like families and local organizations it is possible to break this cycle and become more sustainable!

PROBLEM TREE



THEORY OF CHANGE

In crafting the "Theory of Change" a backwards-mapping method has been employed to address the challenge of insufficient material management. MuseumLAB envisions a future where children are educated about sustainability through diverse workshops using locally sourced materials.

The plan included short-term goals, such as workshops focused on repurposing reusing and repairing materials. To bring these initiatives to life, the MuseumLAB recognized the importance of collaboration, particularly with local schools and community initiatives. This collaborative spirit extended to engaging the community through a series of activities designed to foster a sense of shared responsibility.



Critical resources identified for success included funding, materials, and collaborations. Increased workshop demand necessitated additional human capacity, with a focus on recruiting local volunteers to enhance community engagement.

The overarching objective was to improve material management by emphasizing the use of locally sourced and sustainable materials. The Theory of Change, rooted in a design thinking approach, provided a structured pathway for MuseumLAB to address their challenges and achieve their goals.





THEORY OF CHANGE

CORE PROBLEM

Insufficient material management

CORE CAUSE

Low awareness of sustainable materials & waste

RESOURCES

Money, materials, collaborations, more local volunteers

NEEDS

More materials that are locally sourced and sustainable

SHORT-TERM

- Variety of different workshops and educational purposes on sustainable matters
- Reuse, Repair, Repurpose

ACTIVITIES

- Reach out to local schools and Escamp daycare
- Collaborate with local initiatives for supply of materials (e.g., Schroeder, Cirque de Pepin, Toon, Florist Waldeck)
- Engage the community in the material collection process

LONG-TERM

- Educate the children on sustainability
- Increased understanding of the value, impact and utility of materials
- Cleaner neighbourhood

IMPACT / VISION

MuseumLAB offers a greater number of diverse, high-quality workshops which use sustainable, locally sourced materials and are connected to an educational purpose





COLLABORATION

During our collaboration with MuseumLAB, we met every week. During these meetings, we talked about our intermediary outputs, the neighbourhood and their vision for both. From these talks, we could clearly tell that everyone involved is highly invested and really wants to make a difference. Their spark jumped over to us a little as well. It really struck us while attending a workshop. Seeing the kids so enthusiastic to learn and do, made us realise the importance of the LAB. We enjoyed the meetings as they showed us a perspective you could never experience sitting behind a desk.

Throughout this zine, you can see pictures, drawings and other creations of the kids. This is to highlight the creative part they can develop at the LAB and the influence it had on our output.



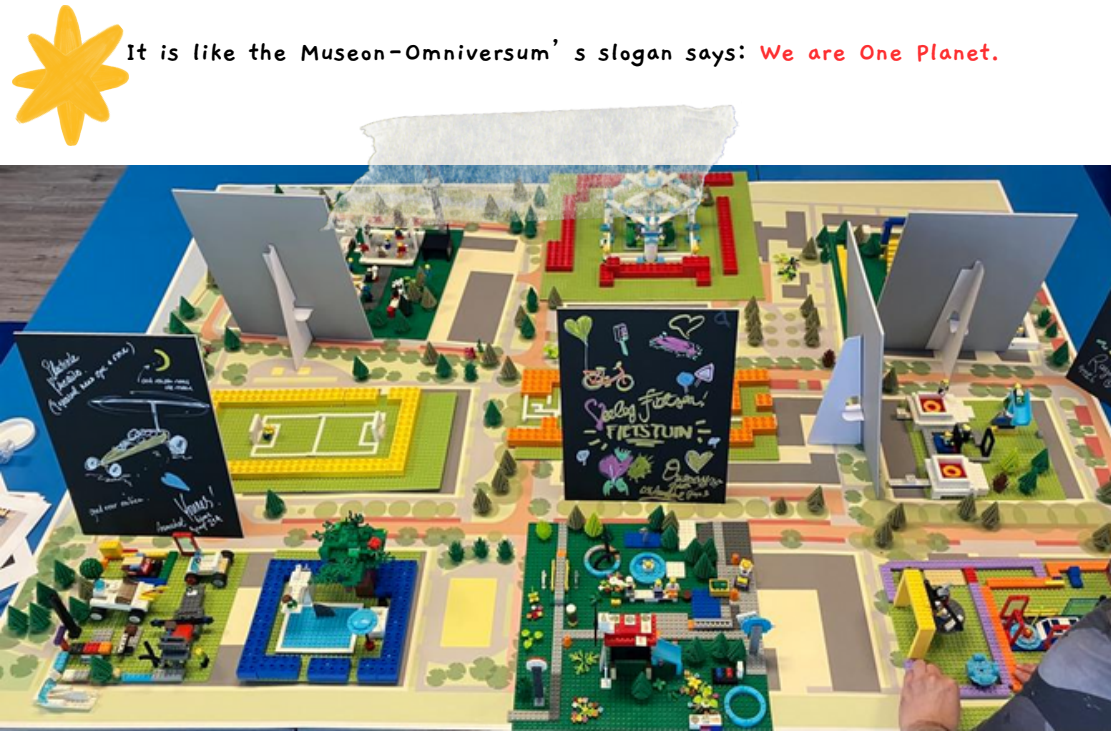
CONCLUSION

So, now we have sketched a problem and given some recommendations on how to tackle them. But our problem is not the only thing to keep into account.

Local engagement, monetary flows, changes of socio-economic status in the neighbourhood, a willingness to deliver and many more that we might not be able to even comprehend are all part of the ecosystem we are working in.

To get to the ultimate vision of letting people in this neighbourhood have a better day than they had the day before requires adaptability. And the only way to be adaptable effectively is if you keep on talking with each other. Stay in contact, keep chatting and try to accommodate for the ones around you.

It is like the Museon-Omniversum's slogan says: **We are One Planet.**





Produced by students of Leiden University
in collaboration with the MuseumLAB team
MSc Governance of Sustainability
Esther, Lars, Romy, Sofie and Thijs
24-11-2023

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Good Kunst 



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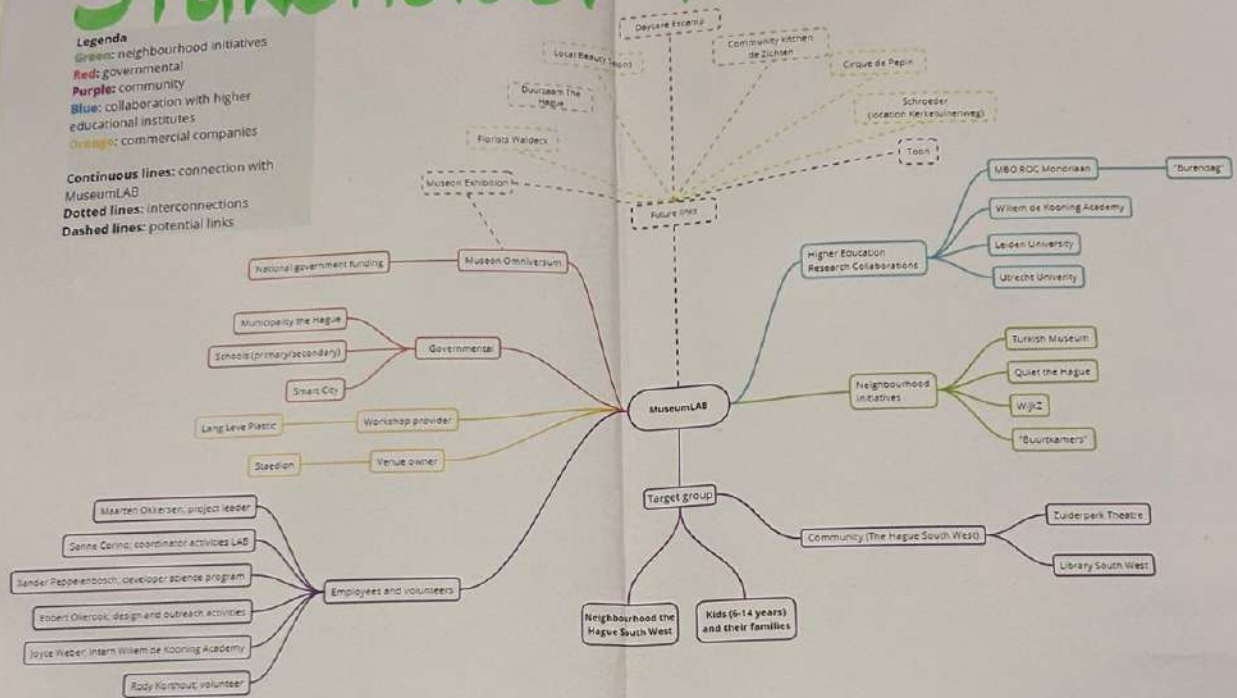


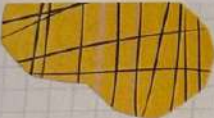
SEEK NEW HORIZONS

Stakeholder map

Legenda
 Green: neighbourhood initiatives
 Red: governmental
 Purple: community
 Blue: collaboration with higher educational institutes
 Orange: commercial companies


Continuous lines: connection with MuseumLAB
 Dotted lines: interconnections
 Dashed lines: potential links







PROBLEM TREE ANALYSIS

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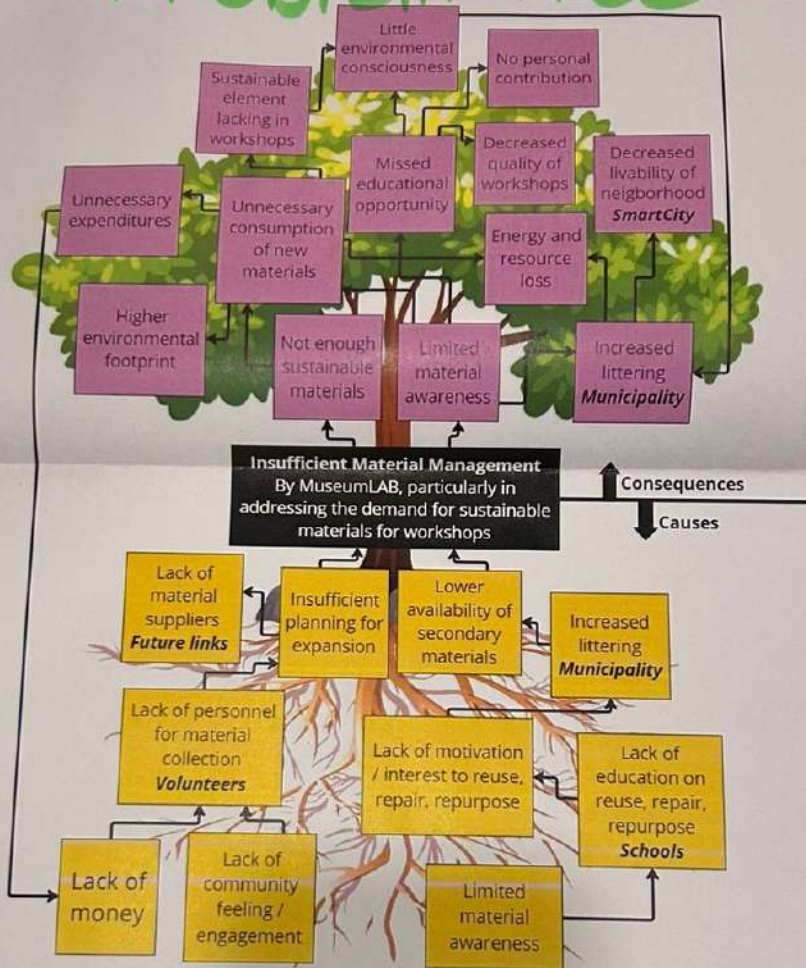
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Problem Tree





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