ECONOMY
SOCIETY
HEALTH

the Era of Change
OUR NEW WORLD ...

knowledge worker
increasing workload
disengagement
24/7 mentality
work life disbalance
unhealthy lifestyle
presenteeism
burn-outs
preventable diseases
high medical costs

technology
No problem can be solved from the same level of consciousness that created it. **We must learn to see the world anew.**

Albert Einstein
TOWARDS A “PURPOSE ECONOMY” ...

focus on economic progress
accumulating profit
improving welfare
profit before happiness
socially justified business

“bruto nationaal product”

focus on social progress
accumulating value
improving well-being
happiness before profit
socially improving business

“bruto nationaal GELUK”
PURSUIT OF HAPPINESS
REAL ESTATE for HAPPINESS ... 

... by EVIDENCE-BASED DESIGN!
STRESSFUL HOSPITAL ROOMS
IMPERSONAL PSYCHIATRY WARDS
No adverse event should ever occur anywhere in the world, if the knowledge exists to prevent it from happening.

World Health Organization
Evidence-based design.

The design of an intervention on the basis of research data, past evaluations, health planning frameworks and theories of behaviour change.

**IDENTIFY PROBLEM**
- Epidemiological analysis
- Consult experts
- Review existing national policies and strategies

**DEFINE FOCUS AND APPROACH**
- Review literature
- Assess and select theory of change
- Identify outcomes and impacts

**BUILD & TEST**
- Build program logic
- Evaluation framework tools
- Build experiments
- Review for safety and ethics

**EVALUATE & PUBLISH**
- Monitor outcomes
- Publish results
EVIDENCE-BASED DESIGN

MULTI-DISCIPLINARY APPROACH
1. LITERATURE REVIEW
“Google has had a negative effect on office design” by Jeremy Myerson

The Google approach is right for their own company, but each company needs its own fit between the physical infrastructure of the office and their own organisational culture.”
ONE SIZE FITS ALL?
2. PRE DESIGN ANALYSIS
**METHODOLOGY**

**QUALITY OF ENVIRONMENT**
(objective measurement)

**SOFT FACTORS**
- comfort
- behavior
- health
- happiness
- relatedness

**HARD FACTORS**
- productivity
SATISFACTION vs. HAPPINESS
“Google has had a negative effect on office design” by Jeremy Myerson

Fredrik Öst of Swedish graphic design studio Snask said that the famous slides at Google's campus in California were disliked by many Google employees:

“Everyone hates the slide because it ruins your clothes.”

“You go once on the first day and then you never go again.”

“If you work close to it you hear people scream constantly because it's tourists and new employees going in it all the time.”
3. POST OCCUPANCY EVALUATION
METHODOLOGY

Pre-Design Analysis

Concept Development

Design Quality Check

3 - 6 months

CHANGE

> 6 months

Post Occupancy Evaluation

measurement of effects

Pre-Design Analysis

Post Occupancy Evaluation
TOWARDS A “PURPOSE ECONOMY” ...
Niets in de wereld heeft zoveel macht als een idee, waarvoor de tijd rijp is.

Victor Hugo