

**Bridging the gap between society
and people with a lack in basic skills.**

Authors

Bridge Builders for Inclusive Society at Eindhoven Engine.

Illustrations

Sichen Guo

Design Booklet

Sichen Guo

Inge Hootsmans

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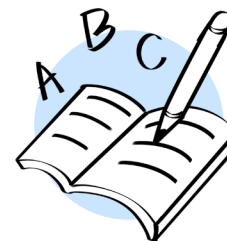
**We are building bridges
between society and
people with a lack of
basic skills.**



INTRODUCTION TO BASIC SKILLS



FACT! 3.1 million people in the Netherlands have a lack of basic skills. The societal costs are estimated at [€1.13 billion](#) per year.



LITERACY [Reading & Writing]

1.8 million of the working population (16-65 years) is low literate.

OUR FOCUS

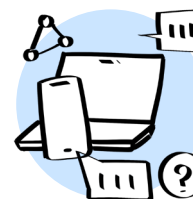


NUMERACY

1.75 million people within the working population have a lack in numeracy skills.

Language Level Reference Framework

	Low-literate		Literate		
NTI Dutch as first language	Illiterate	1F	2F	3F	4F
Similar education degree		Primary school	VMBO and MBO-1, 2, 3	MBO-4 and HAVO	VWO, HBO, WO



DIGITAL

Over 20% of the working population experience difficulties with basic digital skills.

VISION



Every human has the right to be **included and self-sufficient** in this increasingly complex society. However, not everybody can develop appropriate basic skills.

We want to tackle this wicked problem to **bridge the gap** between society and people. To this end, we develop individualised approaches to **strengthen people's** basic skills.

Together we want to build an **inclusive society** where each human is empowered to make decisions about their own life.



MISSION



Our mission is, to explore and develop interventions that create societal impact. We work as a **navigator in the wicked problem** of lack of basic skills.

We **raise awareness** about this wicked problem and **accelerate action**. We use an equity-centred design approach, by actively working together with our target community. We believe that co-creation leads to better understanding of the problem. We use a **domain-approach** to build solutions that fit the context, we currently work in: finance, work and activities, health, and social relations.

We showcase successful pilots alongside already available tools that fit our target audiences. The developed interventions are **creative** and based on **cutting-edge technologies**, through for example gamification and artificial intelligence.

OUR DOMAINS

FINANCE



WORK AND
ACTIVITIES



HEALTH



SOCIAL
RELATIONS



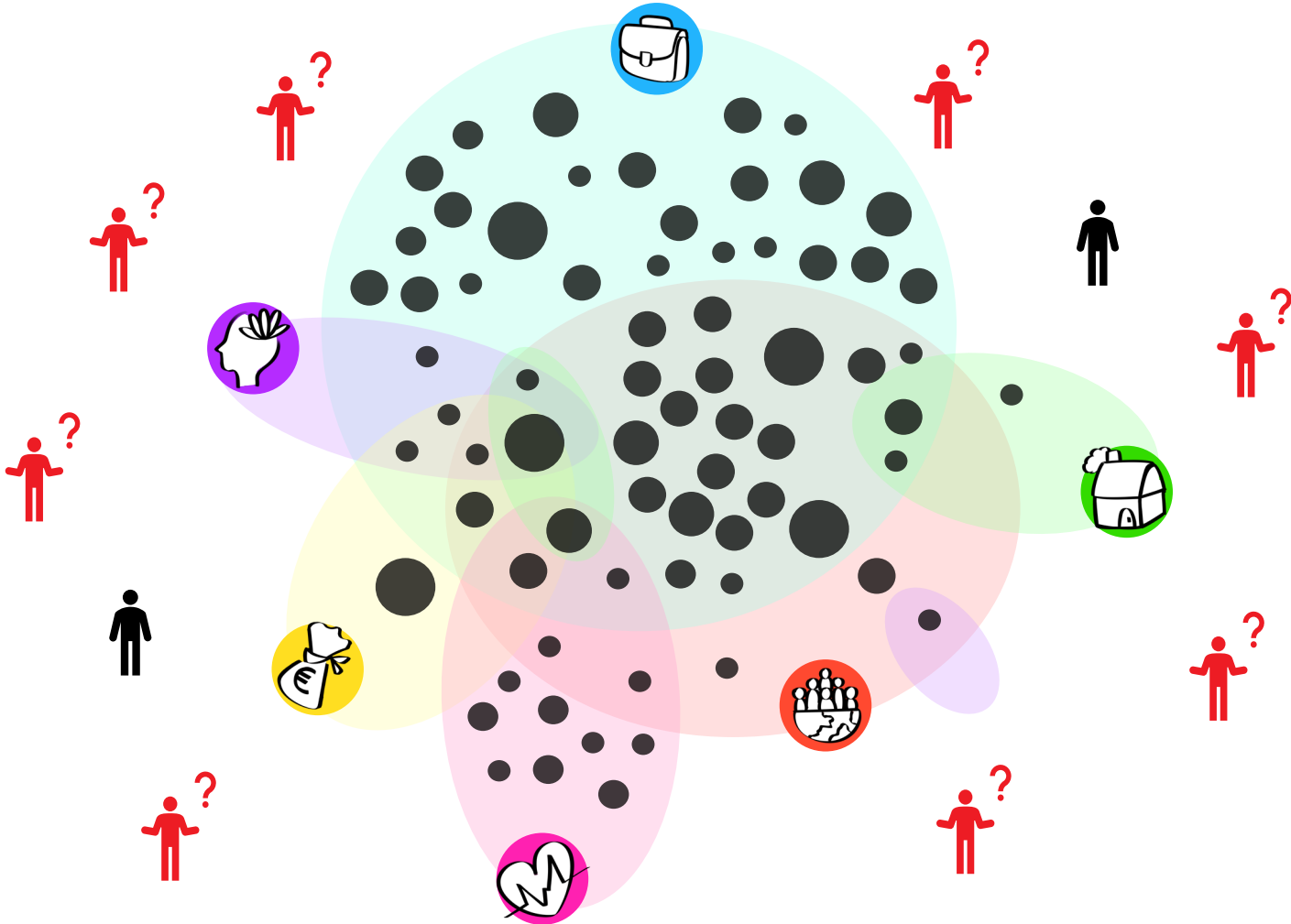
LIVING



PURPOSE



CURRENT ECOSYSTEM IN EINDHOVEN



OUR DYNAMIC WAY OF WORKING

AWARENESS



WORKSHOP: THE POWER OF UNDERSTANDING EACH OTHER

Participants gain a deeper understanding of lacking basic skills. They also see how the complexity of the current support system can widen social gaps. Through this immersive experience, they can explore their own role in this wicked problem.

[Book the workshop now!](#)



BLENDED CARE FOR ALL PATIENTS

Improving the way blended care is organised at general practices through innovation, making healthcare more accessible. This helps prevent complications and promotes equal care for all patients.



SECURING FINANCIAL SAFETY

This project explores financial safety in the digital world. It aims to develop a solution that ensures everyone in the Netherlands has a fair chance to reach financial independence and security.



OUR DYNAMIC WAY OF WORKING

ACTION - MIJKE



Mijke is an AI-driven chatbot that connects people with the right local services on their first attempt, based on their needs. Coming soon to WhatsApp and other social media, it provides individualized, stigma-free assistance, making it easier to find and access essential support efficiently.



ENHANCING ACCESSIBILITY AND USABILITY

This project builds a robust dataset of local support services in Eindhoven, improving user experience through better accessibility and engagement. Features like a voice interface and match validation system enhance interactions, ensuring people quickly find the right services based on their specific needs.



FROM PROTOTYPE TO PRODUCTION

This project enhances Mijke's IT infrastructure to improve usability, reliability, and scalability for real-world deployment. It evolves the prototype into a production-ready system with better accessibility and privacy compliance. Key developments include voice interaction, stronger data security, and performance optimization.



BRINGING MIJKE TO THE MARKET

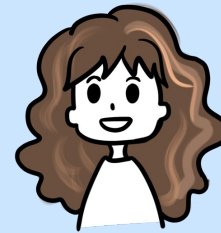
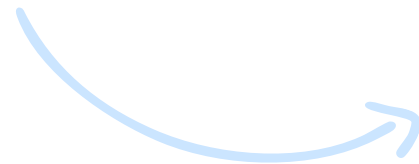
This project focuses on developing a business model that defines how Mijke reaches the right people by building trust and strengthening user confidence, encouraging its adoption as the preferred tool for finding support and accessing social services.



TEAM OF DO'ERS

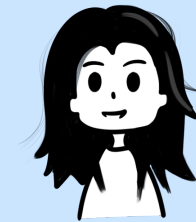


We work with a **diverse team**, along with target groups and experts, because of this we are able to make validated decisions. We carry out **long and short-term projects** to promote continuity with fresh perspectives. This all, enhances innovation and intelligent problem solving in the **Bridge Builders team**.



MEREL

*Project & Team
Coördinator*



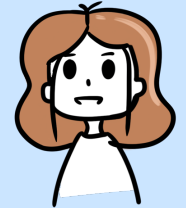
LOTTE

Program Manager



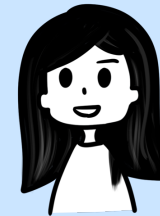
WALTER

*Wicked Problems
Officer*



INGE

*Junior Social
Designer*



JÉSSICA

Product Owner Mijke



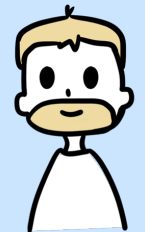
SICHEN

*EngD Trainee
UX Designer and
Researcher Mijke*



CARMEN

Basic Skills Expert



JOSHUA

Basic Skills Expert



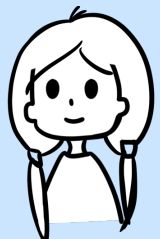
EEFJE

*Pluriformity Officer in
Residence, Eindhoven
Municipality*



ROEL

*Technological Advisor
and AI Expert*



STUDENTS

*Combining disciplines: Avans - Healthcare
Technology; Avans - Business Innovation; and
Fontys - ICT & Infrastructure.*

WANT TO KNOW MORE?



Interested to work together? Reach out to our Program Manager.

Lotte Geertsen



c.h.e.geertsen@tue.nl



+31 6 33660848



[Eindhoven Engine Inclusive Society](#)



[Workshop – Project Page](#)



[Mijke the matchbot – Project Page](#)



DOMAIN* EXPLANATION



FINANCE. Income, expenses, spending patterns, administration, insurance, and financial care for others.



WORK AND ACTIVITIES. Work, daytime activities, activities, education and training, and leisure activities.



HEALTH. Including both physical and mental health. Eating, drinking, exercising, self-care, physical contact, well-being, autonomy, illness, and disability.



SOCIAL RELATIONS. Family, relations and friends, neighbours, professional contacts, social skills, and social media.



LIVING. Housing, neighbourhood/district, transportation, household activities of daily living.



PURPOSE. Drives, meaning, dreams, desires, culture and values, spirituality, and motivation.

* The domain-approach is based on the '7 Leefgebieden' described by [Movisie](#) established by Ministerie van Volksgezondheid, Welzijn en Sport in 2016.

TERMINOLOGY



Inclusive society. A society for all, in which everyone is valued and respected, regardless of their differences. Everybody has equitable access to opportunities and actively participates in all aspects of life.

Wicked problem. A problem that has no simple apparent solution. It is caused by the interaction of many stakeholders with conflicting values. This creates a 'complex' system, within which problems can only be tackled as wicked.

Self-sufficient. The quality of not needing help or support from other people.

Empowerment. The act of giving somebody more control over their own life or situation they are in.

Equity-centred design. A design approach in which traditionally marginalised voices lead the conversation to drive more inclusive and innovative solutions.

Co-creation. Participants with different roles align and offer diverse insights, usually in facilitated workshops. To get a more holistic view of what a product or service should include.

Pilot project. A small-scale preliminary experiment designed to help to check out the feasibility, effectiveness and potential outcomes of a project, before you get started.

Cutting-edge technologies. Technology at the frontiers of knowledge. Technological devices, techniques or achievements that employ the most current and high-level IT developments.

Gamification. To encourage active participation and make tasks fun and enjoyable in nongame contexts.

Artificial intelligence. Technology that enables computers and machines to simulate human intelligence and problem-solving capabilities.

Ecosystem. An ecosystem is a network of organisations, people, technology, platforms, and content that are linked and interdependent.