Challenge discussions – descriptions

1. Dealing with industry participation
Sarah Bork and Mellany Doldersum - City of Amsterdam

Innovation benefits from a diverse set of actor participation. However, governmental organisations are bound by rules when it comes to collaboration with industry partners. In this workshop we will discuss how the program Bridges and Quay walls creates innovative space to collaborate with its industry partners.

2. Dealing with impact creation
Martijn Braamhaar - City of Amsterdam

At Bureau Broedplaatsen we try to make space for artists to give them the freedom to create art, emotion and impact on the city of Amsterdam. The dilemma we face on a daily basis is how to combine the free artistic and innovative impact of this group of people without retraining the process with too many rules and regulations. Let’s find tools to create impact without creating more rules.

3. Accountability and safeguarding IP
Arjen van Nieuwenhuijzen - Witteveen+Bos Consulting Engineers / AMS Institute

Living labs are often the basis or test bed for new innovations with potential market value. For that safeguarding of intellectual property (IP) of outcomes from research and development conducted in living labs should be thought of or even needs to be arranged in the living lab. The role and accountability of the partners and stakeholders involved is essential. This webinar session provides insight into the need of accountability and safeguarding of IP from living labs. We discuss the What, the Why, How, by Who and When.

4. GDPR and privacy issues
Tom van Arman, Kim Smouter and Bianca Marcu - Tapp & ESOMAR

Are you a researcher, startup or civic innovator and want to test your killer solution safely and responsibly in public space but don’t know how? ASK THE EXPERT! In this session, GDPR and data compliance connoisseur Kim Smouter will answer your burning questions about data privacy and digital rights in the age of Covid-19 and future living labs. Participants will get personalized advice how to tackle issues of: adoption (will the public actually USE your solution?), public trust (how you earn and keep it), security and compliance (how to collect, store and process public data) and how to stay future-proof in the process. The goal of this session is to learn how to create responsible and innovative win-win solutions.

Format:
- Introduction to privacy-by-design solutions in a post corona and GDPR world. (5min)
- What living lab project(s) are you working on? (5min)
- Ask the expert! What burning GDPR, digital rights, security questions do you have? (5min)
5. Business models for living lab projects

Ioannis Ioannidis and Dimitri Schuurman - AMS Institute & imec

Recent studies have shown that many LLs are not financially sustainable and rely primarily on subsidies and public grants; Thus, they tend to stop their activities when their public funding ends, often before they have even managed to develop a first version of a functional solution. It becomes apparent then that there is a need for living labs to transition from public towards private funding, or a mixture of both, in order to become self-sustained and avoid the risk of failure.

The goal of this session is to collectively come up with ideas and suggestions that could develop a self-sustained living lab by answering the following questions:

- What value propositions can living labs offer and who is their target?
- Through which activities can living labs deliver these value propositions and generate revenue streams to become self-sustained?

6. Communication: (co-)branding and positioning of living labs

Maud Kaan - AMS Institute

Living Labs are multi-stakeholder environments by nature. Getting all heads in the same direction and talking from a shared perspective is a continuous dialogue. Where in the process is dialogue most crucial to ensure effective (external) communication and impact? What challenges do you encounter when it comes to communicating about living labs and their forthcoming innovations?

7. Collaborating and learning in teams

Nina Bohm - TU Delft

Living labs create opportunity for learning on many different levels. Not only are living labs a place to experiment with innovative technologies and ways of working, they are also meant to foster collaborative learning between all kinds of stakeholders. In this discussion, we will make use of mind mapping to discuss and gather your experiences with challenging, fostering and monitoring the learning process within living lab teams.

8. Experience exchange on Urban Living Labs in times of pandemic crisis

Andrea Uberbacher - AMS Institute

This workshop engages with the question of what lessons/insights have been learned by Urban Living Lab practitioners during the covid-19 pandemic. During the open discussion we invite workshop participants for the interactive knowledge exchange and experience sharing.

The following questions will guide our open discussion:

- How can we reach out to citizens, stakeholders and actors in times of uncertainty and pandemic crisis and what are adaptive strategies for the work in Urban Living Labs?
- Is there already a body of knowledge in terms of methods and tools for successful online formats of Urban Living Labs/and or hybrid solutions that we can share with each other?
- What are the first experiences of the workshop participants when working with citizens/stakeholders/actors in online formats instead of ULLs in real-life context?
d. What are indicators of success and what are the limitations when working in Urban Living Lab online formats?