

'DC LIVING LAB' – a concept proposal to the DC Network

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Dc Network

The DC Network exists since 2004 and it is a cooperation of 13 creative and innovative cities and regions spread over the world. All districts strive to “*physically bring people together from across the globe and from multidisciplinary domains to foster the exchange of best practices and experiences of stimulating creativity and innovation in business, culture and education*”.

The core activities of the DC Network are; the Creative World Forum, the Reverse Mission and the Summits. The Reverse Mission of 2016 is taking place in Brabant (NL) from 19th until 22st of April. Partners of the DC Network are brought to a journey among the expertise of the region. Dialogue is created to get inspired and share knowledge.

Extending the District of Creativity Portfolio

The DC-network operates merely like a network of creative professionals from business, universities and governments. We are now trying to extend the portfolio by introducing a DC Living Lab concerning Creativity and Innovation for (international) students. In this project students are invited to work on challenging assignments that encompass society, creative industry and government.

The Living Lab brings students together from an impressive variety of programmes from educational institutes. They are working on the field of creativity, technology, design, leisure/entertainment, life style, arts, and so on). Students from vocational education and higher education will mingle. The Living Lab strives to bring international students together to work on shared issues. We aim for a long term perspective, so in 2017 the next step could be in Denmark?

Now, there will be an inspirational opening and closure every day of the programme. The students will have several 'touch points' to interact with the international delegation, for example during the Wednesday evening programme, where they can discuss their topics and outcomes, and get inspired.

The Living Lab is offering two kinds of opportunities:

1. participation in the Living Lab;
2. participation in the run-up to the Living Lab.

Participation in Living Lab

We're looking for brave students who love to work in a diverse group of (international) students on current societal challenges. The group will consist of students from a variety of disciplines. They will work for three days on a challenging topic, receiving (inter)national expert input and finally sharing their insights with the DC delegation participating in the Reverse Mission to Brabant. All communication will be in English off course.

We are open to ideas from participants and partner regions. With our German colleagues, we are exploring the possibilities of **e-mobility** and **bio-economy**. Morton from Aarhus, Denmark, proposed the question: 'How do we move from a creative industries focus to a creative economy?'

From a meeting with the Brabant partners, we got input for the following subjects:

Agrifood: People started being concerned about their health. The agro sector needs a new business model that focusses less on quantity and more on quality. A new point of view is needed in which the ecological, economic and social aspects need to be integrated. *How will our*

food system look like within 10 years?

Health: Within the theme dementia, it is important to do more together and make it understandable for the patient's environment. Only communicating in texts is no longer enough, storytelling, laboratories, experiments etc could be alternative ways. Through the 'dementia deal' some attention has been put on the subject already. *How can abstract concepts in health become clear for the user?*

Mobility: Wat will the future of public transport look like on short and on long term? Taking sustainability, mobility and trends like self-driving cars into account. How do you organize a creative process to think about the future? How can we do experiments for the future? *How can we involve travellers into the process of designing mobility for the future?*

Migration: How can we facilitate the integration of immigrants? How can we bring this to new practices in 10 years from now? *How could an intercultural society get the most out of its diversity?*

All topics need more specific questions to be worked out. Further information will follow up.

Participation in the run-up to the Living Lab

We are also looking for students that would like to participate in the preparations and set-up of the Living Lab. There are different tasks that need to be fulfilled, for example the communication aspect, logistic, volunteers for the day. It is a great opportunity to get experience and earn ECTS at the same time. Both opportunities might be combined. Off course it's up to the student and the institute to define the educational framework for participation.

NB. for delegates interested, we can organize a meeting to discuss the desirability for an international board for the DC Living Lab, including its long term approach.

Concept Programme

Day	Time	Location	Meeting point RM16	Notes
Mon 18 April				Arrival and meeting the other international students
Tue 19 April	9.00-9.30	Eindhoven	inspirational kick off Young Ambassadors Living Lab by Rob Adams	
	9.30-13.00	Eindhoven		Working on assignment
	12.30-13.00	Eindhoven	Lunch	
	13.00-18.30	Eindhoven		Working on assignment
	18.30	Eindhoven	Piet Hein Eek. Diner and play Lucas de Man	
Wed 20 April	09.00-10.00	Eindhoven	Ontdekkfabriek	
	10.00-13.00			Working on assignment
	12.30-13.00		Lunch	
	13.00-18.30			Working on assignment
	18.30-21.00		Creative Cooking	
	21.00-23.00	Eindhoven	Netwerk event, exchange with DC partners	
Thu 21 April	10.00-13.00	Tilburg		Working on assignment
	12.30-13.00	Tilburg	Lunch	
	13.00-17.00	Tilburg		Working and finishing assignment
	17.15-18.30	Tilburg	Spoorzone, results living lab.	presentation and discussion/interaction with DC participants
Fri 22 April	10.00-18.00	Brabant	Friday programme RM16	Joining the Reverse Mission Programme