

## The city as a living lab: experiences from Eindhoven

PLACE AND DATE

ORGANIZER

**Online, [14 May 2019]**

**EUROCITIES, JB**

### Objectives

A webinar is an online meeting for the exchange of knowledge. Webinars are a powerful medium for reaching varied audiences. The webinars can be used to exchange specific knowledge between experts spread all over Europe, without expensive and time-consuming travelling. Easy to access as well as convenient, webinars are an effective mode of learning for professionals.

### General background on the discussed topic

A living lab is a user-centered, open-innovation ecosystem, integrating concurrent research and innovation processes, within a public-private-people partnership. The concept is based on a systematic user co-creation approach integrating research and innovation processes through exploration, experimentation and evaluation (3E) of innovative ideas, scenarios, concepts and related technology in real life use cases.

Eindhoven has mastered the living lab approach in its way of thinking and working at urban governance level. This approach materialized in various places and initiatives in the city. The municipality of Eindhoven took the initiative to develop various living lab initiatives, in collaboration with actors from other sectors (private sector institutions, public organizations, academic and knowledge institutions and Brainport which is a triple helix collaboration between businesses, government and educational & research institutions). This resulted in a type of living lab that differs from other labs: it is not a laboratory with a building and it does not have clear hierarchical structure with clear living lab objectives, actors and programmes and projects that are organized and presented in a clear policy document.

The living lab is however an entire part of the city's strategy that is developed, supported and implemented at political and administrative level. It fits in the line of thinking and working in Eindhoven that started decades ago in which technological innovation are linked to and combined with collaborative forms of working, citizen engagement and citizen centred developments.

In this webinar, we will present how Eindhoven has mastered the living approach to innovation, where the facilitation of trial uses real life situations as part of the design process. This approach was for instance used in the regeneration process of the Strijp-S area, the huge abandoned area of the Philips factory, and NRE-terrein, where the former gas-supply factories of Eindhoven were located. It is also used locally to improve safety in the streets of the city, using data and technologies.

### Presented practices



- Strijp-S – Organizational Innovations for Area Redevelopment. The abandoned area of the Philips factory, a major source of income for the local economy, was left unexploited after Philips left Eindhoven and needed a largescale planning and regeneration strategy. Strijp-S is now a creative and cultural area of Eindhoven, focused on the living laboratory where creative persons, business and education work together intensively on innovative products and projects, in which new materials are tested.
- Stratumseind – Technical Innovations for Safety. Stratumseind is the longest pub street in the Netherlands, 225 metres and 40 cafés that are often open 24/7. The Stratumseind Living Lab studies the utilisation of interactive lighting design in de-escalation and improvement of safety perception, by examining psychological pathways through which exposure to dynamic lighting might defuse escalating behaviour.
- NRE-area – Policy Innovations for Adaptive Reuse - The NRE-area (NRE-terrein) is situated very near the downtown area on one side, and next to a residential area on the other side. This used to be the place where the gas-supply factories of Eindhoven were located. The city council set out market-research for possible buyers of the existing buildings and lots, i.e. future residents and not real-estate developers. A sufficient number of future residents were found and started a collaborative development process.

## Invited speakers

- **Alwin Beernink**, Director Strijp-S [abeernink@park-strijp.nl](mailto:abeernink@park-strijp.nl)
- **Tinus Kanters**, project leader Stratumseind, City of Eindhoven [t.kanters@eindhoven.nl](mailto:t.kanters@eindhoven.nl)
- **Marianne Willemsen**, project manager NRE-area and **Hans van Amelsfoort**, communication officer, City of Eindhoven [m.willemsen@eindhoven.nl](mailto:m.willemsen@eindhoven.nl) ; [h.van.amelsvoort@eindhoven.nl](mailto:h.van.amelsvoort@eindhoven.nl)

## Agenda

Webinar moderated by Cécile Houpert, ROCK project officer at EUROCITIES

- General introduction to the webinar (5'), Cécile Houpert, EUROCITIES
- Introduction to the living lab concept (10').
- How is this approach implemented in the streets of Eindhoven? Three case studies speaking for themselves:
  - From the industrial forbidden city to a thriving creative quarter: the regeneration of Strijp-S. Presentation from Alwin Beernink, Director Strijp-S (15')



- A unique research and measuring instrument to make an entertainment area safer, livelier and more attractive. Presentation of Stratumseind from Tinus Kanters, City of Eindhoven (15')
- A living lab for cooperative development: the NRE-area. Presentation from Marianne Willemsen and Hans van Amelsfoort, City of Eindhoven (15')
- Main learning points, key considerations, transferability tips (5')
- Q&A with the audience (20')
- Conclusion (5')

## Links

<http://www.strijp-s.nl/en/>

<https://www.thisiseindhoven.com/en/locations/1060521819/nre-site>

## Registration

<https://attendee.gotowebinar.com/register/3151208419180501004>

