

Learning from Urban Living Labs: Opportunities for replicating and scaling-up context dependent lessons

Prof.dr. Ellen van Bueren

**II International Seminar on
Nature-Based Solutions (NBS)**

Brasília, 9 and 10 July 2018



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What would you like in this area?
Come in and join!

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BINCKLAB
join the experiment

**Wat wil jij op
deze plek?
Kom binnen
en doe mee!**

www.bincklab.nl

What are urban living labs?



Plug-in-City, Eindhoven



Hof van Cartesius, Utrecht

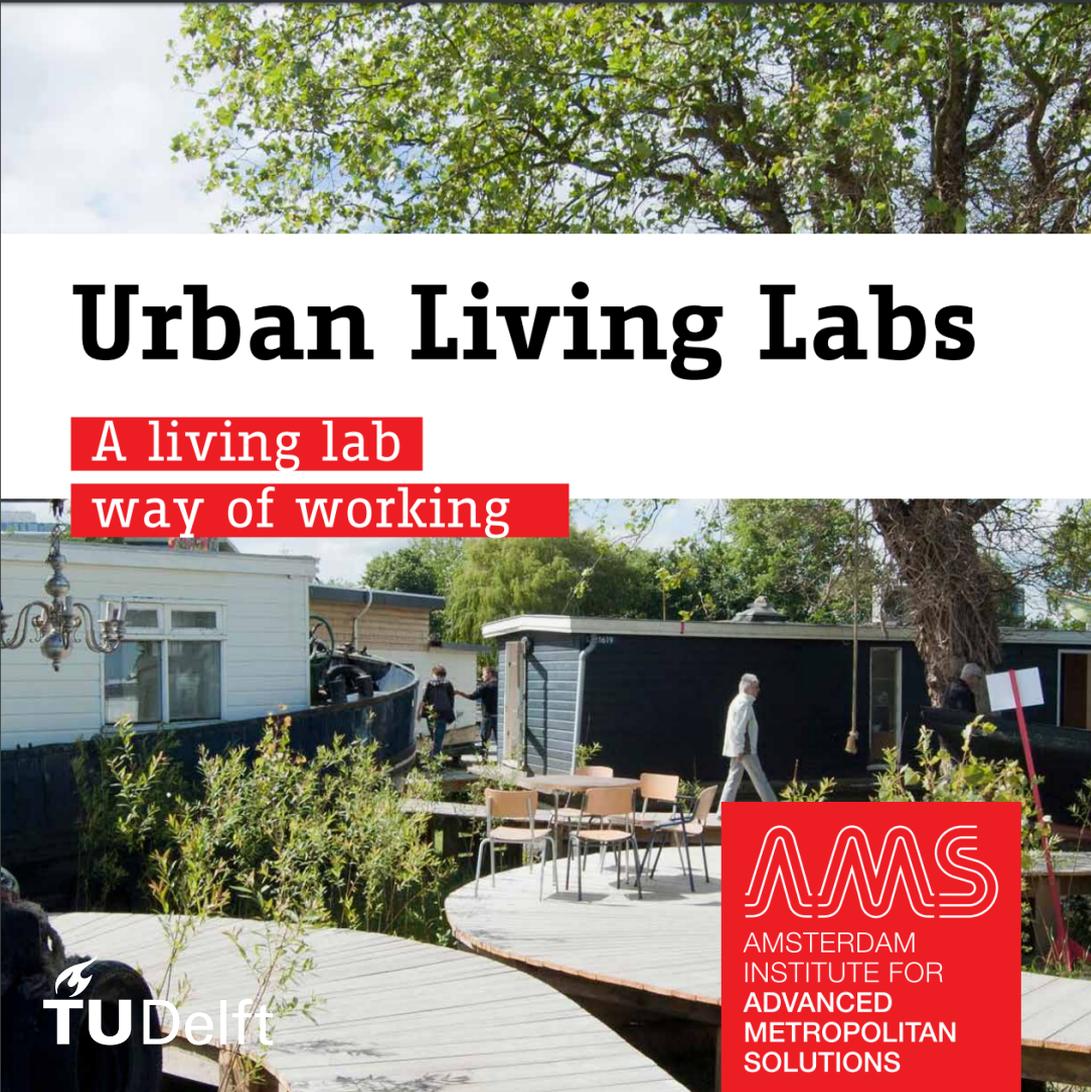


De Ceuvel, Amsterdam



I'm Binck, Binckhort, Den Haag





Urban Living Labs

A living lab
way of working

Sources

<https://www.ams-amsterdam.com/wordpress/wp-content/uploads/AMS-Living-Lab-Way-of-Work-print.pdf>

Steen, K., & van Bueren, E. (2017). The defining characteristics of urban living labs. *Technology Innovation Management Review*, 7(7).

Pesch, U., Vernay, A. L., van Bueren, E., & Pandis Iverot, S. (2017). Niche entrepreneurs in urban systems integration: On the role of individuals in niche formation. *Environment and Planning A*, 49(8), 1922-1942.

Context:

Experimental, bottom-up turn in policymaking

- Institutional inertness, incapability to address grand societal challenges with traditional institutions.
- Implementation gap: internationally agreed and nationally confirmed, ambitions / targets and local action perspectives.
- Decentralisation and hollowing out of state tasks (neo-liberal policies, financial austerity).
- ICT enabling decentralised action (platforms, decentralised production, e.g. solar, 3D printing)



Why Urban Living Labs?

Entrepreneurial perspective:

- Closed gap between production & uptake
- Reduced business risk
- Better utilisation of existing knowledge

(Public) policy perspective:

- Better match with local, cultural and institutional context & creativity potentials
- Involvement of local community
- Subsidy, popular



But....

- Ambiguous term
- Used for innovation and coproduction
- Inclusive or exclusive?

Mixed motives for
citizens' initiatives

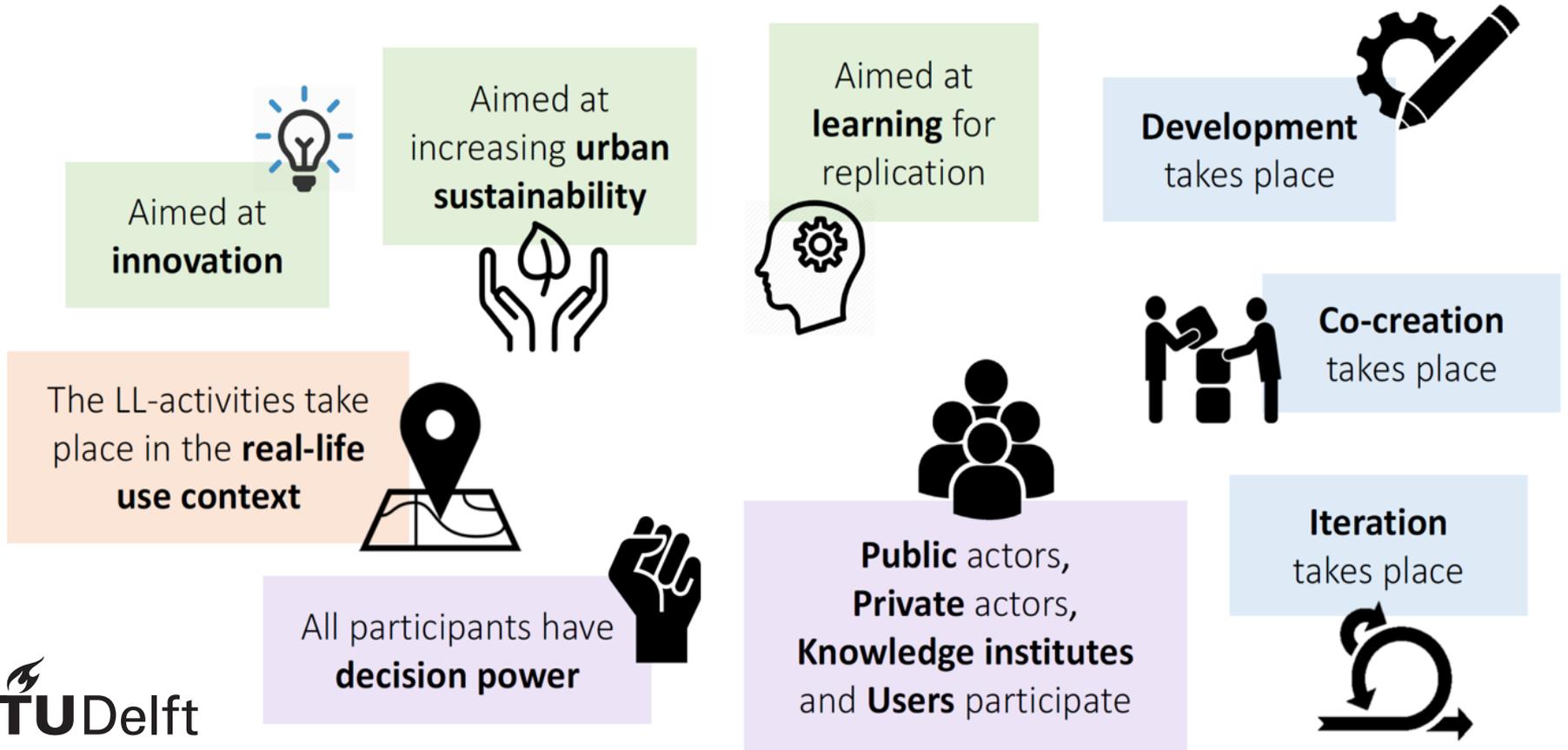


What are living labs?

- “Living labs are defined as user-centered, open innovation ecosystems based on systematic user co-creation approach, integrating research and innovation processes in real life communities and settings.” (ENoLL, 2016)
- “Public–private–people partnerships working together on the iterative development of innovations in their real-life use context” (Steen & Van Bueren, 2017)



LIVING LABS DIMENSIONS & CRITERIA



User involvement, co-creation?

no user participation in project activities

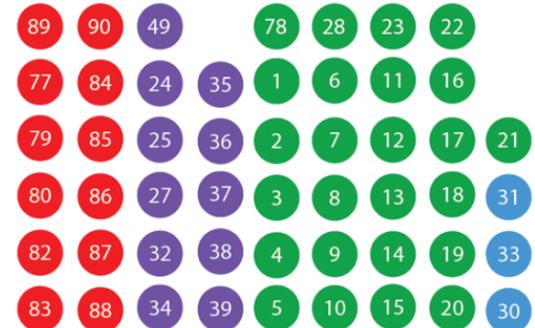
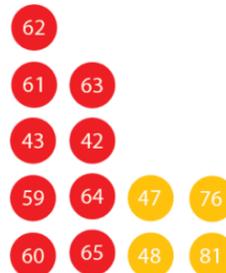
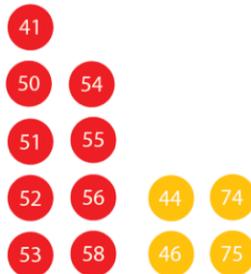
user-participation in proj. activities

WITHOUT USER
(not user-oriented,
not user-sourced)

FOR USER
(user-oriented)

USING USER-DATA
(user-sourced)

WITH USER
(potentially user-oriented,
potentially user-sourced)



User involvement →

Lessons on replication

- Replication of the outcome requires replication of the 'product' and the process leading to it.
- Note: Outcomes will not be the same.
- Process is needed to make the product fit and accepted, increases chances of success.
- Requires institutional capacity: organisation & skills.
- Requires local entrepreneurship and local presence of actors.
- Requires practical conditions (funding, website, location, ...)



Lessons on scaling-up



- Tension between informal and formal processes and organisations: formal recognition may reduce commitment.
- Tension between start-up phase and production phase: professionalisation needed.
- Scaling-up cannot replace local building of network and trust: challenging for larger players.
- Include mechanisms to check goals and goal achievement (e.g. advisory board).

Conditions for learning

- Jointly define the innovation to be improved and adopted, including monitoring and evaluation scheme.
- Understand of the specific circumstances: geophysical, cultural, institutional, incl. project legacy.
- Learning infrastructure needed:
 - Government (funded) organisations could take the lead; (local) key stakeholders need to focus on results.
 - To learn on general aspects, e.g. legal structures, organisational, business models, platforms, fundraising, etc.
 - To learn on sense and nonsense on projects.
 - Facilitate learning between projects.



Obrigado!

A large, colorful sculpture in a park setting. The sculpture consists of the letters 'EU' in red and orange, a heart symbol with a rainbow gradient, and the word 'BRASÍLIA' in various colors (yellow, green, blue, purple, red, orange, yellow, green). The sculpture is set on a paved walkway with a dry lawn and modern buildings in the background under a clear blue sky.

EU ❤️ BRASÍLIA

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