AMS
AMSTERDAM INSTITUTE FOR
ADVANCED METROPOLITAN SOLUTIONS

Engineering the future city.

Leendert Verhoef
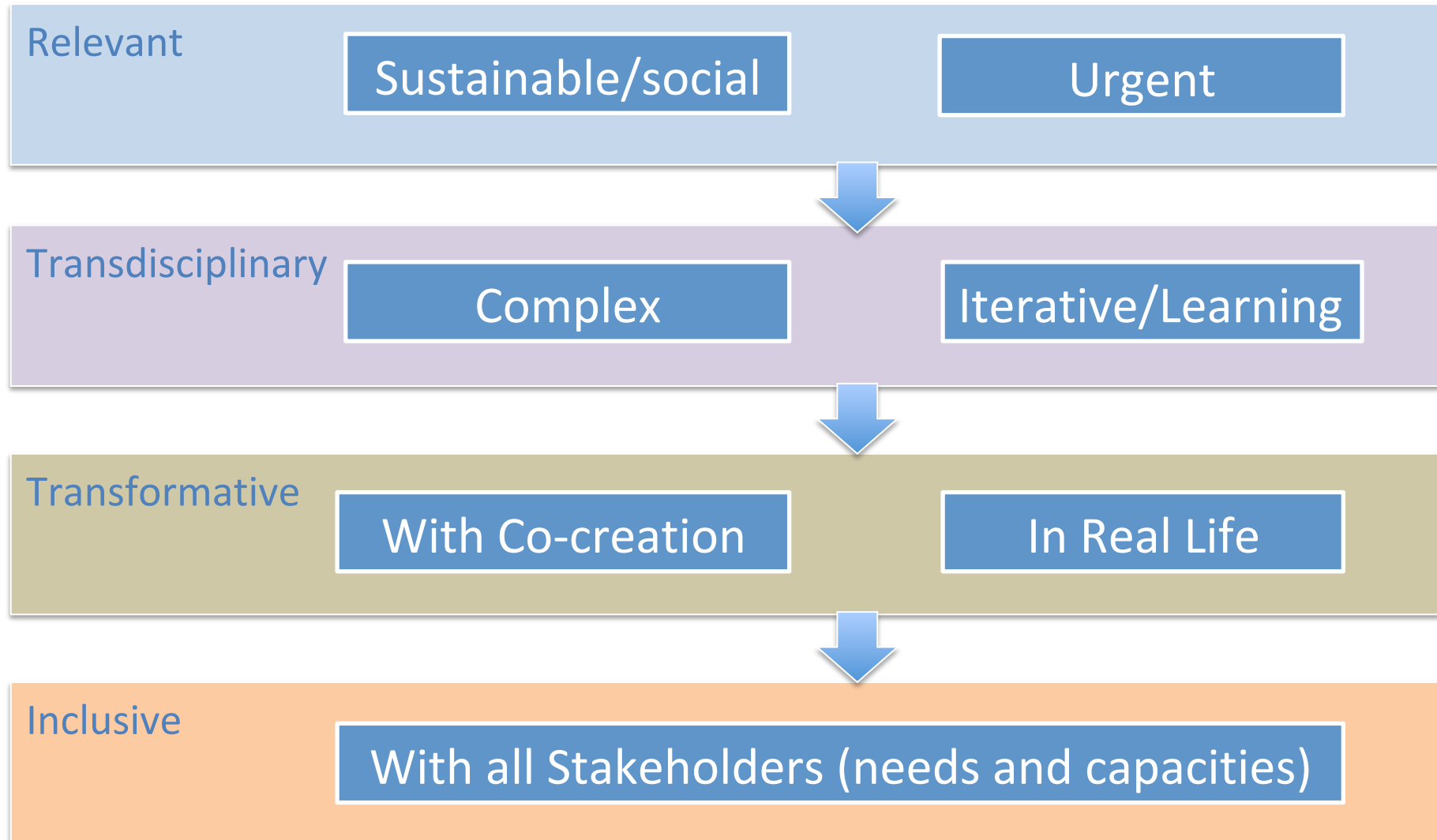**Program Lead Living Labs**

AMS Institute is a young and ambitious scientific institute located in Amsterdam. In this institute science, education, government, business partners and social organizations are working tightly together to create solutions for the complex challenges a metropole like Amsterdam is facing. Now and in the future.
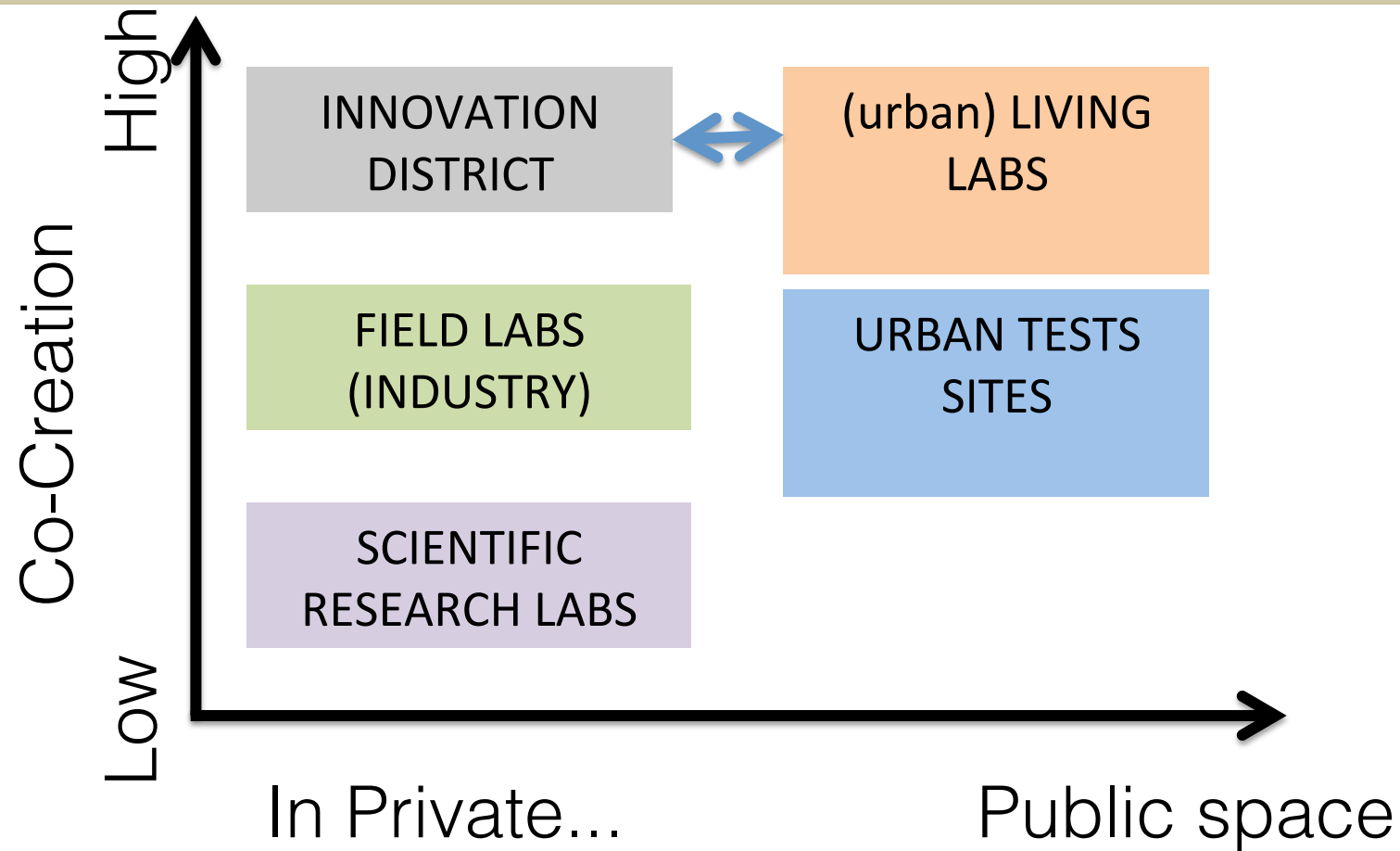
TACKLING METROPOLITAN PROBLEMS

Urgent, social, complex challenges can best be solved iteratively with stakeholders

Relevant

Sustainable/social

Urgent

Transdisciplinary

Complex

Iterative/Learning

Transformative

With Co-creation

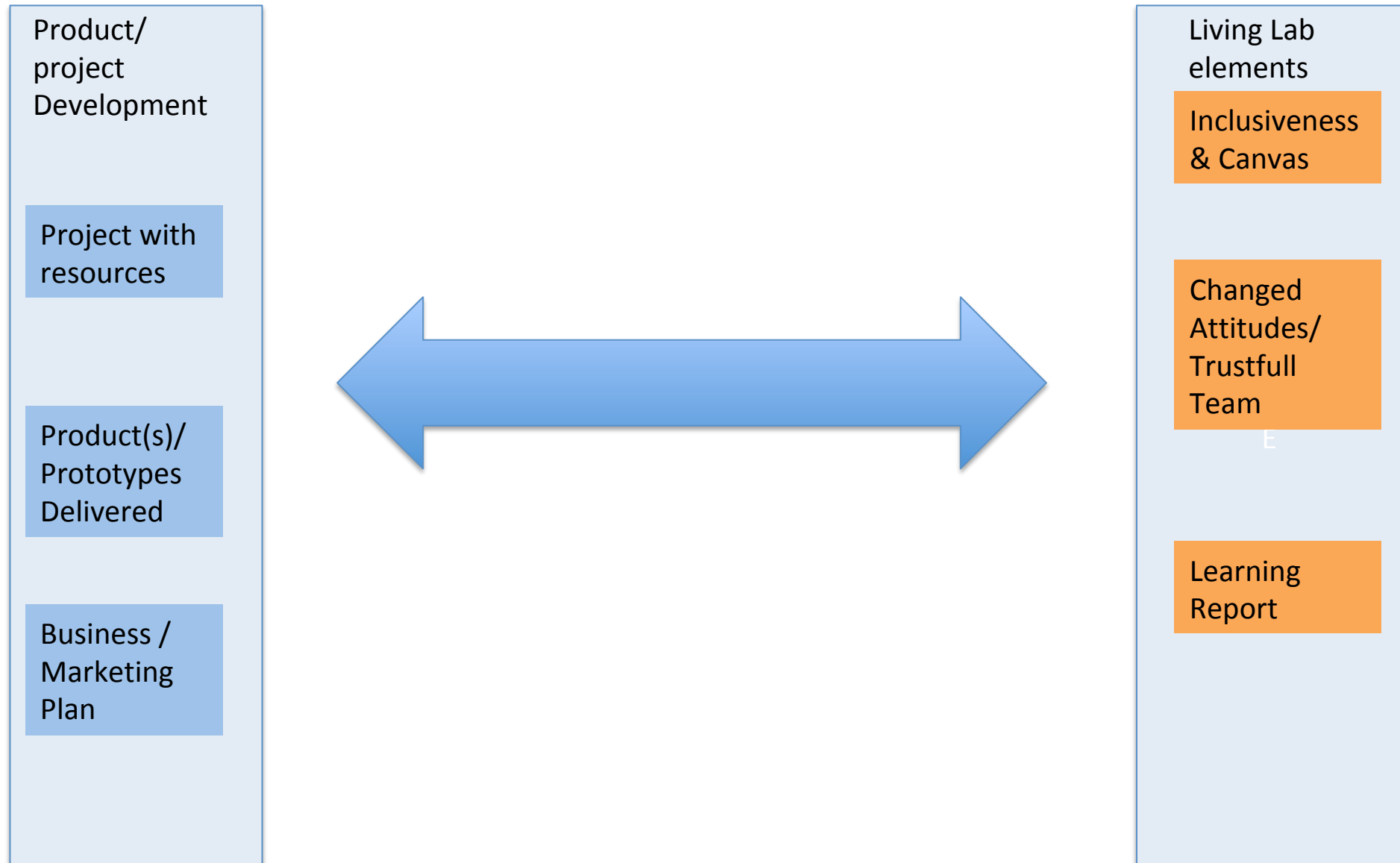In Real Life

Inclusive

With all Stakeholders (needs and capacities)

WHAT IS A LIVING LAB?

A space in which real-life eperimentation takes place with a diverse participant group in co-creative modes

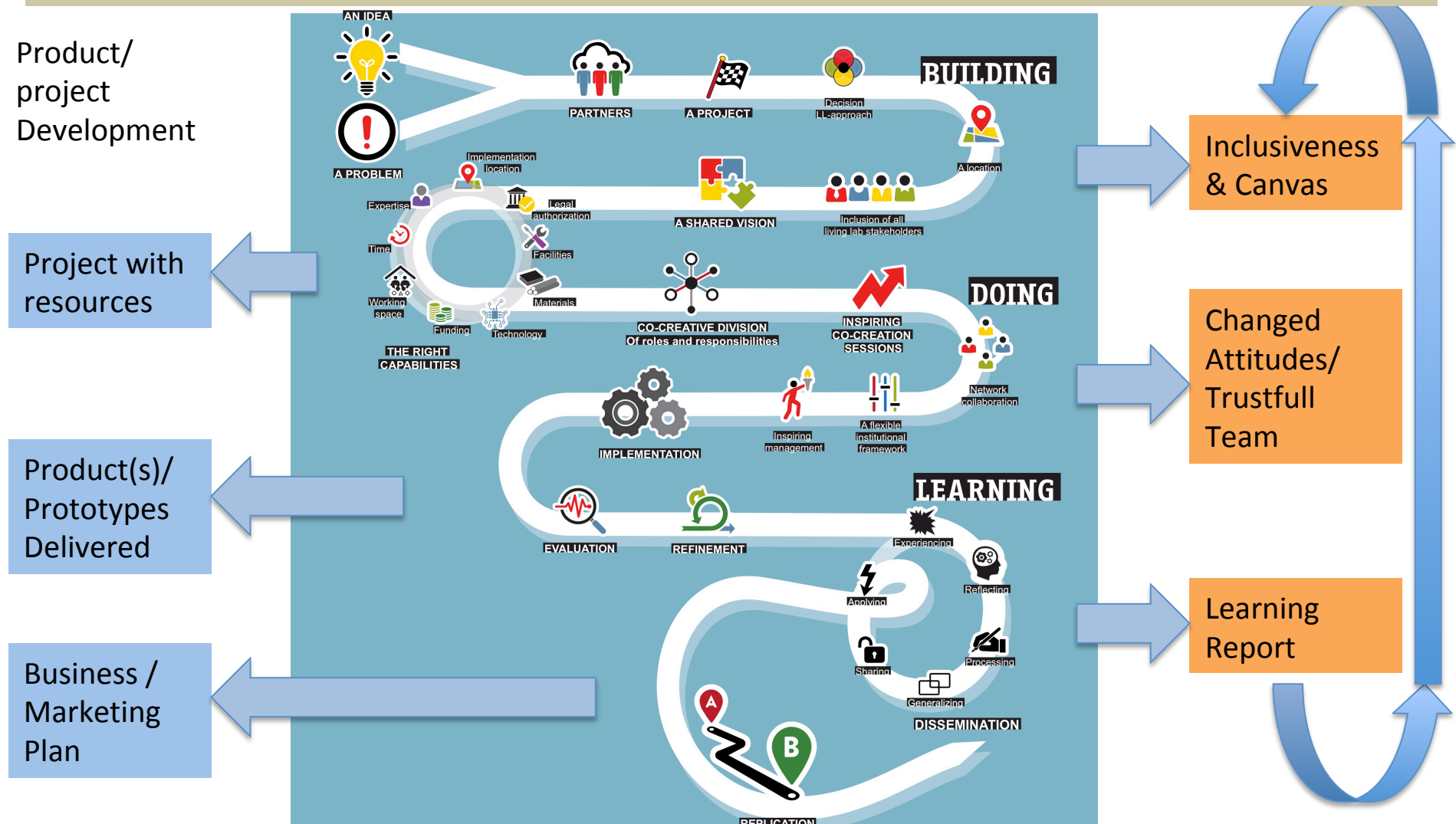Based on: Maas, T., J. van den Broek & J. Deuten, Living labs in Nederland , Rathenau Instituut, 2017

TWO WORLDS: PROJECTS VS LEARNING

Product/ project Development

Project with resources

Product(s)/ Prototypes Delivered

Business / Marketing Plan

Living Lab elements

Inclusiveness & Canvas

Changed Attitudes/ Trustfull Team

Learning Report

THE *AMS* URBAN LIVING LAB WAY OF WORKING

Connecting the world of projects (experiments) with the approach of co-creation, operationailising inclusiveness, changed attitude, and a learning/iteration approach

Product/ project Development

Project with resources

Product(s)/ Prototypes Delivered

Business / Marketing Plan

AN IDEA

A PROBLEM

PARTNERS   A PROJECT   Decision LL-approach   **BUILDING**

A location

Implementation location

Expertise   Legal authorization

Time   Facilities

Working space   Materials   A SHARED VISION   Inclusion of all living lab stakeholders

Funding   Technology

THE RIGHT CAPABILITIES

CO-CREATIVE DIVISION Of roles and responsibilities   INSPIRING CO-CREATION SESSIONS   **DOING**

Network collaboration

IMPLEMENTATION   Inspiring management   A flexible institutional framework

EVALUATION   REFINEMENT   **LEARNING**

Experiencing

Reflecting

Applying

Sharing   Processing

Generalizing

DISSEMINATION

A

B

REPLICATION

Inclusiveness & Canvas

Changed Attitudes/ Trustfull Team

Learning Report

For the various phases, a set tools is under development as well as criteria which to use when

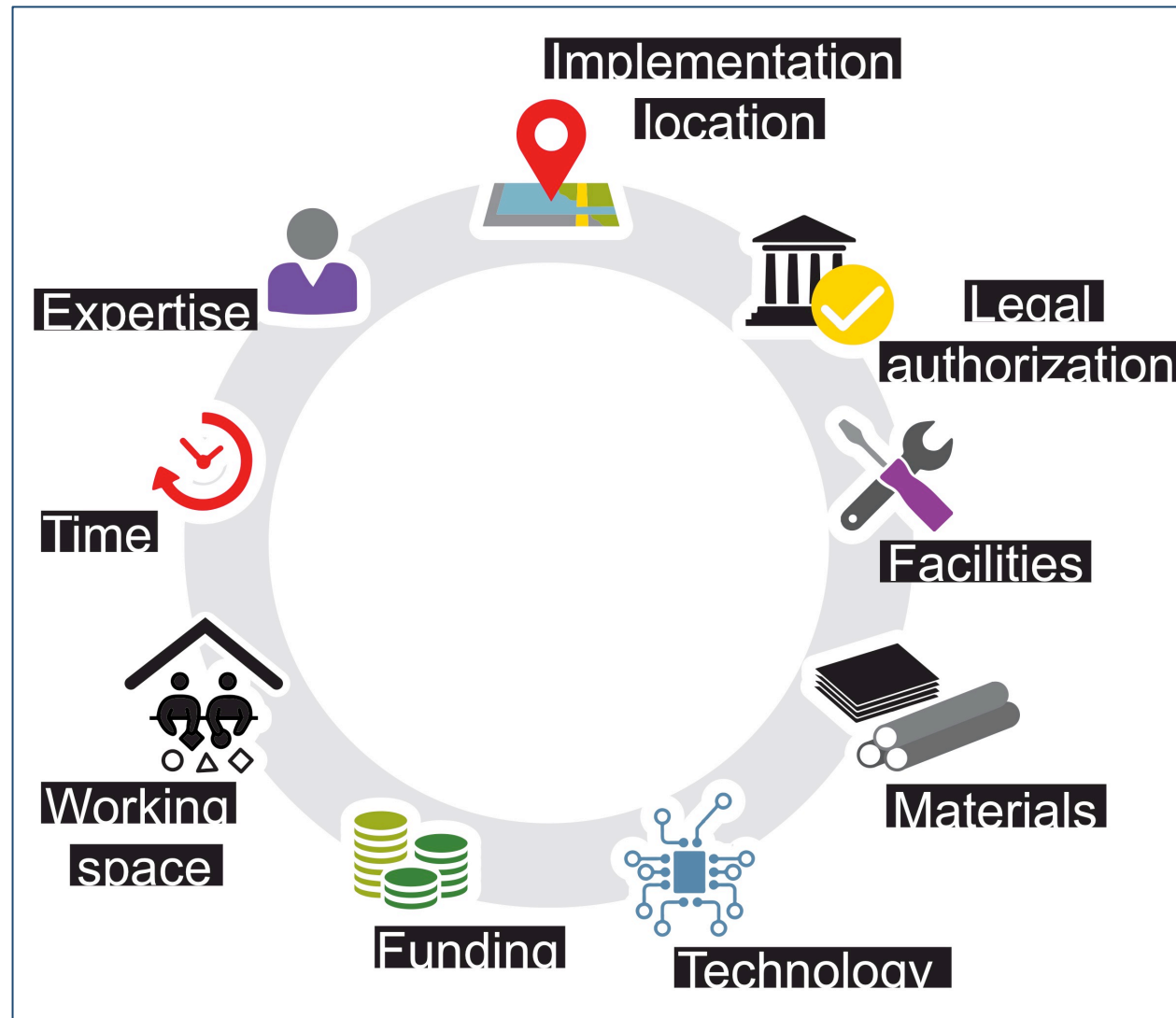| Owner/Curator Phase	AMS	Partners
Design / Process / Vision	The Canvas Geographical mapping	Living Roadmaps (Amsterdam) The Adventure Wheel (MIT)
Stakeholder involvement (trust building)	The GAME	HHS Lego serious Play (HU) Go2Zero game (TUD)
Inclusion / Citizen involvement	Citizen Engagement	Citizen Sensing (WAAG)

TOOLS: URBAN LIVING LAB CANVAS 1.4

The Canvas will guide towards a shared vision and a go/nogo decision on a living lab

0. General		1. Identification
		Check: this is complex, multidisciplinary problem

2. Partners & Outcomes	3. Projects / experiments / the case	4. Location	5. Shared Vision
Check: All partners are committed and together allocate development resources until Go	*Check: real experiments / projects are identified and used to make sure this lab is valuable / feasible*	*Check: a clearly delineated physical space belonging / under influence of one of the partners*	*Check: This is our shared vision*

7. Participants & Outcomes	8. Organisation and Roles/responsibilities
Check: All who are needed are onboard ; all understand outcomes for the others ; all accept conflicts of interest	9. Resources *Check: we agree on all roles and on organisation*

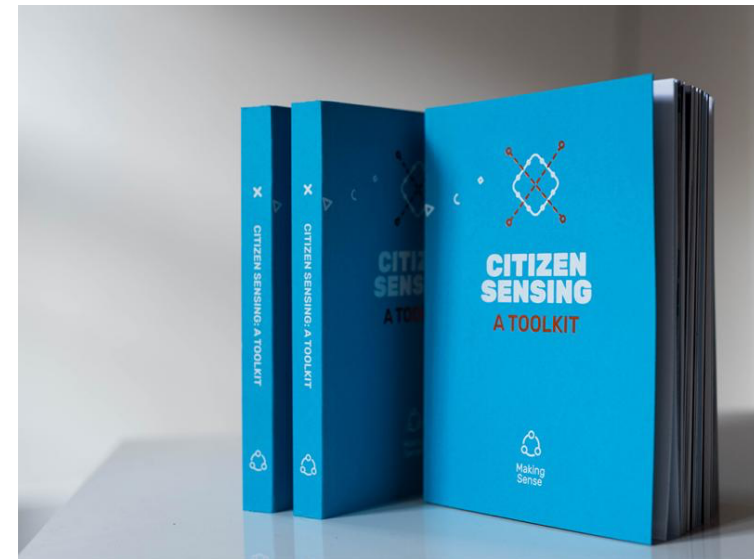| 11. Impact & Replication	12. Review and Evaluation
13. Internal learning	**Final Check:** *it is a multi-disciplinary, co-creative, co-productive, real-life approach leading to outcomes and impacts on urgent societal problems and Living Lab approach is beneficial*

TOOLS: PRACTICAL CONDITIONS

Implementation location

Legal authorization

Facilities

Materials

Technology

Funding

Working space

Time

Expertise

Living Roadmap
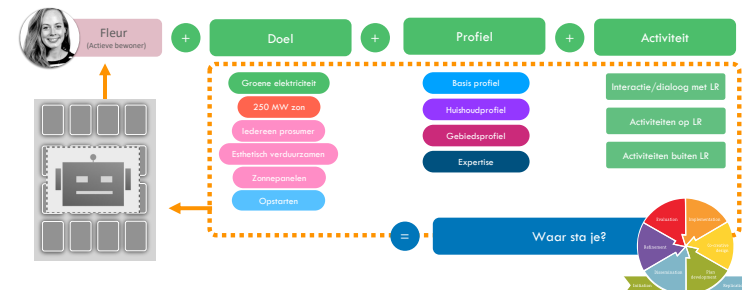
MARINETERREIN AS LIVING LAB (COMMUNITY)

- A relevant challenge:
  - Complex, urgent, multidisciplinary, multi stakeholder challenge

- (Empowering the) process :
  - Methodological Rigor and Flexibility, Layered approach …
  - Connect conventional (project) with new (process)
  - Use (our) tools (…wisely)

- Partners:
  - Connecting diversity of stakeholders
  - Appraising needs and capacities of all…
  - Enable / reward / retain citizens (=non professionals)

- Result:
  - From outcome to impact
  - Replication of process *and* product…

- Time, time, time …

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Living Lab way of working:
Steen, K.Y.G., Van Bueren, E.M., *Urban Living Labs: A Living Lab Way of Working*,
AMS Research report, AMS Institute, June 2017
Campus as Living Lab
Verhoef, L.A., and Bossert, M., *The University Campus as a Living Lab*
for Sustainability - a Practitioner's Guide and Handbook, TUD/HFT Stuttgart (2019,
in press)