

# DC Living Lab 2024

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## Introduction and Context

### Introduction

*DC Living Lab is an international student exchange program on creativity and innovation powered by the Districts of Creativity Network. It offers students from all the Districts of Creativity the opportunity to work in an international team to address challenges within the Creative and cultural industries.*

*The DC Living Lab is powered by the DC Network and is held within the annual Creativity World Forum. The 2024 edition was organised by the Basque Country Creativity District.*

*This year, the program had a hybrid format, combining a 5-day online bootcamp with participation and an in-person workshop and presentations during the Creativity World Forum.*

### About DC Network

*Founded in 2004, the Districts of Creativity (DC) Network unites regions worldwide that focus on creativity to foster innovation and prosperity. The DC members believe the combination of creativity/creative industries, technology/science, and entrepreneurship is a major source of prosperity and growth. The network's international orientation makes it a unique network of regions that prioritise creativity and innovation.*

### About Creativity World Forum

*Every year, one of the DC regions organises the Creativity World Forum. This conference is the flagship event for the DC Network, bringing together over 500 people to discuss creativity, innovation, and entrepreneurship. Government leaders, entrepreneurs, creatives, and policymakers all come together to exchange ideas about how to make their regions hotbeds for innovation and creativity. In 2024, the CWF took place in the three capital cities of Basque Country: Bilbao, Donostia-San Sebastian, and Vitoria-Gasteiz.*

### Organisers Travelling U

*Travelling U led the DC Living Lab process this year in collaboration with KSIGune, representing the Basque District of Creativity. Travelling U is an educational cooperative that designs international learning experiences based on three pillars: collaborative learning, human-centred leadership and entrepreneurship.*

*Kaisu Tuominiemi and Ainhoa Esnaola served as the main leads and representatives, leading design and program facilitation, stakeholder connections, and collaborations of this edition.*

## The program: 4 Challenges, Challenge Owners, and Participants

### In Detail

In the 2024 edition of the DC Living Lab, the challenges presented to participants were intricately linked to each Thematic Area (TA) defined by CWF2024.

Leading Basque companies with projects related to the TAs were in charge of proposing the challenges for the programme.

Recruitment and participant selection were conducted in collaboration with all the Creative Districts within the DC Network. Emphasis was placed on ensuring representation from diverse districts, encompassing a spectrum of profiles, availability, expertise, and enthusiasm.

### The Challenges

<p>TA1 Governance &amp; CCIs</p> <p>REIMAGINE URBAN SPACE: COLLABORATIVE GOVERNANCE MODELS</p> <p>Challenge owner: Urban bat</p>	<p>TA2 Innovation in and within the CCI sectors</p> <p>FUTURE RIDES: <i>EXPLORING</i> TOMORROW'S VEHICLE INTERIOR</p> <p>Challenge owner: AIC</p>
<p>CCIs companies and markets</p> <p>SUSTAINABLE SOUNDSCAPES: BUILDING AN <i>AUTHENTIC</i> CONNECTION WITH MILLENNIALS AND GEN Z THROUGH SUSTAINABILITY</p> <p>Challenge owner: Last Tour</p>	<p>TA4 Education and research in CCIs</p> <p>THE FUTURE OF FASHION EDUCATION: CAN WE CREATE <i>CUTTING-EDGE</i> BIOMATERIALS FOR THE FASHION INDUSTRY USING VIRTUAL TOOLS AND RESOURCES FROM NEARBY BUSINESSES?</p> <p>Challenge owner: Elisa Palomino &amp; BIAAF</p>

### The Challenge Owners

**TA1. URBANBAT.** <https://urbanbat.org/>

Urbanbat coordinates innovative urban regeneration and territorial improvement processes in collaboration with communities and local administrations. The coop is formed by a transdisciplinary team of people from architecture, urban planning, social sciences, communication and pedagogy.

Urbanbat has previously worked with Sestao municipality, and the proposed challenge continues the previous work developed to promote the activation of community spaces in the Txabarri neighbourhood.

This pilot experience could serve as a model for future activations.

**TA2. AIC-AUTOMOTIVE INTELLIGENCE CENTER.** <https://www.aicenter.eu/>

AIC-Automotive Intelligence Centre is a European centre that generates value for the mobility sector based on an open innovation concept where companies improve their positioning through cooperation. Under a market approach, AIC offers services that improve the capacity of the automotive sector globally, integrating training, research, industrial development, and new businesses under the same structure. Currently, 30 organisations of 9 different nationalities and more than 950 professionals are located in its facilities.

**TA3. LAST TOUR.** <https://lasttour.org/es/>

Last Tour is one of the leading companies in the music industry, covering such business areas as the promoter of tours and festivals of international interest, an agency creating music experiences for brands, a record label, and managing consultancy projects in the sector.

Their flagship event, Bilbao BBK Live, has become a significant cultural project in Europe over 16 years, attracting thousands of music enthusiasts to Kobetamendi, near Bilbao. The company aims to be a sustainable and independent organisation that contributes to societal well-being and development through cultural and social initiatives.

**TA4. ELISA PALOMINO & BIAAF**

Bilbao International Art & Fashion (BIAAF) is a nonprofit organisation focused on showcasing talented, innovative, and radically creative young fashion designers from around the world. Consistently staying connected with emerging designers, renowned fashion schools, and experts in the global fashion industry, BIAAF goes beyond its primary fashion contest function by organising various initiatives. These include forums, conferences, and training activities held in prestigious institutions. <https://biaaf.com/>

Elisa Palomino, with 25 years of experience designing for luxury brands such as John Galliano and Christian Dior, bridges fashion, education and anthropology. With a PhD in Anthropology and Sustainable Fashion from the London College of Fashion, she is an international lecturer and has held the position of Director of Fashion Print at Central Saint Martins, leading sustainable innovations.

She has led EU funded projects like FishSkin and earned prestigious fellowships. As a Research Associate at the Smithsonian, she specialises in Arctic Indigenous Fashion. Elisa actively contributes to BIAAF.

[www.fishskinlab.com](http://www.fishskinlab.com)

[www.biaaf.com](http://www.biaaf.com)

## The Participants

The DC Living Lab hosted 32 participants from 8 diverse Districts of Creativity: Baden-Württemberg, Basque Country, Catalonia, Flanders, Karnataka, Scotland, Tampere, and Central Denmark.

These participants brought a wide range of multidisciplinary expertise stemming from academic backgrounds in design, architecture, fashion, engineering, entrepreneurship, communication, and music. 75% of the participants were female.

Overall, the program engaged more than 50 individuals, including members of the DC network, Area Coordinators, and Challenge Owners.

**TA1 - Urbanbat**

Helena	Soell	Hochschule Mannheim	Undergraduate	Communication Design	Baden-Württemberg
Ruchira Thilanga Weerakoon	Liyana	Tampere University	Master	Sustainable Architecture	Tampere,
Daniela	Castro Solano	ELISAVA	Master	Strategic Design in Complexity	Catalonia
Martín	Pérez Pollero	Deusto University	PHD	Leisure, Play, Communication	Basque Country
Vera	Barros	Thomas More Mechelen University	Postgraduate	Space & Service Design	Flanders,
Koro	Arregi Arrasate	Mondragon University	Undergraduate	Leadership Entrepreneurship & Innovation (LEINN)	Basque Country
Beyzanur	Altinay	University of Applied Sciences Ulm	Undergraduate	Business Information Systems	Baden-Württemberg
Giulia	Martinelli	IED - Istituto Europeo di Design	Undergraduate	Interior Design	Catalonia

**A2 - AIC**

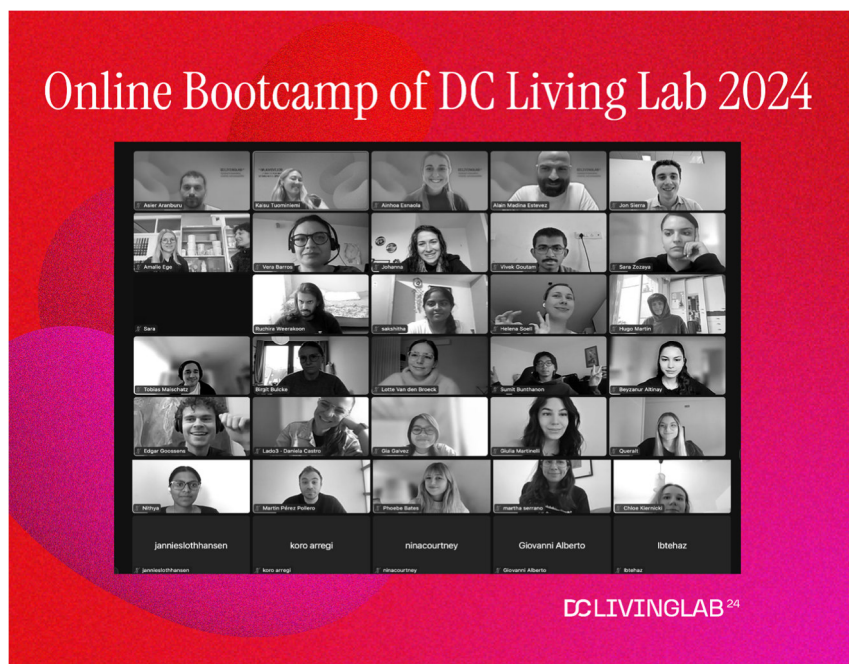
Tobias	Maischatz	Nuertingen-Geislingen University	Undergraduate	Automotive and Mobility Business	Baden-Württemberg
Phoebe	Bates	University of Edinburgh	Undergraduate	Graphic Design	Scotland
Queralt	Santacreu Sanchez	IED Barcelona	Undergraduate	Product Design - Transportation	Catalonia
Mohammad Asif	Ibtehaz	Tampere University	Master	Information Technology	Tampere,
Birgit	bates	University of Antwerp	Master	Product Development	Flanders,
Nithyashree	NC	RNS Institute of Technology	Undergraduate	AI and Machine Learning	Karnataka
Sara	Zozaya	Mondragon University	Undergraduate	Leadership Entrepreneurship & Innovation (LEINN)	Basque Country
Vivek	Goutam	Visvesvaraya Technological University	Undergraduate	Be, Computer Science Engineering	Karnataka

**TA3 - Last Tour**

Anna	Schocke	Popakademie Baden-Württemberg	Master	Music & Creative Industries	Baden-Württemberg
Gia Victoria	Galvez	ELISAVA	Master	Research for Design and Innovation	Catalonia
Johanna	Feger	Popakademie Baden-Württemberg	Undergraduate	Music Business	Baden-Württemberg
Lotte	Van den Broeck	University of Antwerp	Master	Product Development	Flanders
Martha	Serrano	ELISAVA design school	Undergraduate	Industrial, UX and graphic Design	Catalonia
Sara	Vega Fernández	UOC (Universitat Oberta de Catalunya)	Master	Cultural Management	Basque Country
Edgar	Goossens	University of Antwerp	Master	Product Development	Flanders
Giovanni Alberto	De la Cruz Regalado	Mondragon University	Undergraduate	Leadership Entrepreneurship & Innovation (LEINN)	Basque Country

**TA4 - BIAAF & Elisa**

Nina	Courtney	University of Edinburgh	Undergraduate	Graphic Design	Scotland
Chloe	Kiernicki	Tampere University	Master	Sustainable Architecture	Tampere
Sumit	Bunthanon	HoGent- University of Applied Arts and Science	Undergraduate	Fashion Technology	Flanders
Amalie	Ege	Design School Kolding	Master	Design For Planet - Textile Design	Denmark
Jannie	Sloth Hansen	Design School Kolding	Master	Design For Planet - Textile Design	Denmark
Sakshitha	A	RNS Institute of Technology	Undergraduate	BE , Computer Science and Engineering	Karnataka
Hugo	Martín Sánchez	IED - Istituto Europeo di Design	Undergraduate	Product Design	Catalonia
Jon	Sierra Gonzalez	Mondragon University	Undergraduate	Leadership Entrepreneurship & Innovation (LEINN)	Basque Country



## Methodology and Key Activities: Online and Face-To-Face

### Methodological Framework

The program offered a dynamic methodology, blending a 5-day online bootcamp with in-person workshops at CWF2024. Tailored for multidisciplinary teams, it was designed to address challenges defined by leading companies in the Creative and Cultural Industries (CCI).

#### Methodological Approach:

##### *\_Future-Empowered Design Thinking:*

We guide teams to implement design thinking through the lens of futures thinking. This empowers them to shift their focus from present biases to future landscapes, fostering innovative solutions.

##### *\_Generative Roadmaps:*

Teams embrace a holistic, living perspective for innovation and strategy. They follow a structured process, including steps like analysing, fantasising, concretising, realising, making, and presenting, ensuring comprehensive and effective problem-solving.

##### *\_Team-Based Collaboration and Facilitation:*

Throughout the program, teams benefit from collaborative efforts facilitated by dedicated mentors. They engage with experts and challenge owners, ensuring a supportive environment for exploration and growth.

## Key Activities

*All the teams learned a main methodology through shared online sessions. These sessions ensured that all the teams moved forward coherently and had the tools necessary to keep on advancing.*

*Each challenge team had its challenge facilitator to support the learning process and a masterclass run by the Challenge Owners connected to the challenge topic.*

*The teams had 2 points of contact to contrast the designed solutions with industry representatives, Area Coordinators and Challenge owners.*

*The final outcomes were presented as part of selected cases in each thematic area in the CWF, enabling visibility and the opportunity to build bridges for future collaboration.*

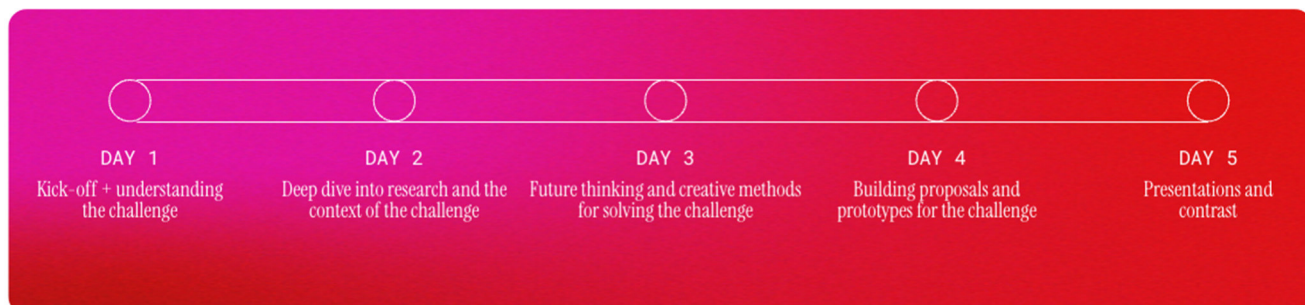
*The whole process was supported by an online platform and tools, **where the teams could find resources and tools, upload their tasks, and further develop them.***





## The Online Bootcamp

5-day online bootcamp from March 18th to 22nd, 2024. Main online tools used: Notion, Miro, Zoom



[Online bootcamp video](#)

## The Creativity World Forum 2024 In Person In Bilbao

The DC Living Lab secured a slot at the Creativity World Forum 2024, held from April 15th to 17th in Bilbao, Basque Country.

Participants fully immersed themselves in the conference, benefiting from various discussions, presentations, networking opportunities, and site visits. Additionally, they followed a tailored agenda to finalise their solutions and present them during the event.

To prepare for their 7-minute presentations on the second day, teams attended a workshop on the first day to ensure readiness for showcasing their case studies.



[DC Living Lab summary video](#)

## Results: Solutions Proposed, Conclusions, Feedback and Media

The challenges were transformed a bit during the preparation process for the DC Living Lab and CWF challenges. In the next images, you will see the final challenge the teams worked on and the solutions they came up with during the program, presented on day 2 of CWF2024.

You will also be able to read the feedback that participants and other key stakeholders have given to the programme and various media pieces such as videos, photos, and posts created throughout the process.

### Solutions Proposed

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The outcomes

TA1

## Governance & CCI's


REIMAGINE URBAN SPACE:  
COLLABORATIVE GOVERNANCE MODELS

Challenge owner: Urban bat

**Solution developed:**

A new collaborative governance model called tres consejos rooted in transparency, responsibility and community as part of the governance.

[Presentation doc.](#)



**The Challenge:**

Design of a management and governance model to activate disused ground floor premises, based on the idea of expanded housing.

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The outcomes

**The Challenge:**

Explore how new tech shapes future car interiors and interactions between people and vehicles. We're looking at emerging services, features, and business models, all within a changing mobility landscape with smarter, more connected, and automated systems. The focus is on analyzing and suggesting scenarios for how people will interact with future vehicles.

TA2

## Innovation in and within the CCI sectors


FUTURE RIDES: EXPLORING TOMORROW'S VEHICLE INTERIOR

Challenge owner: AIC

**Solution developed:**

Introduction of future trends and an outcome of 4 different future car interior proposals based on the values of comfort, adaptability and user engagement. Portrait through 4 possible car users of the future.

[Presentation doc.](#)




■ DCLIVINGLAB™
Report 2024
dclivinglab.info

The outcomes

**The challenge:**

To create an experimentation laboratory for large sustainable events by developing all the knowledge and social awareness levels necessary for the future implementation of a Festival model that is governed by the principles of the Circular Economy.



CCIs companies and markets

SUSTAINABLE SOUNDSCAPES: BUILDING AN *AUTHENTIC* CONNECTION WITH MILLENNIALS AND GEN Z THROUGH SUSTAINABILITY

Challenge owner: Last Tour

**Solution developed:**


Development of Baserri Fab Lab concept, a place to bring creatives together.

A community-driven space that fosters Basque culture, provides a meeting place with sustainable values, and promotes circularity through social, economic, and ecological initiatives

[Presentation doc.](#)

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The outcomes



**The Challenge:**

Explore and challenge ideas on sustainability in terms of materials, production methods, and education

- What strategies can be employed to actively engage students in hands-on projects transforming local waste?
- How can one gain practical experience in sustainable material innovation while also empowering virtual skills?
- Which skills are activated through the challenge? What does this reveal about future skills necessary in the industry?
- Document design development to reveal inspiration and research

TA4

Education and research in CCIs

THE FUTURE OF FASHION EDUCATION: CAN WE CREATE *CUTTING-EDGE* BIOMATERIALS FOR THE FASHION INDUSTRY USING VIRTUAL TOOLS AND RESOURCES FROM NEARBY BUSINESSES?

Challenge owner: Elisa Palomino & BIAAF

**Solution developed:**

An educational platform and an app for lifelong community based learning in the field of fashion design and biomaterials. The outcome included a prototype and a storyline of the app, a research portfolio of hands on bio material exploration the team had during the process, and a magazine that reflected through the whole creative journey.

[Presentation doc.](#)

## Conclusions

### Conclusions of DC Living Lab presented at the last round table at CWF

*Starting by talking about the people in the process - the participants we've had have shown amazing capabilities of different skills, and more so an attitude to learn and create that talks about the potential we have with the youth in the industry. They've given response to real and complex challenges, not only by what was asked but by going beyond. This speaks of their skills of adaptability and resoluteness.*

*When we bring these people together in multidisciplinary teams with a guided process and a framework, the results are multiplied, and the outcomes are leveraged.*

*Seeing that these teams were able to come up with concepts that are real and applicable, and with a talented team behind with a willingness to keep working - how can we support them to come to life? What's next?*

*During this conference we've been approached by stakeholders from different contexts from vocational schools to universities, how can we amplify something like the DC Living Lab in other contexts?*

### **1 key idea from DC Living Lab**

*The process of DC Living Lab, weaving together talent from various DC Networks, can mirror the possibilities of the creative and cultural industries regarding how work and knowledge can be created and taken forward. Multiple disciplines and cultures were brought together in a collaborative setting to face the challenges of today, and it was precisely the combination of skills and diversity of profiles that brought value to the outcomes. This gives food for thought on how important this diversity and collaboration is for the industry, which has been seen strongly in the heart of the conference this time. The key lines of the challenges bring together current and relevant themes such as sustainability, new technologies and collaborative structures.*

*The example of this year's teams may inspire new projects forward locally and internationally. We see DC Living Lab continuing its valuable mission to keep bringing districts and international talent together, to imagine and to create the futures we seek. Not in a silo but as a vertebral line, hand in hand with the existing vital stakeholders and experienced professionals of the industry.*

## **Feedback**

***Learning outcomes and competencies through the DC Living Lab 2024 as a result of the participant feedback.***

### **Most Interesting Aspects of Challenge-Based Learning Online**

*The participants showed appreciation for diverse perspectives and experiences brought by international cooperation. The structured approach with templates and clear daily schedules facilitated communication and understanding and led to forming cohesive online teams despite initial unfamiliarity. The participants valued balancing local and global issues in addressing challenges and the insight gained from different cultural backgrounds and approaches to problem-solving.*

**The skills developed and used in the process of DC Living lab 2024 the participants underline the following:**

- Communication, teamwork, and collaboration.
- Strategic thinking, creativity, and outside-the-box problem-solving.
- Research, sketching, and digital translation skills.
- Leadership, ideation, design thinking, and business modelling.
- Use of online collaboration tools (e.g., Miro, Figma).
- Critical thinking, futures thinking, and wireframing.
- Presentation skills, research skills, and digital skills.

## In Numbers

The survey results indicate a highly positive overall experience among participants. Specifically, 78% of participants rated their experience as 5 out of 5, three participants rated it 4 out of 5, and one participant rated it 3 out of 5. Focusing on the online bootcamp, the results are similarly positive. Most participants, 18 in total, rated the experience as 5 out of 5, with no ratings below 3 out of 5.

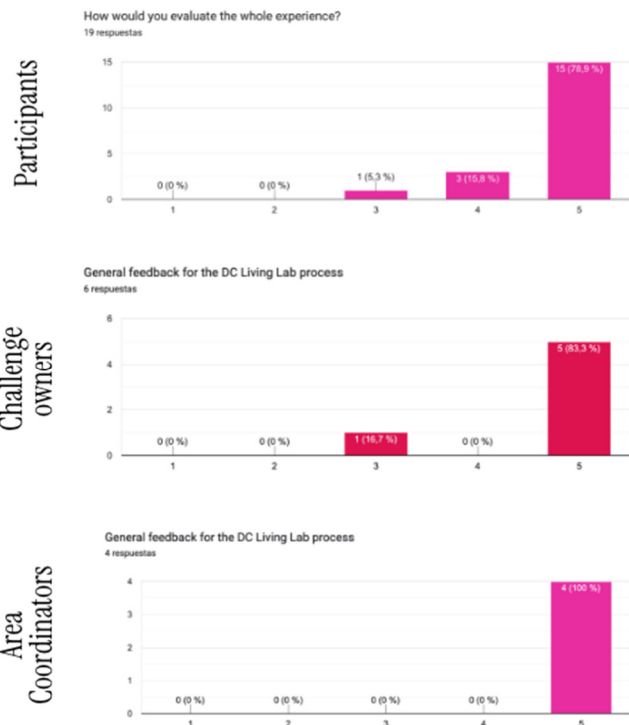
Survey results from the Challenge Owners showed a majority rating of 5 out of 5, with only one rating of 3 out of 5. Finally, Area Coordinators unanimously rated the experience as 5 out of 5.

The **participants** mentioned having enjoyed learning, especially from daily classes and interdisciplinary collaboration, which led to teams from diverse backgrounds contributing to creative solutions. There is an appreciation for interaction with project partners and surprising engagement from facilitators.

For future editions, it is suggested that the scope of the challenges can be even clearer since the beginning and that some of the online sessions would be shifted to longer in-person workshops. Summarising the experience is understood to be challenging yet gratifying, fostering personal growth and knowledge sharing, and there is a clear interest voiced to keep engaged beyond the program's end date.

The feedback of the **Challenge Owners** highlighted the appreciation for working with students to understand the challenge and produce unique work for presentation at the CWF. The new way of working online with people from different places and cultures was also enjoyed. For future editions there is a wish to add an in-person workshop also with the Challenge Owners and enable more in-person spaces with organisers and students to reinforce the communication and shared work and results.

The **Area Coordinators** appreciate the work with the challenge teams as well as organisers and facilitators as 5 out of 5. There is a special appreciation for student selection from diverse faculties and the proactivity, care, and quality of work involved in the challenge and the process. There is a suggestion to consider incorporating a financing commitment from the Region associated with the DC Living Lab to finance worthwhile projects. There is gratitude towards challenge owners, participants, and Travelling U for the results obtained.



## What 's Next?

*As an outcome of the feedback and analysis of this year's process a model for the coming edition is proposed.*

### *Proposal for the next edition of DC Living Lab, taking into account all the stakeholder's feedback.*

- *Keep local challenge owners with international reach working together with multicultural multidisciplinary teams - this enables understanding of the local context where the conference is held and ensures in-person connection during the process.*
- *Continue working hand in hand with the DC Network district leads on recruiting the students. This year's outcome has been excellent in terms of skills, attitudes, and multidisciplinary.*
- *Maintain hybrid structure: Bootcamp + in-person workshop and experience.*
- *Add more in-person workshop time as well as getting to know all the challenge owner companies in person before/during the CWF.*
- *Include Challenge Owners in an earlier stage of the process.*
- *Assure very clear briefs of the Challenge Owners and that there are no major focus shifts once the challenges are announced.*
- *To ensure a high amount of teamwork and collaboration dynamics in the process, Futures' thinking approach was appreciated by the participants.*
- *Including the DC Living lab as a transversal element of the CWF is relevant, as it enforces student participation in a horizontal way and mutual learning and connection building with all the participants of the forum. The solutions of the DC Living lab added value to the content of the forum and can do so in the future.*
- *Finally, there is a recommendation to guarantee funds for the emergence of future projects or implementation of the proposed solutions of the DC Living Lab process.*