

Amsterdam Living Lab

Amsterdam metropolitan area is a Living Lab: an innovation playground where consumers, knowledge institutions and companies work in close cooperation to develop new products and services. The unique mix of inhabitants, excellent infrastructure and knowledge institutions creates a wonderful opportunity to use the city as a testing ground for innovation.

That's why the University of Amsterdam, Waag Society, Novay and the Amsterdam Innovation Motor took the initiative to set up the Amsterdam Living Lab project. Amsterdam Living Lab is a joint effort to gather and share knowledge about user experience in order to be able to develop new products and services.

Amsterdam Living Lab has all the necessary facilities to enable open and user-driven innovation and to test market response. The knowledge gathered in the different projects, including Fablab and experience lab, can be accessed via the knowledge centre hosted by Novay.

Amsterdam Living Lab operates in an international context and is a member of the European network of Living Labs (ENOLL). Amsterdam Living Lab uses this network to cooperate with all the other major Living Labs located around Europe. Everyone is invited to join, launch projects and use the knowledge available in our expertise centre for user driven innovation and testing.

Projects of Amsterdam Living Lab:

Amsterdam Smart City

Amsterdam Smart City is a unique collaboration between Amsterdam's inhabitants, its businesses, research institutions and government authorities with the aim of showing how it is possible to save energy. The ultimate goal of Amsterdam Smart City is to reduce CO₂ emissions.

The project is a joint initiative of Liander (the operator of Amsterdam's electricity grid) and the Amsterdam Innovation Motor. An extensive number of partners have signed up to participate. Independent research organisation TNO will conduct the research for all the projects. Amsterdam Smart City stands for innovative technology, the modification of the behaviour of Amsterdam's citizens, and sustainable economic development. By bringing partners together and setting up small-scale local projects, Amsterdam Smart City provides an environment in which it is possible to test new initiatives. The most effective initiatives will subsequently be implemented on a large scale. By doing so, Amsterdam Smart City serves as an accelerator for climate and energy projects.

New projects, focusing on sustainable living, working, mobility and public spaces, will be launched over a period of two years. User-driven innovation and testing form the core elements of all the different projects.

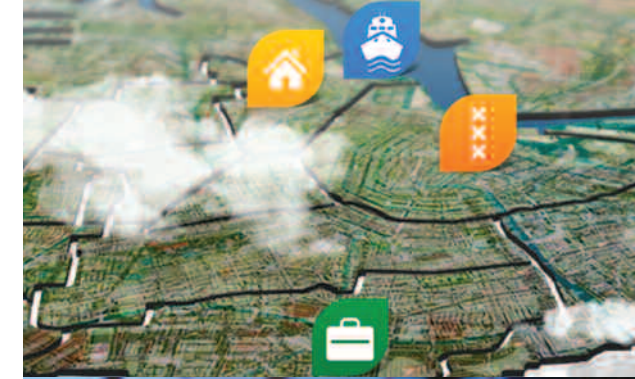
Apollon

With 150 locations already in place in the European network of Living Labs, the living lab movement is a rapidly growing phenomenon across the whole of Europe.

The leading living labs in the Netherlands, Belgium, Spain and Finland recently joined forces to implement Apollon, a project designed to enhance this form of collaboration.

The Apollon project focuses on eHealth and energy efficiency and is designed to test new solutions across national borders; for example, a solution developed in a Dutch living lab is subsequently also tested in a Spanish living lab. The purpose of the project is to enhance cross-border collaboration between the different living labs located throughout the whole of Europe. The results of the projects will be accessible to companies interested in developing solutions for the European market, but with specific adaptations to accommodate the local differences.

Olavi Luotonen, the Scientific Officer at the European Commission, states that Apollon is a flagship project for user-oriented innovation projects in the European Union research program.



Care for tomorrow

The future of the care sector is one of the biggest challenges faced by society today. The greying population, consisting of a growing group of increasingly demanding elderly healthcare customers, is creating a compelling need for the invention of user-oriented care solutions.

Care for Tomorrow collaborates with a number of companies and knowledge institutions in an effort to create solutions that will fulfil the needs of the elderly, their families and care professionals.

According to Walter Hoogland, former Research Director of CERN and Emeritus Professor at the University of Amsterdam, user-oriented research that links care and ICT is a key issue when it comes to solving the problems associated with an ageing society in which labour will become an increasingly scarce resource. The living lab approach is an important instrument for creating the kind of technology that people can and will use.

The Digital Life Centre is involved in a project that helps elderly people remain independent longer. Working with elderly people, professional staff and family, a living lab set up in a home for the elderly in Naarderheem is currently testing and improving new technology for this target group. One of the solutions that is currently being explored is sensor technology that monitors the daily activities of elderly people and that could also act as an early warning system for signs of dementia.

FabLab

The FabLab is a workspace with modern proto-typing machines that has developed into a global network of standardized open hardware setups. People from all over the world are currently using FabLab to create and develop new ideas and solutions.

Waag Society offers a number of different workshop formats for technical education, innovation and fun, and also uses the FabLab as a rapid prototyping facility for their own and their partners' use. The lab is open to the public two days a week. On the open days, public users are free to make use of the project's spaces and facilities.

The best 'Fab Moments' are shared throughout the ubiquitous international FabLab network. In addition, the FabLab also provides a real-time video link with other FabLabs to enable users to access other networks and users for help.

Fotorally

Fotorally is an international project designed to enhance our understanding of European cultural diversity. Fotorally presents itself as a game of imagination. Its goal is to create an online digital European Photo Album of photographs taken by ordinary citizens from all over Europe that capture the diversity of European cultures and the ways in which they live. The project is a collaboration between Amsterdam, Barcelona, Helsinki and Manchester.

Anyone can take part: whenever a photograph is added, participants in other cities are invited to 'reply' by submitting a picture based on their associations or ideas of the applicable theme, and seen from their own local perspectives. This enables viewers to explore the similarities and differences in everyday life in the different cultures and regions of Europe. To view and to contribute to the project, go to www.fotorally.eu.

Mocatour

The Mocatour project (Mobile Cultural Access for Tourists) is about enabling tourists to submit and share personal views. While tourists explore the city, they can also create experience representations in the form of virtual media graffiti or by generating text overlays on location images. All of this can be done with the use of a mobile phone equipped with the Mocatour application.

Mocatour is interested in the social aspects of sharing personal opinions and impressions about particular locations. The aim is to provide an experience structure that could easily jump from one community to another.

The project develops mobile tourism services that can be used equally readily in Stockholm, Berlin and Rome. Layar (<http://layar.com>), the developer of the reality browser is the partner in this project.

To follow all the latest developments and projects at Amsterdam Living Lab, simply go to www.amsterdamlivinglab.nl



Founding partners



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