

Future Laboratory CreaLab

Annual report 2017



Working in the train – is that possible?

This year's Christmas party was designed all around the question 'Working in the train – is that possible?'. The core team of the Future Laboratory CreaLab tried to answer this question starting 4 pm with a train ride to Zurich airport. Running experiments from physics, building architectural models, making coffee, printing, copying, doing almost everything that could also be done in a working environment. Finishing the trip with drinks and snacks on a train ride to Engelberg in the evening. During both trips, the main challenge was to deal with the little space available per person. The core team of the Future Laboratory CreaLab thanks all participants for the great experience. Many thanks to the SBB CFF FFS and the Zentralbahn for the support!



Future Forum Lucerne 2017

"Project Managemnt re-visited"

The third Future Forum Lucerne (FFL) took place on March 15th and 16th 2017 at the Lucerne Exhibition Center, Messe Luzern. The theme of the event was „Project Management revisited - Innovation, Timing and Enthusiasm“. The interactive conference kicked off with a refreshing „Tellschuss“ (a Swiss traditional myth designed in a vegan snack by Lauren Wildbolz).

Continued by opening words from Christine Böckelmann, Dean of the Lucerne University of Applied Sciences and Arts – Business. She invited all participants to „leave traditional paths“ and to try out and reflect upon creative forms of project management.

Julie Harboe and Jens Meissner lead through the program, which included a podium discussion on the conference's theme. This alternative format was designed in a way that participants from the audience were invited to discuss together with Katrin Reschwamm (SPM), Jürg Inderbitzin (HSLU), Simon Berg (Swisscom), Tuuli Utriainen (CERN). A flashlight from the statements: It's

the kick-off meetings, common language, lean organization, agile leadership, planning opportunities, regular exchanges, trust, and celebrations that make up good project management. In addition to the eleven innovation workshops and the four keynotes, the FFL also included two reflection sessions in World Café style. The interactive conference delivered what it promised in its title: Creative input about innovative project management, enthusiastic organizers and an open, networking-minded audience that did not shy away from putting on masks, working with dice and going the whole hog...

Research projects 2017

OPEN FACTORY – Agile along the value chain

(Lead: U. Gaudenz, B. Kummeler, S. Ossevoort)

The IDS Open Factory project investigated how collaborative concepts and the interconnection of steps and actors along the value chain could create social innovation drivers. In other words, the research focused on how new spaces for creativity and innovation could emerge through the integration of creative and industrial production processes. The final report highlights practices and success factors.

Exact Enjoyment – Sustainable LEAN

Catering for Guests of the 21st Century

(Lead: J. Harboe)

Central Switzerland as a tourist destination caters to a diverse group of guests. In gastronomy, a wave of adjustments has taken place in the past years offering both multicultural menus and interest in local products. But a more complex approach, beyond taste and tradition, catering to sustainable and healthy dietary offers for modern customers as a new business proposal has not yet prevailed, nor has it been systematically introduced in the active tourist context. This project is an investigation of the possibility of introducing 'contemporary' healthy eating habits into the tourist and MICE industry where both being up front concerning new trends and staying within an economical bandwidth while catering to large groups are core.



Dive into the world of bees: A multifunctional Bees Center

(Lead: U. Kellerhals)

The fascinating world of bees is currently experiencing an extreme public interest. Many people want to know more about bees or even hold bee colonies themselves. However, the required time and knowledge of beekeepers should not be underestimated (due to diseases, negative environmental influences, various indispensable treatments and measures), which results in a complex and challenging need for training. The question arises, if there can be a multifunctional bee centre that meets all these requirements? And how could it be financially sustainable? These questions are addressed by the interdisciplinary team and in collaboration with the industry partner Rolf Andres (beekeeper and Manuka honey importer).

Future customer needs of the working population in the mobility sector

(Lead: P. Wolf und U. Klotz)

Future customer needs are very difficult to capture. Therefore, the project team has taken an alternative path to explore future needs of the working population in 2057. In this project, the customers' perspective was explored by qualitative data from science fiction short stories about mobility. These stories were written in a series of four creative writing workshops, with a total of 84 people, and then analysed content-analytically by the project team. This approach made it possible to capture four different mobility scenarios and their expected customer needs. Selected

future stories are published in a book.

During the opening exhibition „Mobility of the Future“ at the Swiss Museum of Transport in Lucerne, Ute Klotz was given the opportunity to present the research results. The museum's planetarium was just the right place to think about the mobility of the future.

Participation of employees from DIY communities

(Lead: P. Wolf, U. Klotz und U. Gaudenz)

The trend towards Do-It-Yourself (DIY) and open knowledge sharing in communities is becoming a socially significant phenomenon.



This research project asks: Which co-participation and working contexts should companies offer to external employees from DIY communities, so that both would fully benefit from developments there? Which power shifts arise as a result? The associated initiatives are commons-based: They understand jointly developed technologies, procedures and methods as well as information and knowledge as a commons; patenting is a no-go.

Education and vocational training

The Future Laboratory CreaLab organises and offers a variety of events for educational and vocational training every year. Students from all departments of the Lucerne University of Applied Sciences and Arts (LUASA) as well as interested practitioners can participate in the Future Laboratory CreaLab events.

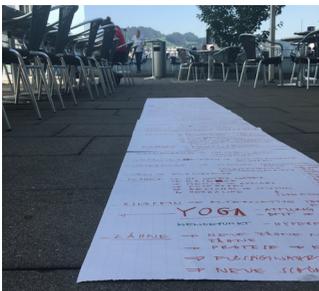
6th CreaLab Summer School: A2X

(Lead: M. Doerk, P. Wolf, C. L. Schuchert)

The 6th CreaLab Summer School took place from August 28th to September 1st 2017. During an intensive week, interdisciplinary student teams designed a picture of their future. Lecturers, experts and students discussed how to grasp what is in the air, but not tangible. Discussion topics were for example how to create value in the future, or how to make sense within a digital world. Another discussion was on what the future of the Swiss healthcare system might look like and how experimentation can be institutionalized in society. All these questions resulted in solutions which were developed by using creative methods.

„Imagining the Future“

As part of the Summer School, the new course for future makers „Imagining the Future“ was launched. The course was led by members of the Future Laboratory CreaLab and co-designed by interdisciplinary student teams. This provided the participants with inspiration and the opportunity to compare perspectives: How does the gener-



ation of the early 20s think about the future? What does this generation see, which is not visible from another perspective? The course will be repeated in 2018.

Future working environment – current trends and practical challenges

(Lead: B. Kummeler, U. Klotz)

The interdisciplinary module (ISA) was conducted by a new team and with new content from September 4th to 8th 2017. Sixteen students from three departments (T&A, W, I) participated. Topics ranged from future and trend research regarding digitization, new forms of employment, leading virtual teams and agile organizations. Three external speakers were also invited and talked about their own projects or working experience. On the last day, there was an excursion exploring the laboratories within Lucerne, which was described by a student as ‚very exciting‘.

Nature laboratory – ME? MYSELF? Or what?

(Lead: M. Doerk, S. Ossevoort)

This new interdisciplinary module (ISA) was about exploring the own vision in early summer 2017. The students used experiential and nature-based methods from vision-seeking and resource-oriented self-management to engage with their personal vision and development. They set their own, realistic development goals and planned first steps of implementation.

Innovative event concepts for companies

(Lead: P. Wolf, S. Wittmer and R. Stäheli)

The idea of „Ki@K – Culture in the context of SMEs“ is to develop innovative formats that address various challenges of companies and public administrations in a thoughtful and playful way. Looking at expenditure and income, expenses per employee and effect of the action on the guests must be in reasonable proportion. Ki@K has a comprehensive interdisciplinary collection of methods that can be used depending

on the needs and challenges of a company. Furthermore, Ki@K dares to run experiments and small irritations to stimulate thinking.

To give one example, the orientation event „Difficult content nicely communicated – innovative event concepts for companies“ was held on October 31st 2017. Patricia Wolf, Stephan Wittmer and Reto Stäheli presented two recent examples of Ki@K events and current trends in the conception of events. As guest speaker, Annette Mugglin, Head of SRG Central Switzerland, introduced a challenging question, on which she had worked together with CreaLab and which provided the SRG with valuable ideas and new impulses. Further questions and practical examples were discussed.



Megatrends and Phenomena – The

‘Erklärwolf’ explains it! (Lead: P. Wolf)

Never in the history of humanity has our life changed so rapidly as it does today. Radical, digital transformation is turning infrastructures and whole industries upside down. So-called megatrends affect all areas of life. The twelve megatrends, each with about fifteen sub-trends, are global phenomena lasting at least fifty years. The ‘Erklärwolf’ presents and explains these in Youtube videos visually, creatively, playfully and completely understandable in two to three minutes.

World Ornamental Forum IV (Lead: J. Harboe)

The fourth World Ornamental Forum (WOF) took place from May 4th to 8th 2017 at the Kirchner Museum in Davos. The WOF is a collaborative gesture that perceives an economy of the aesthetic in order to explore the current paradigm shift towards practice. The call for last year's WOF read: CONTINUE TO WORK! Current working methods and environments were exhibited. The content of the work was not decoupled from the procedures, thus remained in their contingent existence as something that could always be different.

Presentations and publications

During the last year, the Future Laboratory CreaLab core team members held presentations at national and international events about diverse topics such as, for example:

Too much harmony brings no innovation

Keynote speaker Patricia Wolf spoke about „SMEs between innovation and tradition“ at the 4th SKO-LeaderCircle Plus. Furthermore, she gave an interview in SKO Leader Magazine for executives in Swiss organizations that deal with innovations. In her presentation and interview, she answered the question of what are the key success factors of innovative companies and how good ideas become innovations and successful businesses?

Workshop by Michael Doerk at the 4th D-A-CH Research Workshop

The 4th D-A-CH Research Workshop took place on September 14th and 15th 2017 in Neubad Lucerne. Michael Doerk conducted a workshop on „RELAX-CONCENTRATE-CREATE“. This is a model for individual resource management, personalized prevention and health promotion.



When LEGO meets social responsibility

During the „Leadership Program – Leadership in Social Administrations“ on November 10th, leaders in social organisations and experts gathered together at the Braingym in Berne, which is a creative place for innovation. The event was all about social innovations that are hard to beat in terms of complexity. Agile, human-centric methods such as Design Thinking help open-minded people in imagining and trying new things. The workshop was organized and conducted by Christine Larbig and Raphael Amrein.

Working Methods

The Future Laboratory CreaLab is working with an established core team of 20 people from all departments of Lucerne University of Applied Sciences and Arts (Management, Informatics, Engineering & Architecture, Design & Art, Social Work and Music). The core team reviews actual developments, discusses project submissions, plans and initiatives. Furthermore, the Future Laboratory CreaLab works closely together with students from all departments.



The Future Laboratory CreaLab core team established the spin-off association 'interspin CreaLab' in February 2015. Its purpose is to emphasise (even) more on developing, testing and applying practical methods. The interspin CreaLab supports organisations from the private and public sectors in developing appropriated solutions for dealing with complex future challenges. interspin CreaLab is interspinish: it moves (spins) dynamically between practice, research and society. www.interspin.ch

More information is available at the Future Laboratory CreaLab blog: blog.hslu.ch/crealab