

# Zukunftslabor CreaLab Annual Report 2019



## PlasticTwists final round

After two passionate, innovative and successful years, the **PlasticTwist** project ended with a closing event at the Istanbul Biennale in November. The EU project pursued the goal of changing the perception of plastic to a valuable resource in society.

The international project team developed a platform based on Blockchain technology, on which innovation is used to create more awareness of the plastic life cycle in the population.

The past year has been truly intensive for the CreaLabbies involved here: Julie Harboe, Patricia Wolf, Chris Obrist, Urs Gaudenz and Ute Klotz. They organized four PlasticTalks at Neubad in Lucerne, where experts held open discussions with the audience. They also launched the serious game "Plastic Heroes", which was awarded the Gamification in Sustainability Award. The team further created twist, the currency PlasticToken and a PlasticWallet, which provides block-chain-based transactions between people involved in re-use of plastics. In addition, the team conducted microplastic workshops and participated in many events such as the Swiss Repair Day last October (see also below under Events, Press and Publications).

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## Briefe an den Chef

What have you always wanted to say to your boss? Or: What do you think your employees think about you? With the publication of **"Briefe an den Chef – Was Führungskräfte oft nicht wissen aber wissen sollten"** (Letters to the Boss – What leaders often are ignorant of but should be aware of) CreaLab focuses on the interplay of emotions and actions in an organization. The book was created with the participation of Crowdwerk. CreaLab asked people within its network to write a letter to the boss and to really spill the beans.

The result was a collection of texts that show the "real" problems. That which really moves employees. Especially in times of rapid change, managers are more than ever dependent on their employees' responsible actions and thinking. Empathy is becoming the new super weapon to reach people and inspire them for complex tasks.

After all, the future viability of an organization depends to a large extent on how employees are allowed to become personally involved. The authors of CreaLab do not just publish these letters, but dig deeper and analyze the perceptions, their underlying reasons and possible consequences.



## Looking back: Future Forum 2019

Under the motto "IMPACT: Shift your methods, shape your future", the participants of last year's Future Forum Lucerne developed future scenarios for five different practical challenges. As always, they did so using creative methods that lie outside the usual management repertoire: Ranging from writing postcards to feeling lemons to presenting complex solutions in an impro-theatre. CreaLab once again gave its all to lure the participants out of their comfort zones and come up with innovative approaches. The Key Questions also stimulated the participants to think. The artist Armin Chodzinski jogged, squatted and jumped around with the participants and explained how our society does more than acting and thus loses itself in the euphoria of problem solving. Co-author of the Design Thinking Playbook, Michael Lewrick, on the other hand, showed how it is possible to analyze the behavior of masses by evaluating publicly available data and thus find suitable solutions for traffic problems, for example. He presented a methodologically interesting combination of data analysis and creative human-centered approaches. As last input Ursina Kellerhals and Christine Larbig presented the above mentioned latest publication of CreaLab "Briefe an den Chef". And as always, the Future Forum was of course full of countless opportunities to expand one's own network with like-minded new and lateral thinkers.

Impressionsvideo in PDF eingebettet

By the way, last year the Future Forum took place for the first time at the Südpol in Kriens - and it was so great that we are going to go there again in 2020. [Will you be there, too?](#)

## Researching the Future

### Herzfröh goes digital

Love, partnership, sexuality. These are topics that interest all young people, also young people with cognitive impairments. However, it is often particularly difficult for the latter to obtain information that takes their limitations and needs into account. Since 2007, the educational booklet "Herzfröh" has been remedying this shortcoming. The Lucerne University of Applied Sciences and Arts - Social Work is currently working with the Federal Centre for Health Education (BZgA) in Cologne to further develop and digitize "Herzfröh". Two CreaLabbies are also involved in this exciting project: Michael Doerk and Richard Wetzel.

### Time capsule Lake Zurich

With the project "Time Capsule Lake Zurich", Jens Meissner and his project team make it possible to literally dive into the underwater world of sunken wrecks in Lake Zurich. We can explore the world of these unfortunate vessels, some of whose whereabouts are not even known. In depths of the lake that are difficult to reach, there are also some very well-preserved testimonies to Switzerland's industrial history. The lake becomes a time capsule. The aim of the project is to document and explore these archaeological treasures in such a way that they become accessible to all of us in the form of a multimedia exhibition.

### VR Bees

The project "VR Bees" provides playful access to the fascinating world of honeybees by means of a virtual reality game. The Serious Game is being developed primarily for educational purposes for beekeepers. By carrying out virtual work on their hives, beekeepers gain valuable practical experience, which otherwise can only be trained in summer and only by disturbing the sensitive organism of a bee colony.

In the game rare diseases or suspicious normal conditions can be simulated, to which one must react correctly or ... risk "Game Over". In a further step, the game is to be adapted so that interested lay-people can also get up close to the - or even IN the - beehives. The Swiss beekeeper association [BienenSchweiz](#) is also on board of the project. This CreaLab project is co-coordinated by Ursina Kellerhals and Richard Wetzel.



## Education

### Winter School 2019 – Learning and practicing creativity

What does innovation mean? What is creativity? How can it be fully exploited to create an innovative goal, something new? How can creativity be promoted, which methods are particularly suitable? These were the questions students dealt with in the Winter School of 2019. Together with the CreaLabbies Patricia Wolf and Micheal Doerk they developed solutions for industry challenges. Also, the Winter School always is an experience that expands and enriches the understanding of creativity and innovation of the participants.

### Thinking the future: CreaLab Summer School 2019

What will our world look like in a few years' time? What trends will there be? What will be better, what will be worse? How can we help shape the future? Questions over questions. A colorful group of students from different disciplines searched for answers over the summer – being coached by the CreaLabbies Michael Doerk, Ursina Kellerhals and Bettina Minder. Two teams took up the challenge of how the HSLU can create a stronger bond with its students and their ALUMNI.

Two other teams dealt with the challenge of how working and living spaces can be developed and merge in the future. Under great time pressure and with sometimes crazy methods, everyone let their creativity loose. The results can be viewed [here](#).

### Nature lab - I? MYSELF? Or what?

Where do I stand? What should stay, what should change? What do I want to use my energy for in my personal environment, study or job? In this year's Nature Lab, a group of students dealt with these questions under the guidance of Michael Doerk and Stijn Ossevoort. According to the motto "out of the comfort zone, into nature", the students developed their own vision in an intensive and creative encounter with themselves and their environment.

### The future of work

In September 2019, the interdisciplinary module "Future of Work" took place for the second time with students from the different HSLU departments under the direction of Barbara Kummeler and Ute Klotz. Among other things, the participants received exciting input on the topics of futurology and artificial intelligence, visited the Department of Computer Science in Rotkreuz, co-worked at the Hirschengraben and worked in the People's Factory.

### What is Enterprise Design Thinking by IBM?

Mrs. Nelli Sanne, Enterprise Design Thinking Coach, from IBM conducted a Design Thinking Workshop with the students of the English-language bachelor's program International IT Management. The students had previously already participated in a first workshop on creativity techniques provided by our CreaLabbies Ursina Kellerhals and Bettina Minder.

## Events, Media and Publications

### CreaLab at the new HSLU Campus

The new shared campus of Lucerne School of Information Technology and Business was opened in Rotkreuz last September.

How should we learn in the future? What will the classroom of the future look like? And: Who will you meet there? What are my expectations of learning in the future? On this tour the visitors came across the analog snakes-and-ladder game of CreaLab. Playfully they were introduced to the inevitable topics of digitalization:

Where and when are we data providers? How do we actually want to use the new technologies? How do we want to benefit? What do we need to recharge our (not our phone's) batteries? Once again, CreaLab sparked lively discussions, which the participants were able to take with them on the tour and further reflect on.

More input in the [interview](#) given by Ursina Kellerhals, Jens O. Meissner and Julie Harboe.

#### **Repair & Upcycle with Plastic Twist & FabLab**

Have you ever wondered if your plastic waste could still be of use in one way or another? Have you always wanted to try out a 3D printer? The [FabLab](#) & [PlasticTwist](#) team was there on the 4th Swiss Repair Day. This year the city of Lucerne was transformed into a big workshop. The FabLab and the Plastic-Twist team showed the participants the true value of plastic waste and what you can create from it.

#### **Networking within CreaLab**

Like every year, CreaLab organized several network excursions also last year. Two special highlights are fresh in our minds:

In September, a colorful group of people went to the Oberustermer forest on a wonderfully sunny Saturday.

Under the guidance of an experienced fungi expert, the CreaLabbies roamed over hill and dale and found what they were looking for. In their baskets they found everything from the probably most famous of all mushrooms, the toadstool, to porcini, to mushrooms and the absolutely never-faillingly lethal amanita, also called death cap.

And then there was last year's WeiFei: The Creative Living Lab CreaLab celebrated Christmas in the forest.

After an intense and productive networking session, the CreaLabbies treated themselves to a well-deserved around-the-fire party. The outdoor guides of the two wilderness schools Fuxla & Wildnessen led through an entertaining evening, where everybody carved their own spoons to mulled wine and egg on (or in) toast, sat together around the campfire, had exciting conversations and listened to animal stories.

#### **#CreaLabgoesinternational**

As network members travel, live and work also internationally as well as because of the EU PlasticTwist project, more and more international connections are being established, which of course enrich the CreaLab network.



Thus, The Creative Living Lab CreaLab was represented at the CINet conference in Odense. In addition, Patricia Wolf's Key Note on ideas for Open Knowledge Sharing Communities were also "sown" on international soil.

The presentation took place at the 14th International Conference on Knowledge Management in Organisations in Zamora, Spain. The same holds true for Jens Meissner's paper presentation on Resilience in Organisations, at the World Congress on Resilience, Reliability and Asset Management in Singapore. Furthermore, CreaLabbies visited the BioKitchen of Rüdiger Trojokan at the TU Munich.

#### **Ada Love Lace Festival**

Relax and learn in virtual nature? In September, the Department of Computer Science and the Creative Living Lab CreaLab jointly presented the School at the Ada Lovelace Festival in Zurich. They showcased two current projects in the field of educational games & virtual reality.

[Impressionsvideo in PDF eingebettet](#)



#### **Panel discussion: "Designing" as a future competence?**

Do our children need designing as a future competence? This topic will be investigated in primary schools in India and Switzerland as part of the [STITCHed pilot project](#).

In a panel discussion on the topic, representatives from politics, industry and research discussed the approach and the preliminary results of the project with regard to their significance for the context of Swiss schools and apprenticeships. This event was moderated by Bettina Minder from CreaLab, who is also the project manager of STITCHed.

#### **CreaLabbies in the media**

Again and again, CreaLabbies are asked to communicate their knowledge as experts in "researching the future" at events or in the press. Last year was no exception - here are three examples:

What is in store for us? Last March, Patricia Wolf gave an overview of current [megatrends](#) and possible developments at the Senior Citizens' Universities of Zurich and Winterthur.

"Companies that want to survive must remain flexible." Last March, Jens Meissner provided information on flexible employment schemes in the [SRF Echo der Zeit](#).

What will our working world look like in the future? A question that concerns us all. Last May, [PostFinance](#) wanted to know more and interviewed Patricia Wolf and Michael Siegenthaler.

#### **Pearl diving in a pool**

We all know it: networking is important! But networks on LinkedIn and Facebook are not enough. It is not about the number of relationships but primarily about their quality and diversity.

But how do you go beyond and discover potential cooperation opportunities in an existing network? The Speed-Networking Event, an event for the women's business forum - [wif](#),

hosted by Ursina Kellerhals in February 2019, revealed a wealth of treasures of previously unknown cooperation opportunities.



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CreaLab Blog: [sites.hslu.ch/crealab/](https://sites.hslu.ch/crealab/)