



Annual Report 2020

How Siri Is Turning Our Households Upside Down

The research project "VA-PEPR" (Voice Assistants - People, Experiences, Practices, Routines) investigates how voice assistants change our practices and routines at home.

To this end, several CreaLabbies are collaborating with the University of Applied Sciences of Eastern Switzerland and the Northumbria University. The project, which will last until 2024, can count on financial support from the Swiss National Science Foundation (CHF 2.23 million) on the one hand, and on an interdisciplinary project team on the other.

All in the spirit of CreaLab, this project combines diverse topics with researchers from fields ranging from "human-computer interaction" to "ethnography".



The project aims to generate new insights into the emerging issues related to the use of voice assistants in Switzerland and elsewhere. To do this, the project team is exploring how people experience voice assistants in their homes and private lives and how they develop new practices and routines around their use of these aids. By focusing on the home environment, the user experience as well as ethical issues, the project seeks to contribute to a deeper understanding of this new technology. These insights will be translated into guidance for users, developers, designers and service providers in business and industry.

In collaboration with the Mozilla Foundation, the research team will continuously share and discuss its findings with an international community of experts, particularly with regard to the ethical dimensions associated with the study of voice assistants and their use at home. The project has successfully started in January 2020. The team around VA-PEPR will keep you updated [here](#).

Responsible Entrepreneurship

Christine Larbig's new module "Responsible Entrepreneurship" goes hand in hand with the [Future Forum](#), which focused on the United Nations' Sustainable Development Goals under the motto "More from Less": Climate change is advancing, sustainability is a fuzzy term and greenwashing is increasingly discussed in this context. What does all this have to do with artificial intelligence?

The answer can only be: The world needs young people who think in contexts and can also align seemingly contradictory things. On this basis, forward-looking applications can be developed that help to solve our social problems.

In the module "Responsible Entrepreneurship", the CreaLab network could be used to shape the topic of "entrepreneurship" in the digital, sustainability-oriented age in a different way. The cooperation with [seif GmbH](#) and [pier4all AG](#) was successful, which is why CreaLab will continue to pursue this topic in 2021.

To be continued...

Future Forum 2020

99 Business Ideas for a New Business Model in the Event Industry

On 26 August 2020, the sixth [Future Forum Lucerne](#) took place under the motto "More from Less" at the Südpol.

As always, specific future scenarios for certain challenges were developed using creative methods. The participants approached these challenges of companies and institutions through open and experimental methods and provided a large portion of external thrust.

What made this year's Future Forum even more special was the participation of over 30 students.

Because the Future Forum 2020 was held in August instead of spring due to Corona, CreaLab decided without further ado to combine the Future Forum with the CreaLab ISA [SummerSchool](#) week, which had to take place online.

In addition to a film documentary, the students, with the support of experienced CreaLabbies, developed real future scenarios for the [question "Lessons from Less"](#).

The resulting prototypes are diverse and show us new educational models, new forms of housing or even social structural ways of being more resiliently positioned for a second wave or the next virus.

In 2020, pandemic, climate crisis and securing the future were central and therefore a certain urgency ran through all the challenges. It was therefore particularly exciting that CKW was on board - for the second time at a Future Forum.

Exciting discussions among the participants showed that sustainability in the workplace is created in an interaction where the organisation enthusiastically offers an open ear and structures in order to catch and implement good ideas and aspirations of professionals.

In addition to this series of workshops, six other challenge sponsors contributed to the Future Forum with future-oriented questions: the municipality of Emmen, the Wohnwerk Luzern, the interdisciplinary topic cluster "Digital Transformation of the Working World" of the HSLU, Sustainability Week Switzerland, the Department of Computer Science of the HSLU and the Creative Living Lab itself.

The key question asked for additional support from Marie-Claire Graf, who is intensively involved in the climate movement and co-initiated [Sustainability Week Switzerland](#).

As every year, the Future Forum offered many opportunities to meet like-minded people and expand one's network - even if everything was a little different than usual because of Corona.



Research Projects 2020

99 Business Ideas for a New Business Model in the Event Industry

Congresses with thousands of participants in the post-Corona era? How can that be done when everyone knows now how convenient it is to attend an event from home? Corona has changed our attitude to and demand for face-to-face events.

The project, which is funded by Innosuisse, started at the beginning of December 2020 with two workshops on the topic of "New business models in the digital-analogue age" for the congress provider [Medicongress GmbH](#) in Zurich. Our CreaLabbies Christine Larbig, Katharina Kossmann and Stijn Ossevoort were also on board.

The project will run until the end of April 2021 with the aim of developing new building blocks for a business and revenue model that meets changing demand.

The future of the Drone

At the [21st CINet Conference](#) at the Politecnico di Milano, which was held online, Marianne Harbo Frederiksen was able to present the publication entitled "[A Look into the Long-Term Future Use of Drones](#)" on 21 June 2020.

The publication was carried out as part of a collaboration between South Dansk University in Odense (DK) (Marianne Harbo Frederiksen, CreaLabbie Patricia Wolf, Mette Præst Knudsen & Björn S. Cience) and the Lucerne University of Applied Sciences and Arts with CreaLabbie Ute Klotz. For this, 405 flash fiction stories on the topic of drones from over 135 participants were analysed and the initial findings presented.

The interesting and good collaboration was supported by the Department of Computer Science in the form of a two-week virtual research visit by Ute Klotz in spring 2020.

The collaboration will continue and another publication focusing on possible and future use cases of drones is expected this year.

Plastic Twist at the Swiss Plastic Expo

With their plastic twist project, CreaLab and [FabLab Lucerne](#) took part in "[SHIFT 2020 - Solutions for the Circular Economy](#)" on 21 and 22 January 2020, which was held as part of this year's [Swiss Plastics Expo](#). This year, the theme of the trade fair in Lucerne was "Sustainability".

It was where everyone who works with plastics met last year. Visitors to the "PlasticTwist" stall had the opportunity to recycle plastic by using DIY machines. ReButtons, bottle openers and plates were pressed, many interesting conversations were held and connections were made. In addition, CreaLab contributed to the innovation symposium in the blockchain theme with the presentation "Tokens for tomorrow's plastic economy".

We can also look back on an intense and inspiring two years of actions under the project "PlasticTwist": from the blockchain-based [PlasticTwist platform](#), to the creation of the plastic token currency "twist", to the four successful [Plastic Talks](#), to [microplastic workshops](#), to the participation of many events such as the [Swiss Repair Day](#) in October.

Education and Training

Making Digital Transformation Tangible

The ITC project "[Craft Round Tables](#)", led by CreaLabbie Bettina Minder, investigates how craft skills can contribute to understanding and shaping digital transformations in the world of work.

The project aims to use "Craft Round Tables" to make the development of technology more human-centred. For example, by placing exploratory experience at the centre.

In this context, the "Sonic Pie" workshop took place for the HSLU-I business informatics students.

In a virtual session, music was modelled and shaped. Although the workshops revealed several interesting insights as well as some obstacles, the project team will continue to pursue its approach.

The importance of making the digital transformation tangible is rapidly increasing.

Pitfalls and Advantages of the E-DiBuDeCo

The "DiBuDeCo" (Distributed Business Design Collaboration) module aims, among other things, to give business students a practical understanding of an innovative product development process using a design thinking approach.

Forced into an online-format, the video platform Jitsi was used to share thoughts on the motto "more from less" by various speakers.

In the six Wednesday sessions, students then transferred these insights into more everyday tasks.

The short [project video impression](#) shows the pitfalls and advantages of this e-learning experiment in an atmospheric and playful way.

CreaLab Winter School

"Be creative for a change", was the motto. Easier said than done. But with the right methods, it is possible. Even critical participants who voiced their displeasure at the beginning of the week were proved wrong. It quickly became clear to all: creativity can be learned! At least a large part of it.

The participants in this year's ISA [Winter School](#) had the opportunity to work with the [Wohnwerk Luzern](#) cooperative and the [interspin CreaLab](#) association.

With one challenge each, the students were asked to develop creative approaches to solutions in order to increase the likelihood of future innovations.

With the help of workshops, which were carefully prepared and then moderated by the students, numerous results were produced at the end of the week for the six challenges. Some were a little more realistic, others a little more absurd.

But that was exactly what the Winter School wanted. Because abstract thoughts and ideas are the path to ground-breaking innovations.



Conclusion Promotion of STEM

The [Swiss Academies of Arts and Sciences](#) design programmes and projects on behalf of the federal government to promote so-called extracurricular MINT activities (mathematics, informatics, natural sciences, technology).

With CreaLabbie Jens Meissner as a member of the [MINT.DT](#) steering group, the focus in recent years has been particularly on digitalisation and digital transformation.

Especially by supporting projects of large institutions, such as schools, universities or museums with a supra-regional reach and by specifically looking for innovative projects, they were able to promote offers that better prepare children and young people for the digital future. [Here](#) you can find out more about the various projects that were realised in the years 2017 to 2020..

Presentations; Media Reports and Publications

My oven, alibi or traitor?

Sooner or later, every one of us will be confronted with the Internet of Things (IoT) in our everyday lives.

Whether it's going to the next flue-diagnosing toilet or the latest worry-free fridge, which can skilfully predict your future needs based on your supposedly "disturbed" eating behaviour.

In a so-called "innovation talk", CreaLabbie Ursula Sury and Stephan Keller (Head of Product Development at VZug) raised the question of just how complex the aspects are that the development of IoT opens up.

This forum-format was developed by [Innovationspark Zentralschweiz](#) to address topics not only as presentations but to bring interested parties into an active discussion with experts.

Since we are all affected by the topic, the response to the event was great.



While Stefan Keller gave insights into the technical aspects in the first part of the lecture, Ursula Sury explained the legal dimension with a focus on liability issues in the second part.

Another reason for the great interest is certainly the interdisciplinary nature of the issue, said the organiser, who was very pleased with the successful event.

Are Crises Drivers of Innovation?

In the run-up to the Swiss Economic Forum, CreaLabbie Patricia Wolf was interviewed by SRF 4. The focus of the interview was the question of the extent to which the Corona crisis has served or is still serving as an innovation driver. [Click here](#) for the interview. Recommended!

The deep wrecks of Lake Zurich

In this year's e-publication of the Office of Urban Development of the City of Zurich entitled "[tauchen & entwickeln](#)" (dive & develop), CreaLabbie Jens Meissner co-authored the technical report "Underwater archaeology with technical dives - the deep wrecks of Lake Zurich", in which the fascinating journey of several hours to the wreck off Thalwil and back to the water surface is outlined.

The actual time spent at a depth of 100 metres is just 13 minutes, 8 of which just for safety and technical checks.

In addition, Jens Meissner made an appearance as part of the "[7 Oceans](#)" team in a [TV report](#) on technical diving on 3Sat. There are about fifty known wrecks in Lake Zurich, some of which are very challenging to dive to. In consultation with the Office of Underwater Archaeology and Dendroarchaeology of the City of Zurich, Helmut Spangler, Claudia Kühne and Jens Meissner document these wrecks, sometimes at great expense.



Honeybees, Humans and Questions About the Future

On the topic of "Where are we today and where should this long common journey lead?" CreaLabbie and beekeeper Ursina Kellerhals was invited to speak at the [Vollenweider Lectures](#) at the Kantonsschule Musegg.

Honeybees and humans have an ancient, shared history. The bee not only gives humans the sweetness of honey but also valuable wax and thus candlelight.

Nowadays - according to the latest research - only honeybees that are looked after by a beekeeper survive in Switzerland. Nevertheless, honeybees, or rather honeybee colonies, as an organism never cease to amaze us with their adaptability and behaviour, which also offers many suggestions for forms of organisation or even our society.

Perhaps the common path of humans and bees will lead to a future in which beekeeping does not focus on the needs of the beekeeper but on those of the honeybee? And in doing so, we can continue to observe and "copy", be it in terms of swarm intelligence or resilience, for example. Those who deal with honeybees are inevitably thrown back on themselves and have to reflect on themselves as well as on what kind of future we're heading towards.

Working Techniques

Improvisation Techniques for Online Conferences

Virtual conferences are now part of everyday life.

The medium often prevents spontaneity, impulsiveness and emotion.

A good deal of the pleasure of face-to-face interaction is lost.

Does it have to be like that? Virtual improvisation can perhaps enhance the quality of experience in the conference.

CreaLab tried this with interaction artist and researcher [Ralf Wetzel](#), board member of the Institute for Performative Inquiry and Associate Professor of Management at the Vlerick Business School. Whether gymnastic exercises, clown noses or interaction games - Ralf Wetzel had the right tools to show how to create time and space for interpersonal exchange, spontaneity and emotions in online meetings without much effort. In three fully booked online conferences, he revealed improvisation techniques to a total of over 80 participants. He uses the methods presented in his work as a Leadership Wizard and 'Serious' Clown. Read the full report by CreaLabbie Marion Suter [here](#).

Networking at CreaLab

Homecoming Potluck

At the end of the first lockdown, this year's Creative Living Lab CreaLab summer event took place at [FabLab](#) on 25 June 2020. Many CreaLabbies tried out various new dishes during the Home Office, which were now prepared and proudly brought along for a potluck buffet. So, CreaLabbies and people interested in networking finally met physically once again. We started with a small aperitif, followed by an update on what had been going on at CreaLab in the meantime.

Then we got down to work: the methods used at this year's [Future Forum Lucerne](#) were "deep-fried". That is, they were rethought and sharpened for the still unusual situation. The workshop met with a positive response from everyone and at the same time ensured a ravenous appetite.

In the warm evening light, CreaLabbie Markus Waldmann fired up the barbecue. Towards the end of the evening, beeswax cloths (a great substitute for cling film) were made in all shapes and colours in the FabLab.

The Homecoming Potluck was a great event, which strengthened the cohesion of the CreaLab and opened up an opportunity for new people to join the network!

sites.hslu.ch/crealab

interspin
CreaLab

