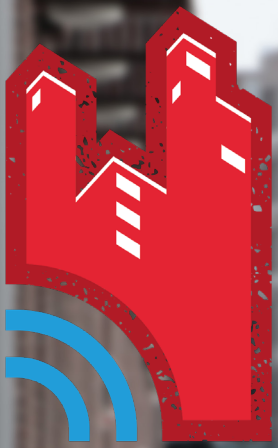
**HANDS ON!**

*Scan QR code for full programm info



# Smart Cities in Smart Regions

## 20, 21 and 22 April 2022

Breda
The Netherlands

urbanlivinglabbreda.nl

# SMART CITIES IN SMART REGIONS

20-04-2022

**20**

| | |
|---|---|
| 13:00-14:00 | Registration & Coffee |
| 14:00-14:45 | Keynote \| Arie Voorburg |
| 15:00-15:45 | Keynote \| Jordi Linares |
| 15:45-16:00 | Coffee |
| 16:00-16:45 | Debate \| Steven van der Minne |
| 16:45-18:00 | Poster presentation<br>Drinks & Bites |

Location :

Avans Hogeschool (Hogeschoollaan 1)

*Read more*

Keynote speaker

**Arie Voorburg**

Arcadis Europe Innovation & Business Development

Arie has been active for 20 years involved in the field of ecology, biodiversity, sustainable development and complex urban issues. Arie is founder of the Socio Ecological Urbanism as an integrated framework for a sustainable urban environment. Arie travelled and gained life experience as a (merchant) navy officer.

Keynote speaker

**Jordi Linares PhD**

Valencian Research Institute for Artificial Intelligence

Jordi Linares-Pellicer, Valencian Research Institute for Artificial Intelligence Universitat Politècnica de València (SPAIN)
The fundamental objective of the technologies and services of a smart city is to offer its citizens new services and possibilities never before available.

Debate

**Steven van der Minne**

Lecturer and researcher

My name is Steven van der Minne. I am a teacher in occupational health and safety at Avans University of Applied Sciences. I conduct research in the field of social safety and security within the Avans Centre of Expertise for public safety.

Chairman

**Maarten Bremer**

Vice-president Education
Executive Board
ArtEZ University of the Arts

Maarten built new businesses in different fields: education, training & consultancy, capacity building and social innovation. Yet he has always been developing people, leadership and organizations. The last 10+ years he has been working on social issues, managing organizations and business units of professionals, often in network organizations.

# Keynote: Arie Voorburg

*14.00 - 14.45*

## The transitional moment (UM)

Cities are confronted with in creasing globalization, trespassing geobiophysical boundaries and the importance of innovation, economic transition, rewriting the social contract and dynamic design.

The anticipated global population of more than 9.7 billion by 2050 poses daunting challenges from providing sufficient energy, food, and water, as well as health care more accurately and at lower cost, to trespassing bio-geophysical boundaries. The complex interactions between economic, social and technological dynamics are volatile and nonlinear, which makes a city system complex and unpredictable. As the fastness of modern life in metropolitan areas creates the definite standards for vital space, one of the most important criteria of urban quality is its functionality and the ability to anticipate and prepare for changes and potential threats.

**PART 1, THE STATE WE ARE IN; WELCOME IN THE ANTHROPOCENE**

Urban areas / cities are in principle extremely effective and efficient systems as a representation of GNP. At the same time, however, they are also the main cause of biophysical strain (a number of tipping points have already been exceeded) of the global ecosystem, and global, national and regional eco and circulation systems are under pressure. Migration patterns are changing, energy, food and water are valuable scarce goods, and technological developments are accelerating. A number of uncertain factors play a role in this, such as an unstable economy, social processes of exclusion, geopolitical structures on the move, changing demographics and resource scarcity.

But these aspects are also potential opportunities and development perspectives; especially if we involve nearby developments.

**PART 2, THE OPPORTUNITIES/POSSIBLE FACES OF CHANGE**

Value for development bio-geophysical composition and processes

TECHNOLOGY. The rapid development of so-called NBIC technologies – nanotechnology, biotechnology, information technology and cognitive science – are giving rise to possibilities that have long been the domain of science fiction. The era of intelligent machines holds much promise. The future could be one of stronger and more inclusive growth or … a dystopian -but preventable- future.

*Arie Voorburg, working at Arcadis Europe Innovation & Business Development and (guest) lectures at several universities. Traveled and gained life experience as an officer in the (merchant) navy. Once ashore, he immersed himself in studies of system ecology (co-evolutionary complex systems, quantum biology), biophysics and philosophy and became fascinated by the urban phenomenon; the city in all its facets. Arie has been active for 30 years in the fields of ecology, biodiversity, sustainable development and complex –urban- systems.*

# Keynote: Jordi Linares

*15.00 - 15.45*

## New interaction technologies based on AR and AI and their role in a smart city

The fundamental objective of the technologies and services of a smart city is to offer its citizens new services and possibilities never before available. The collection of large volumes of information, its processing, and the use of the new possibilities of artificial intelligence (AI) techniques, allow improving the resources and services management of the city. Additionally, these new possibilities put new tools in the citizen's hands that can significantly improve their life in the city.

One of the technologies that, together with AI, that can be equally disruptive is augmented reality (AR).

AR potentially provides citizens with new senses. New synthetic elements that, superimposed on what their own senses capture from the environment of their city, can provide citizens with a new vision and perception of their city, its services, and their way of interacting with them. This is totally possible today with mobile devices and it will be improved in short with a new range of specific devices (such as smart glasses).

If these possibilities are interesting for each and every one of the citizens, they are even more for those of greater age or functional diversity. In these cases, the information perceived by wearable sensors or by other sensors in the city's own infrastructure can, after being properly processed by AI models (machine and deep learning), offer additional vital information for the total independence of these citizens and their interaction and life in the city environment.

The role of a careful design of AI models, based on the latest possibilities of deep learning, is essential so that the great information captured is converted into elements with meaning. Information from sensors and other sources must be processed to extract meaning, in what we call a semantic layer. This semantic layer, based on AI, can extract relevant information based on the user's profile and its possible functional diversity, and being offered in the most convenient way,

either visually using traditional AR, or through natural language using the latest NLP techniques.

In the keynote, the current state of the art of these technologies will be detailed and the importance of the latest techniques in AI, AR, and the great synergy produced in their combination in the context of a smart city will be highlighted. And, especially, advantages of the proposed solution will be focused as an element that allows a greater degree of independence of any type of citizen, and allowing a new unprecedented way of living in a more and more complex city, no matter the citizen's profile.

Jordi is:

*BSc. MSc. in Computer Science (Universitat Politècnica de València)*
*PhD. in Computer Science (Universitat Politècnica de València)*
*MSc. in Free Software (Universitat Oberta de Catalunya)*
*MSc. in Artificial Intelligence (Universidad Internacional de la Rioja)*
*Leader of the research group VertexLit focused on Human-Centered AI, and Human-Computer Interaction (VR/AR/XR), that belongs to the Valencian Research Institute for Artificial Intelligence VRAIN*

*Associate Professor in Universitat Politècnica de València Campus of Alcoi, where his main research and teaching activity is focused on interactive technologies, VR/AR and Artificial Intelligence.*

# Debate

*16:00 -16:45*

## Debate with Steven van der Minne

Steven van der Minne will create a knowledge agenda, starting on day 1, collecting your ideas for new research topics and recent developments. Since sustainability is an important issue, I will introduce this with a debate (with Peter Bakker), with an urgent plea for sustainability measures and a critical opposer. During the conference on day 2 we will collect your ideas. On day 3 we will proceed with the results in a constructive dialogue (with Astrid van Erk) on importance and priorities. The consensus will be sent to the participants after the conference.

In the parallel programme on day 2, I will introduce a collaboration game with SDGs, both for new students and for current students who consider a change of direction. The students play to optimise their talents and skills within a common set of values, and to become get their role as a new world sustainability council member. The students share their experiences with the game with the conference participants.

About Steven:

*My name is Steven van der Minne. I am a teacher in occupational health and safety at Avans University of Applied Sciences. I conduct research in the field of social safety and security within the Avans Safety Centre of Expertise. I mostly value the synergy between students, teachers and the working environment, while innovating our education with an appeal to the students' inner drives and creative power. I have developed a number of playshops related to safety, security, sustainability (SDGs), burnout prevention, and positive neuro-diversity. In my free time, I am writing stories, poems, and songs. I create events for personal and creative development and I enjoy long walks in nature, on my own or with people who seek my company.*

# Workshop

*16:00 -17:00*

## Niccolla Project

This workshop will examine the difference between morality and ethics, and how the use of moral principles can be utilized when examining possible options in the development of new technology. It will also introduce the ethics canvas as a means of seeing any moral implications and considerations that can be used to better understand the implications and consequences of new developments in technology.

About Jay:

*Jay completed a Bachelor's in history and philosophy at York university. After which he did a Master's of practical ethics with Linköping university in Sweden, before completing a Research Master's in Philosophy from Utrecht University. Jay has worked at Avans since 2016 as both and English and Ethics teacher. He is also a member of the Avans Ethics Committee.  Born in Canada he has lived in The Netherlands since 2012.*

# Poster sessions

*16.45 - 18.30*

## Active citizenship & Smart city infrastructure

**Katariina Mäenpää**

Design Road Map as a Tool for Regional Development

Design Road Map as a tool for regional development presents the co-creation process, shared focus themes, goals, actions and roles of regional actors to achieve the vision: Design promotes successfully resilient and sustainable Päijät-Häme generating significant business growth and societal benefis.

**Jari Kuusisto**

BIM and IFC through building life cycle

BIM and IFC can be powerful tools in construction and through building life cycle if used properly. It is important to assess beforehand the scope in which they are used or they can be costly and time consuming without real benefits. BIM and IFC can also be used in Smart Cities and Digital Twins.

**Kristiina Brusila-Meltovaara &**

**Olga Bogdanova**
Digitalization in the tourism industry: a service design and co-creation case study

Digitalization has become increasingly important in order to attract millennials and other customers. Different types of models of attracting visitors were examined in this study. This study is an example of utilizing service design for creating new services in the tourism industry.

**Anna Palokangas**

The City as a Service

Presentation discusses the advantages of service design for the service development of public sector and there will be practical examples of service design and design thinking used in improving the services of a more business-friendly Design City Lahti.

**Antti Heinonen**

Accessible nature experiences – The future of virtual natural centers

The creation of virtual nature experiences using XR technology and digital communication has been studied to help understand and make use of the appropriate mechanisms to produce better and more immersive virtual nature experiences alongside traditional ones.

# Poster sessions

*16.45 - 18.30*

## Design, Technology & Digitalization

**Javad Keypour**

Smart Grids: A Technical Solution or a Legal Challenge for Carbon Abatement in EU Energy Sector?

The legal challenges of energy sector digitalisation and smart grids development have been discussed. It shows data security, customers' privacy, competition law and cross-border energy transmission infrastructure should be resolved by the EU to achieve the energy digitalisation targets.

**Taina Vuorela & Panu Jalas**

Smart Is As Smart Does: Low Power Wide Area Networks for Orchestrated Co-Creation of Smart City Infrastructures

State-of-the-art wireless LPWAN technologies enable individual organisations or citizens to set up affordable ad hoc smart city infrastructures. The focus is especially on the motivational factors that either encourage or discourage individuals or businesses to co-create smart city solutions.

**Anneli Auranen & Kaj Lindedahl & Pia-Tuulia Laine**

Testing and developing recycling solutions with citizens

Metropolia UAS is carrying out a pilot where new recycling solutions for households are being tested by citizens. Feedback from the pilot is collected and the data is used to develop a recycling solution that serves the needs of different kinds of households. Better solutions will be found.

**Rabeya Begum**

A critical evaluation of different methods of urban climate mapping: A Case Study of Glasgow City

This paper creates urban climatic maps in GIS to visualize the spatial distribution of urban heat risk for Glasgow city and evaluates the risk synthesizing processes. This study demonstrates the influencing factors while identifying the priority intervention areas for sustainable urban planning.

**Heidi Tuhkanen & Helen Poltimäe & Ilona Enyedi & Piret Kuldna**

Residents` preferences on urban green infrastructure planning
Resident participation is seen as key to the planning of urban green infrastructure in order to account for resident perceptions at an early enough stage in the planning process. This paper explores the use of digital Participatory GIS (PGIS) for the planning of green infrastructure.

# Poster sessions

*16.45 - 18.30*

## Circular Economy & Entrepreneurship

**Alexandra Maksheeva**

*Case of international master students influencing local community development*

*Presentation of the results of successful cooperation between international urban sustainability master degree students (MUrCS) with local stakeholders helping in sustainable development of local communities.*

*Sanna Lindgren*

*Local sustainability acts in a built environment*

*The KOHISTEN-project has taken "think globally, act locally" — theme in earnest and the project has created grassroots information of the environmental impact of the life cycle of construction and housing.*

# SMART CITIES IN SMART REGIONS

21-04-2022

21

| | |
|---|---|
| 09:30-09:45 | **Opening Word**<br>*Paul Depla (mayor of the city of Breda), Jacomine Ravensbergen (vice-president Avans University of Applied Sciences) and Jorrit Snijder (president Breda University of Applied Sciences* |
| 10:00-10:45 | **Keynote \| Clarine van Oel** |
| 10:45-11:00 | **Coffee break** |
| 11:00-13:00 | **Parallel sessions & workshops** |
| 13:00-14:00 | **Lunch** |
| 14:00-16:00 | **Parallel Session** |
| 16:00-16:15 | **Walk To Urban Living Lab Breda** |
| 16:00-18:00 | **Urban Living Lab Breda** |

Location : Avans Hogeschool (Hogeschoollaan 1)
NASSAUSTRAAT 2 BREDA

*Read more*

Keynote
**Clarine van Oel**
Professional

Clarine is an environmental psychologist and associate professor in the Department of Management in the Built Environment at TU Delft, the Netherlands.

Urban Living Lab
Breda

On the market:

- Storygames of Future Cities (Smart Cities, Green City, Spirituality, Future of Work, City Farming) by students Communication & Multimedia Design
- Urban Living Lab Breda, the story
- Urban Living Lab Junior, Power of the Future
- Urban Living Lab: Places of cooperation to support inhabitants
- Energy transition by Han van Osch
- Digital Twin Breda by Michael van Hulst
- Green Care urban farming project with Atelier De Tussenruimte
- Avans Incubator: Entrepreneurship

*Students & networkleaders will show & tell their work at the market.*

Chairman
**Ben Kokkeler PhD**
Professor smart public safety

# Parallel sessions

*11.00 - 13.00*

## Active citizenship & Smart city infrastructure

*A1: Development of smart cities, regions and public services*

**Chair: Steven van der Minne**

**Steven van den Oord & Ben Kokkeler**
Legal mumbo jumbo: liability in network governance of public service delivery networks

We present a conceptual paper to advance our understanding of network liability in public service delivery networks. We address who is responsible, and how the network properly needs to compensate clients if something goes wrong.

**Ondrej Mitas**
Connecting tourist and resident experiences of cities

*Tourism has dramatically changed cities, leading to critical questions about how cities can remain quality places to live and visit. We present a model proposing that interventions affect both tourist and resident experiences through direct and indirect social interactions.*

## Design, Technology & Digitalization

*B1: Urban futures*

**Chair: Eeva Aarrevaara**

**Peter van Waart**

Valueing the Smart City: a study of the values of different stakeholders regarding Living Lab Scheveningen

This article describes a study that investigated how different stakeholders experience the 'smart city' area of Living Lab Scheveningen in The Hague, The Netherlands. Residents, visitors, entrepreneurs, and governments were included in the study, which resulted in a list of ten values at stake.

**Sohvi Sirkesalo**

Enriching Participatory Innovation in Future Smart Cities

Participatory innovation involving all actors of the quadruple helix is often an under-exploited opportunity in smart city development. Knowledge Transfer Charter boosts initiatives to co-create, co-innovate, develop and demonstrate new smart city solutions providing unique way to create new value.

**Tuija Toivola**

Robot service as a smart Click & Collect solution in the new heart of Helsinki

*The number of customers in urban centers and shopping centers has decreased as remote work has increased and the movement of people in shopping centers has decreased. Our study focused on robot's role in customer experience creation in ecommerce click & collect domain as a part of delivery services.*

## Circular Economy & Entrepreneurship

*C1: Circular Economy*

**Chair: Kaj Morel**

**Katerina Medkova**

Case BIOREGIO – Boosting Bio-based Circular Economy

International cooperation and knowledge exchange, including sharing tested solutions, speeds up the transition towards a bio-based circular economy.

**Kaj Lindedahl**

Circular City Adaptation by Co-activity company case

The adaption and innovation case was trying out new sustainable and environmental friendly solutions for the side streams produced in coffee shops and coffee breweries. The development and testing showed that there is hidden potential in ground coffee and silver skins left from the roastery process.

**Marjut Villanen**

Case CECI – Citizen involvement in circular economy implementation

*In addition to institutional and political decisions and recommendations, also practical solutions are needed to easily involve citizens in the circular and sharing economy. The sharing of good practices between different regions can facilitate the implementation of sustainable practices.*

# Parallel sessions round two

*14.00 - 16.00*

## Active citizenship & Smart city infrastructure

*A2: Urban infrastructures and neighborhoods*

**Chair: Meri Jalonen**

**Steven van den Oord**

The rise of a data platform in the rural area of North-Brabant: a single case study of the citizens' cooperative Midden-Brabant Glas

A single case study to describe the interaction processes within and among three analytical levels of Midden-Brabant Glas in its attempt to deal with the complexity and resistance to change from infrastructure to a data platform.

**Eeva Aarrevaara and Mirja Kälviäinen**

Map based research for investigating the urban hubs

A digital map-based questionnaire has been used in a suburban area related a research project for user information acquisition.

The research project is to the urban hacks that experiment and test different improvements and services in the existing suburban environment with the real residents.

**Steven van den Oord**

The influence of neighborhood characteristics and safety: a cross-neighborhood comparison

Using interview data of citizens involved in project "Wijkmakers on the move" and survey data of "Leefbaarheid en Veiligheid" survey this article examines the influence of neighborhood characteristics on neighborhood safety in four neighborhoods of the municipality of Den Bosch.

## Design, Technology & Digitalization

*B2: Digital technologies and data for urban development*

**Chair: Ben Kokkeler**

**Ossi Laakkonen**

Digital Twin - More than just Building Services and Civil Engineering

Digital Twin of building requires tight integration of different tools, systems, and services. It is based on digital model of building and data gathered from various sources such as building automation system and IoT sensors. Visualization of such data can be done with various ways.

**Bruno Ávila Eça de Matos**

State-of-the-Art of the Urban Digital Twin Ecosystem in the Netherlands

This paper aims to assess the existing urban digital twins in the Netherlands undertaken by both the public and the private sector in order to draw insights about the challenges, opportunities and the use of digital twins within the country.

**Juho-Pekka Virtanen**

Exploring city information models & GIS as data via PowerBI

This case study presents the utilization of PowerBI business data analytics platform with CityGML models and urban GIS data. The aim is to allow the discovery and analysis of the semantic information contained in these data and support the development of smart cities and urban digital twins.

# Workshop

*11:00-12:00*

## Building inclusive smart cities

**Nina Nesterova**

Smart city technologies and solutions are developing with a high pace cross-over different economy sectors.

They are  becoming increasingly available for different population groups, focusing on the sustainability; cost efficiency and comfort. However often they require a certain level of investment and/or digital skills and competences to operate, which inevitably leads to the exclusion of specific population groups.

This session explores in an interactive workshop format the roles of local authorities, service developers, operators and users in ensuring that digital mobility will be inclusive and accessible for all. The session is a collaborative effort of the three Horizon 2020 funded projects, INDIMO, DIGNITY and TRIPS that are all addressing the question of inclusive and accessible digital mobility.

The three projects are in their final year and aim to transfer their findings to the relevant stakeholders implementing digital mobility services. Therefore, the projects can provide a wealth of findings directly useful to stakeholders and public authorities.

The session aims to raise awareness on the importance on inclusiveness for smart cities and to pitch the key findings/results of these three European projects.

# Workshop

*12:00-14:00*

## Digitization & Smart Technology

**Michael van Hulst**

The Urban Living Lab Breda works together on city-wide social themes on the basis of a 'quadruple helix'. This collaboration between government, knowledge institutions, companies and residents should ensure that value is created for everyone present in our city.

This requires an innovative approach with the society. Digitization is one of the biggest revolutions and already present in our society.

In the near future, digitization and further technology can and will be applied even more. We will pay attention to the way we apply. Ethically responsible handling of data and protection of privacy are important themes.

Citizens' better design in political decision-making can be improved by involving all parties in the development of our city as early as possible. The energy transition and current prices are a clear example. How can we make

interests as visible as possible? Especially the opportunities. How can we develop instruments to develop and ultimately develop policy to express the value in a divided manner? In this co-creation workshop we will meet in conversation to discuss and further shape the concept program lines of the city-wide theme 'Digitalization & Tech'.

# Workshop

*14:00-15:00*

## Decision support model

**Arie Voorburg**

Our world is more versatile, more dynamic, more connected and less predictable than in the past. We are confronted with increasing pressure on our 'Earth System', we find ourselves in an unstable economy, social processes of exclusion and disadvantage, geopolitical structures in flux, changing demographics and resource scarcity.

But these aspects are also potential opportunities and development perspectives; especially when we include nearby developments.

NOW is the momentum to take on our role together with partners in our network to strengthen the city, region, company as a hub for innovation, social renewal and (literally) offer the space to develop.

**INSIGHT**

This requires a different approach: a new methodology to comprehend the complexity of cities and integrated area development, and in doing so, to go through the right transformations. The Decision Support Model offers the opportunity to generate knowledge and information about the complexity and dynamics of current and future society. The model makes the city, district or neighborhood transparent, understandable, interactive and dynamic.

The Decision Support Model 'describes' in a systemic way in which cities and businesses, for example, can become resilient and resilient. An 'agenda' is also being created to discuss (financial) participation with potential benefit holders.

Creativity Pools is a non-profit advisory organization. We work with talented students from Erasmus University Rotterdam, Leiden University and Delft University of Technology to solve complex issues.

# Workshop

*15:00-16:00*

## Future City Transport Solutions from EU 2 Seas MOBI-MIX Project

**Martin Garratt**

*The objective of the Inter-Reg 2 Seas MOBI-MIX Project is to improve the collaboration between public authorities and private smart mobility providers, to more effectively implement new, innovative mobility solutions, ultimately leading to an increase of low-carbon technologies.*

*Join us in the workshop to hear about 5 novel pilot projects for future low carbon urban transport, from cities in north west Europe and to share your own experiences in an informal roundtable workshop.*

# The Marketplace

*16.00-18.00*

## Students & networkleaders will show & tell their work at the market

*Students & networkleaders will show & tell their work at the market.*

**On the market:**

**Storygames of Future Cities**
*(Smart Cities, Green City, Spirituality, Future of Work, City Farming) by students Communication & Multimedia Design*
**Urban Living Lab Breda, the story**
**Urban Living Lab Junior, Power of the Future**
**Urban Living Lab: Places of cooperation to support inhabitants**

*Departing form our main goal of contributing to a broadly defined 'sustainable city', one of the activities of Urban Living Lab Breda is supporting local people to design and carry out improvements in their environment.*

*Important driver here is the notion that parts of the city prosper where other parts lag behind. In these latter neighbourhoods there are higher unemployment, more health issues, poorer chances for youth and criminality, partly as a result of a local housing market that is dominated by cheap, (social) rented houses. We organise these activities in so called 'places of cooperation' in the districts and neighbourhoods in the city.*

*Here locals have the lead, students, teachers of the local universities of applied science and other local institutes for vocational education and volunteers of ULLB give them a helping hand when needed and support their agendasetting with research and polls. We work according to the principles of the method of 'asset based community development (ABCD).*

**Energy transition by Han van Osch**
*There is a lot going on at Avans University of Applied Scienced on the theme energy transition. A few examples are the development of a master Energy & Material Transition, the development of a research agenda in the field of energy transition, several education modules and a growing energy transition community. Cocreation and an interdisciplinary approach are the key to success*

**Digital Twin Breda by Michael van Hulst**
Urban environments will undergo a huge transition in the coming decades. Societal challenges in the field of climate, accessibility, safety and social connection are addressed faster, more extensive, more complex and more dependent on each other. How do you as a city deal with this? And how do you involve everyone involved in this? Digital Twins provide support in creating insight, developing scenarios and interacting with stakeholders to develop policy. On the knowledge market we show the application of Digital Twin in Breda

**Green Care urban farming project with Atelier De Tussenruimte**
Green Care is a sustainable social-oriented project, aimed at combining together mental health and urban farming in a way that could help people find wellbeing and harmony in a green environment.

*Drinks & bits by Urban Living Lab Breda and Robotics*

## ‘Samen versnellen naar een eerlijke, duurzame en veerkrachtige stad & samenleving’

De gemeente Breda, Avans Hogeschool, Breda University of Applied Sciences (BUas), Curio, De Rooi Pannen en de Nederlandse Defensie Academie (NLDA) slaan de handen ineen!

**Ambitie**
We gaan de noodzakelijke stedelijke transities van Breda versnellen en de verduurzaming en ‘verslimming’ van de stad en haar gemeenschap een stevige impuls geven.

Onze leidraad is een 4-tal strategische maatschappelijke thema’s en opgaven van de stad en regio:

**Inclusieve Samenleving & Gezondheid | Digitalisering & Smart Technology**
**Energietransitie & Duurzaamheid | Smart Mobility & Logistics**

## Urban Living Lab Breda

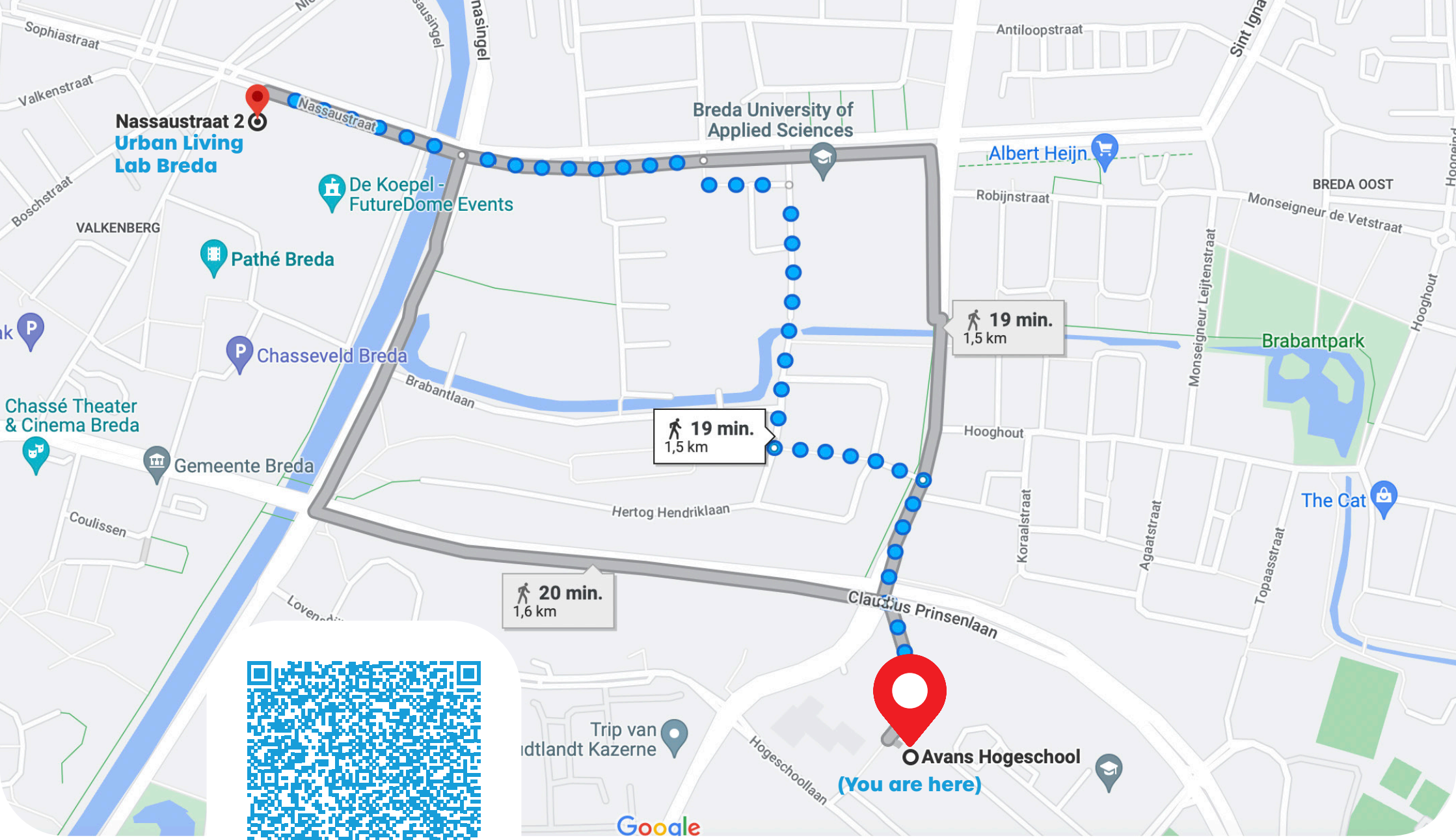
Draagvlak en actiebereidheid creëren bij een divers samengestelde bevolking is essentieel. Het Urban Living Lab Breda heeft serieuze aandacht voor ‘heel de mens’ en zijn omstandigheden als voorwaarde voor een gedragen transitiepad. Om onze ambitie te realiseren ontwikkelen we een gezamenlijk transitieprogramma en versterken we de bestaande samenwerkingsstructuur Urban Living Lab Breda, waarmee deze het ‘basiskamp’ wordt voor onze stadsbrede strategische samenwerking.

Urban Living Lab
**Breda**

## Wat wij doen

**Doen we vanuit co-creatie** | Experimenteren en innoveren met én voor de samenleving.
**Moet impact opleveren** | In de samenleving, voor de student en de kennisstad Breda / de betrokken partners.
**Doen we met inzet van onze talenten** | Fresh & many brains maken het verschil.
**Doen we vanuit de kracht van de verbinding** | Kennis- en onderzoeksontwikkeling, -accumulatie en -implementatie.
**Doen we vanuit transformatieve innovatie** | Innovatie is geen doel op zich maar leidt tot transitie.
**Doen we iteratief** | We bieden ruimte voor zelfreflectie en voortschrijdend inzicht.
**Dragen we uit en laten we zien** | Show & tell the world!
**Doen we met enthousiasme en vol commitment** | Vertaald in uren en geld en organisatie
**Doen we voor de lange termijn** | Afspraken en uitgangspunten verankeren in de strategische plannen van onze partners.
**Doen we samen** | Off- en online ontmoetingen en kennisdeling staan centraal.

*Lead partners: Avans, BUas, Curio en gemeente Breda*
*Associate partners: NLDA en De Rooi Pannen*




*(You do not know the way?)*

## Just scan me!

Location :
Avans Hogeschool (Hogeschoollaan 1)
Urban Living Lab Breda (NASSAUSTRAAT 2 BREDA)

# SMART CITIES IN SMART REGIONS

21-04-2022

**22**

| | |
|---|---|
| 09:30-10:15 | Keynote \| Marcel Bastiaansen |
| 10:30-11:00 | Keynote \| Edwin Heesakkers & Delia Mitcan |
| 11:00-11:30 | Coffee Break |
| 11:30-12:45 | Workshop Niccolla Project and movie "Straf" |
| 12:45-13:00 | Arjen van Drunen<br>*(wethouder Gezondheid, Wijkaanpak en Leren)* |
| 12:45-13:30 | Wrap Up & Closing Words |

Location :

Avans Hogeschool (Hogeschoollaan 1)

*Read more*

Keynote

**Marcel Bastiaansen PHD**

Professor Leisure ans Tourism Experience

Marcel teaches Psychology of Leisure, Experience Research and Design, and Quantitative Research Methods courses in the BSc and MSc programs of Leisure and Tourism at BUas, and supervises BSc, MSc and PhD thesis students in Leisure and Tourism, and in Cognitive Neuroscience at BUas and at Tilburg University. Since 2021 he holds a Chair in Leisure and Tourism Studies at Tilburg University, which is shared with Breda University of Applied Sciences.

Keynote

**Edwin Heesakkers**
**Delia Mitcan**

Edwin Heesakkers holds the position as Managing Director for the Innovation Hub West in Helmond. He has over 20 yrs of experience especially in international business creation related to product & services, in interim management with a focus on organizational change & transformational processes in large corporate industrial international organisations.

Delia Mitcan holds the position of Innovation Lifecycle Officer at Innovation Hub West. In Helmond. She has over 15 years of experience in various functions such as consultant and project manager in city development roles like in the city of Eindhoven. Delia manages the innovation management and portfolio in close collaboration with the partners of EIT Urban Mobility developing new innovative concepts which create impact in our European cities.

Workshop

**Movie "Straf"**

Imagine: in 2029, the government will criminalize acting contrary to the Sustainable Development Goals (SDGs). In the moive 'STRAF', filmmaker Kees-Jan Mulder and New Economy Lecturer Godelieve Spaas investigate the consequences of that decision.

Chairman

**Suheyda Tegmen**

Student at Avans University of Applied Sciences

My name is Suheyda Tegmen. I am a third year student of Safety and Security Science at Avans, Breda. My main motivation for this study is to contribute to safety in our society. Besides my studies, I am an active member of the IVK education committee, which advises the academy on improving the quality of the education.

# Keynote: Marcel Bastiaansen

*09.30 - 10.15*

## About Marcel

In the Experience Lab at Breda University of Applied Sciences, we study the role that emotions have in shaping leisure and tourism experiences, and how these experiences impact peoples' well-being and quality of life. In the keynote I will address these issues, and I will propose novel ways to measure experiences: by combining physiological measures such as heart rate and skin conductance with indoor or outdoor positioning systems, experiences can be mapped out in time and in space. Concrete studies are described that map out experiences during a city walk, while sitting in a self-driving vehicle, and during a guided tour visit. Measuring experiences provides relevant data and insights for optimizing experience design in a wide range of settings, including but not limited to leisure, tourism, hospitality, and mobility.

**Bio**

*Prof. Dr. Marcel Bastiaansen obtained a MSc in Theoretical and Experimental Psychology (1996), and a PhD in Cognitive Neuroscience (cum laude) in 2000, both from Tilburg University. He then moved to Nijmegen, where he held research positions at the Max Planck Institute for Psycholinguistics, and at Radboud University's Donders Institute for Cognitive Neuroscience, from 2000-2013. During these years he studied the temporal neuronal dynamics of language comprehension with EEG, MEG and fMRI techniques.*

*In 2013 Marcel joined Breda University of Applied Sciences (BUas), and refocused his research agenda on Leisure and Tourism. At BUas he co-founded, and is currently directing BUas' Experience Lab, which houses electrophysiological and neuroscientific tools to study leisure and tourism experiences. Under his leadership, the Experience Lab does both fundamental and applied research on the role of emotions in leisure, tourism, hospitality and mobility experiences, and addresses how leisure and tourism experiences relate to well-being and quality of life, amongst others. he Since 2016, Marcel is also a member of the Cognitive Neuropsychology department at Tilburg University. In 2018 he joined the Management Team of the Academy for Leisure and Events at BUas, and became responsible for the scientific education and scientific research of the Academy.*

*Marcel teaches Psychology of Leisure, Experience Research and Design, and Quantitative Research Methods courses in the BSc and MSc programs of Leisure and Tourism at BUas, and supervises BSc, MSc and PhD thesis students in Leisure and Tourism, and in Cognitive Neuroscience at BUas and at Tilburg University. Since 2021 he holds a Chair in Leisure and Tourism Studies at Tilburg University, which is shared with Breda University of Applied Sciences.*

# Keynote: Edwin Heesakkers Delia Mitcan

*10.30 - 11.15*

## EIT Urban Mobility Creating Liveable Urban Spaces Together!

EIT Urban Mobility, supported by the European Institute of Innovation and Technology (EIT), acts to accelerate positive change on mobility to make urban spaces more liveable.

Bio:

*Edwin Heesakkers holds the position as Managing Director for the Innovation Hub West in Helmond. He has over 20 yrs of experience especially in international business creation related to product & services, in interim management with a focus on organizational change & transformational processes in large corporate industrial international organisations.*

*Over the last years Edwin used his experience for building in-depth knowledge on mobility especially in urban environments, where he is driven by the potentials of the (behavior, human) change of the current mobility landscape creating impact and improve our liveability in our European cities.*

*Delia Mitcan holds the position of Innovation Lifecycle Officer at Innovation Hub West. In Helmond. She has over 15 years of experience in various functions such as consultant and project manager in city development roles like in the city of Eindhoven. Delia manages the innovation management and portfolio in close collaboration with the partners of EIT Urban Mobility developing new innovative concepts which create impact in our European cities.*

eit Urban Mobility

## Workshops
*11:30 -12:45*

Niccolla Project

### Movie “Straf”

*Imagine: in 2029, the government will criminalize acting contrary to the Sustainable Development Goals (SDGs). In the moive ‘STRAF’, filmmaker Kees-Jan Mulder and New Economy Lecturer Godelieve Spaas investigate the consequences of that decision. Who is in prison then? What have they done? And will punishment help to achieve the goals? We see four women who are incarcerated for very different reasons. What drove them to those actions, do they regret or not afterwards, and what plans do they have for their lives after the punishment?*

*With the film, the makers are putting on the agenda a conversation about how we want to achieve the SDGs. Are coercion and rules the best way? Or can it be done differently? How drastic are the changes that are being asked of us? And what is needed to tackle the system at the roots? Spaas and Mulder confront the viewer with personal and intimate reflections on these questions and thus provide mirrors for the viewer to enter into a conversation with yourself and each other.*

## Wrap up
*12.45 - 13.15*

Steven van der Minne & Astrid van Erk

## Closing words
*12:00-14:00*

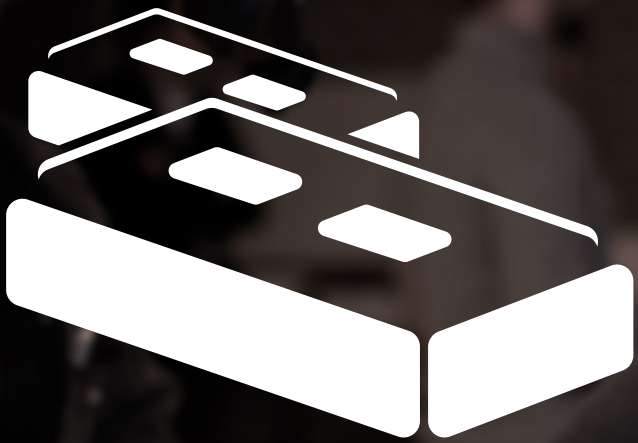
Digitization & Smart Technology

# Thank you for your visit!

# *Let’s keep in touch*

# HANDS ON!

*Scan QR code for full programm info



# Urban Living Lab Breda

Breda
The Netherlands

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