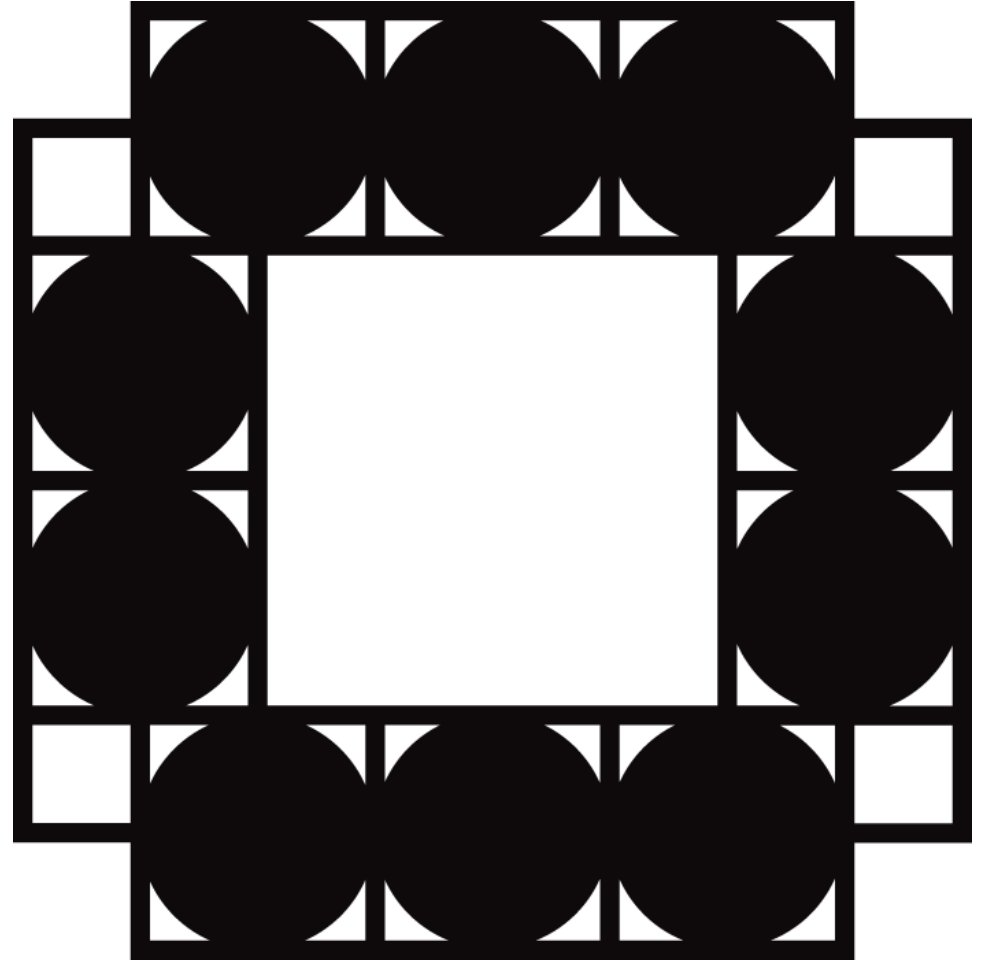


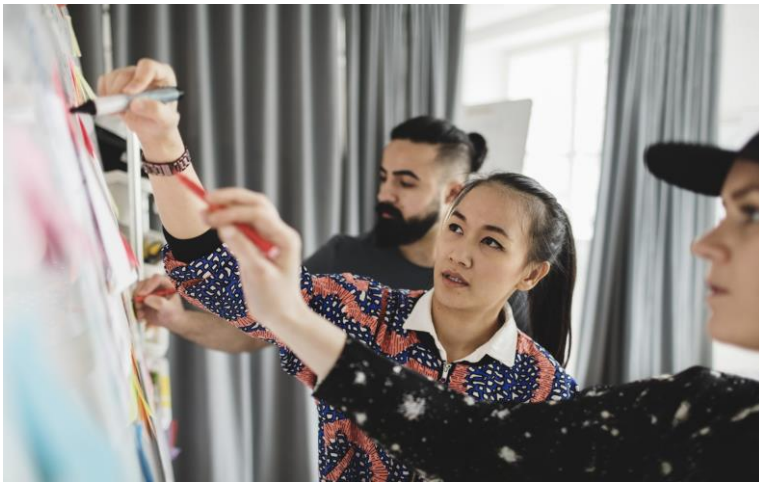
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Do first – Think -
Do it again

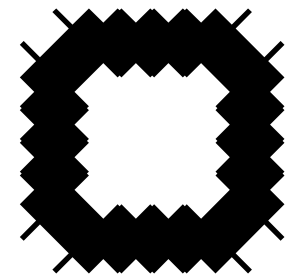


OUR MISSION

Create conditions that make the region of Stockholm world leading in societal challenges, improving quality of life.

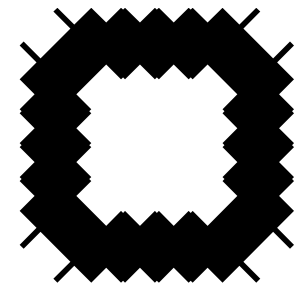


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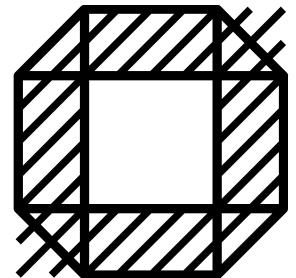
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FOUNDING PARTNERS



CHALLENGES FOR EMERGING CITIES AND REGIONS

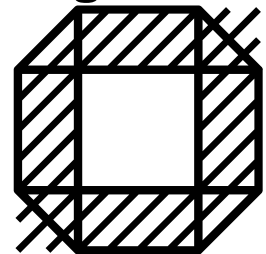
- Sustainable cities
- Healthcare
- Ageing population
- Quality in education



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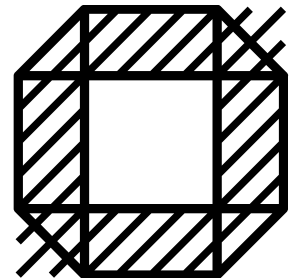
Example of challenges

- **Growth of Bicycling in cities leads to parking problems**
- **Many public parks are not safe**
- **Many public sports arenas are not for all**
- **Food waste is still a big problem**
- **Elderly care homes are too institutionalized**
- **Nursing chain among elderly patients are not coherent**
- **Public libraries are not used by youths with low reading comprehension**
- **Patients shall be but are not involved in improving healthcare**



WHAT WE DO

- Courses - master level/ prof. education
- Design lead process
- Membership - flexible workspace
- Research projects
- Digital open innovation platform
- Conference space and co-working café



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Some statistics during a year

Mastercourse

-students: 60

-Course challenges: 8 challenges

Professional education/design process/seminars

-Challenges: 50

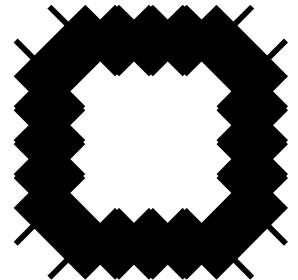
-Participants: 1500

External founded research projects: 3

Members/companies in our co-workings space: 50

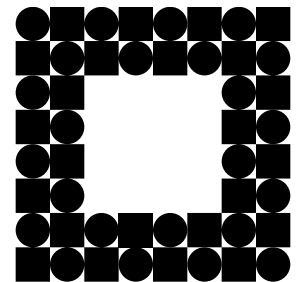
Developyourcity.com : 50 challenges and 400 ideas

10 solutions that has been taking into implementation process



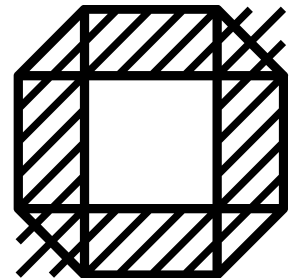
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HOW DO WE TACKLE THESE CHALLENGES?



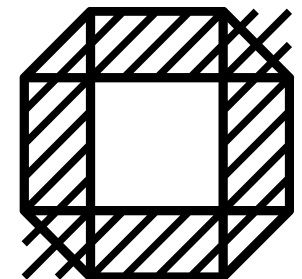
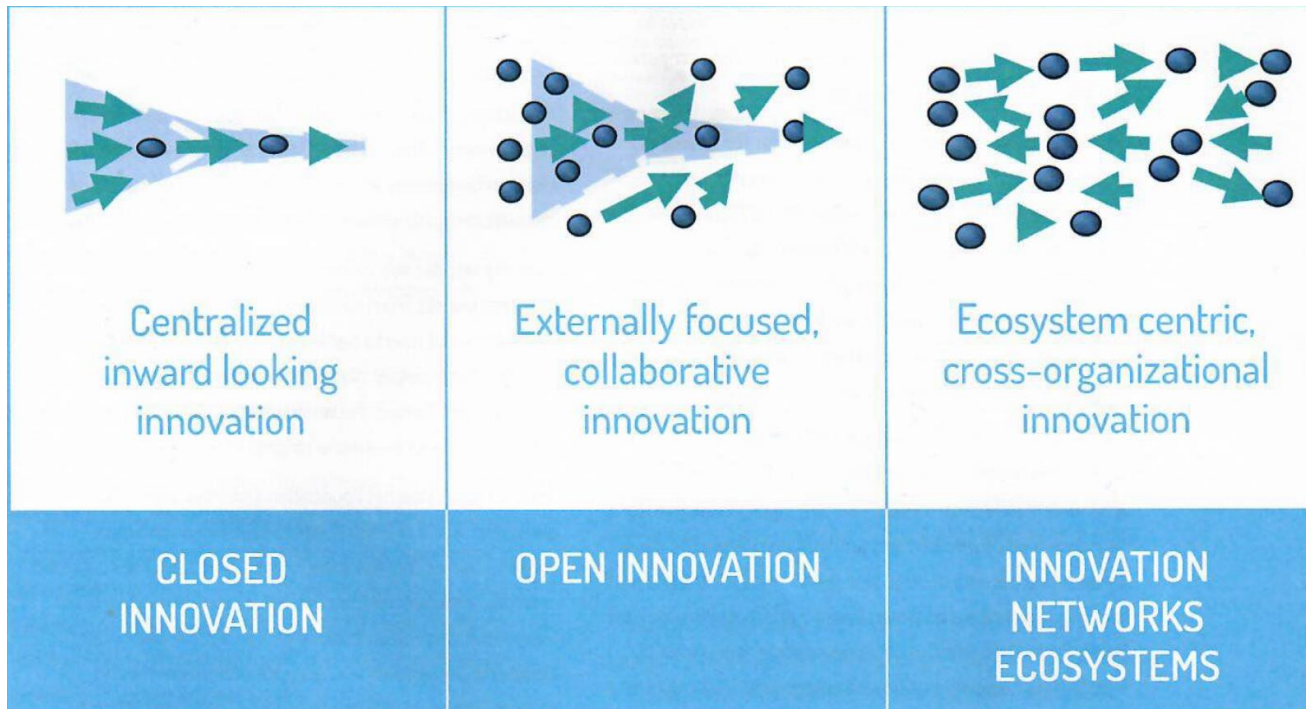
BEYOND TRIPLE HELIX

- Students
- Researchers
- Startups
- The public sector
- Civic society
- Citizens
- Companies



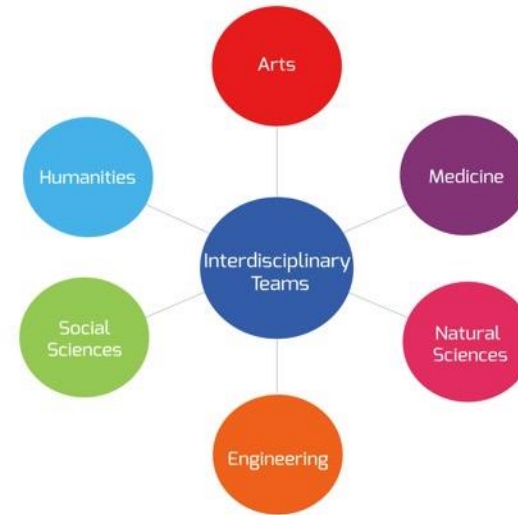
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OPEN INNOVATION IS OUR GUIDELINE



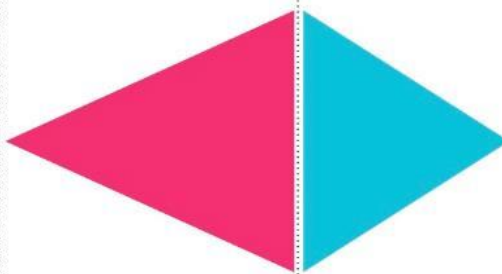
Core elements

- Intedisciplinary teams
- Design thinking and iterative processes
- Flexible & visual study/workspace



Understand

Understanding ends in **Insight**.

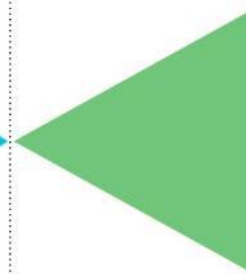


Empathy

Define

Create

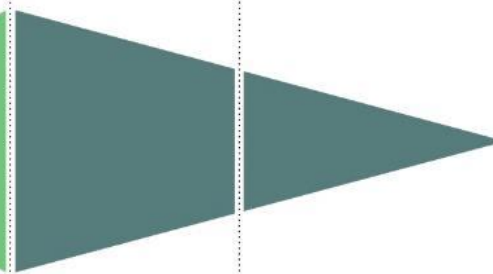
Creation ends in **ideas**.



Ideate

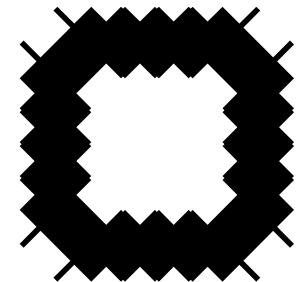
Deliver

Delivery ends in **reality**.



Prototype

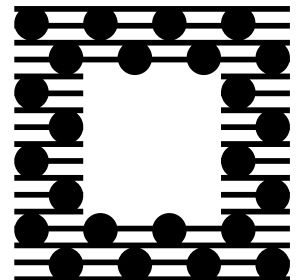
Test



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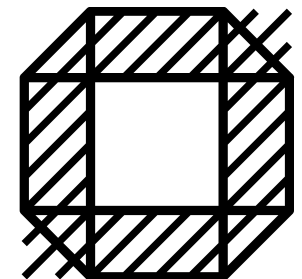
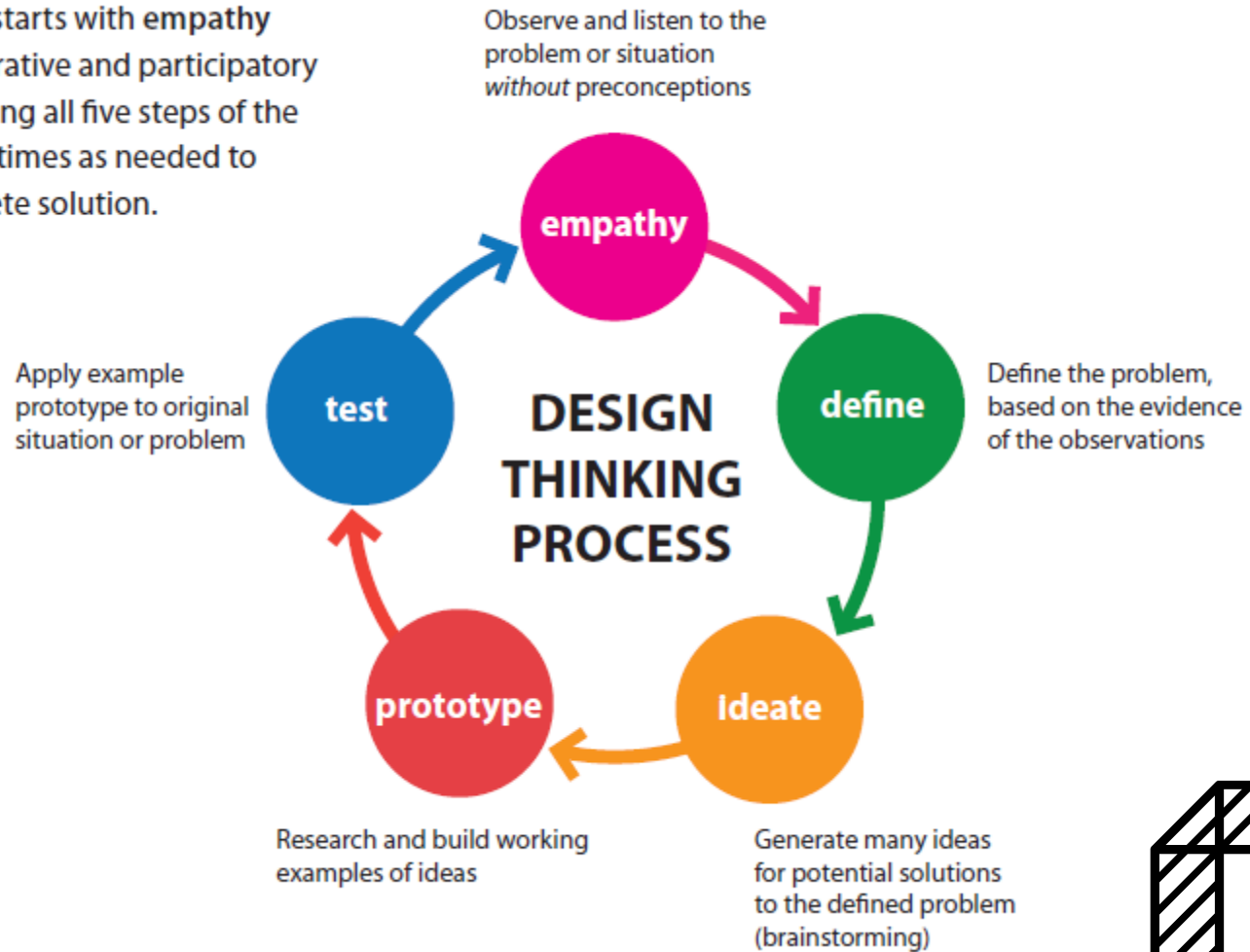
DESIGN THINKING

- “An approach to solve design problems by understanding **Users Needs** and developing **Insights** to solve those needs”



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Design thinking starts with **empathy** and uses collaborative and participatory methods, repeating all five steps of the process as many times as needed to achieve a complete solution.

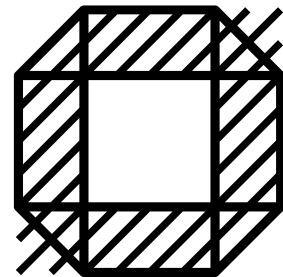


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At Openlab Design Thinking

- **Enables innovations within societal challenges**
- **Enables an innovative mindset among students, researchers, public & private sector and civic organizations.**
- **Enables different stakeholders to innovate across organizational boundaries**
- **Enables empowerment**

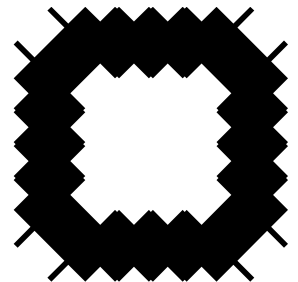
www.openlab.se



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VOICES FROM STUDENTS

- So tough – and rewarding – to work in interdisciplinary teams.
- Valuable to work with real life social projects and dedicated clients (without being consultants).
- Design Thinking helps us take the step from the critical study to working with change and innovation.



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Developyourcity.com

The screenshot shows a web browser window with the URL www.utveckladinstad.se/challenges. The page header includes the logo for "UTVECKLA DIN STAD" and a search bar. The main content area features a challenge titled **"Nudging" for environmentally conscious consumption!** with a sub-header "Naturvårdsverket Climate and Environment Digitalt Först". The challenge text asks: "How can public sector create nudging, i.e. shoulder and helpfully lead the way in a certain direction, so you and others can consume in an environmentally conscious manner?" It provides a definition of nudging and a progress bar from "Start" to "Deadline". Below the challenge are icons for "Add Idea", "Like", "Share", "Active", and "Edit". A green button labeled "+ Add Idea" is positioned below the challenge. The "Latest Ideas" section contains four idea cards:

- Loan-cultivation**: "I think one of the several reasons for today's food waste is that we forget how much effort and resources invested in what we eat." (User: Asa Söderberg)
- Collaborative lists**: "Nudging is about suggestion. Some ideas, however, are hard to implement because it takes a minimum of X participants to be..." (User: pool.farm)
- Lokal grön skatteväxling!**: "Exempelvis inför en lokal skattehöjning på bensin (linje med fossilfritt Stockholm 2030) och använt pengarna för att..." (User: Haris)
- Engagera unga genom en app!**: "Vi tror att det är viktigt att få unga framför allt att bli engagerade i frågan då det är vi som är..." (User: HHS)

Thank you!

