

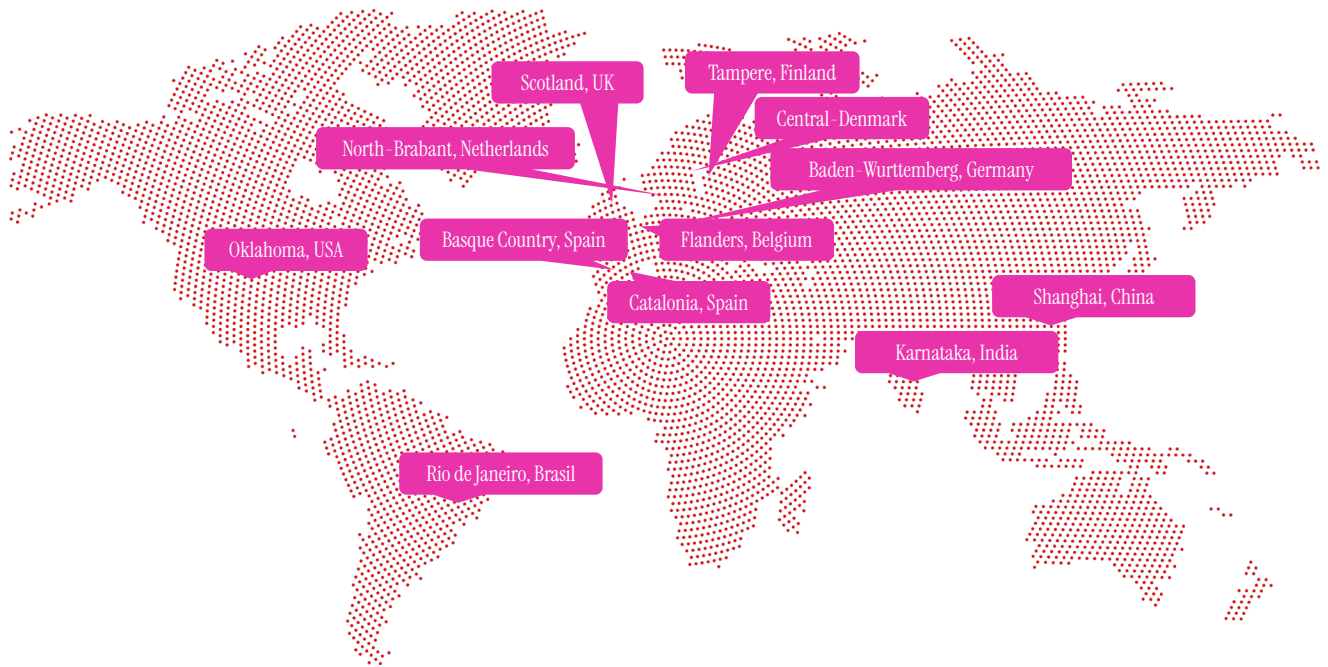


DCLIVING LAB²⁴

A journey to innovation,
creativity, and sustainability

Online
March 18-22, 2024

Basque Country
April 15-17, 2024



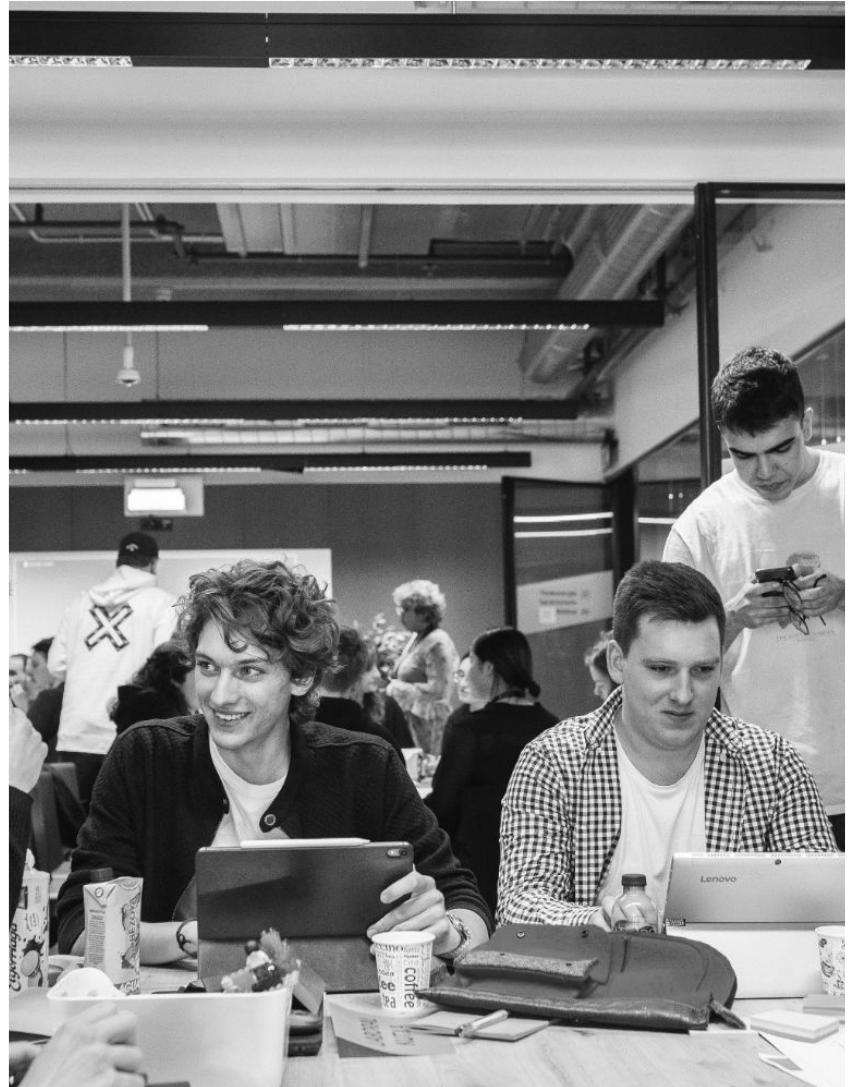
00 What is it about?

DC Living Lab is an international student exchange program on creativity and innovation powered by the Districts of Creativity Network. DC Living Lab offers the opportunity to students from all the Districts of Creativity to work in an international team to address challenges within the Creative and Cultural Industries.

The program will have a hybrid format this year, combining a 5-day online bootcamp with participation and an in-person workshop and presentations during the Creativity World Forum. The DC Living Lab is powered by the DC Network, and it is held within the annual Creativity World Forum. The 2024 edition will be organised by Basque Country Creativity District.

01 About DC Network

Founded in 2004, the Districts of Creativity (DC) Network unites regions around the world that focus on creativity to foster innovation and prosperity. The DC members believe the combination of creativity/creative industries, technology/science, and entrepreneurship is a major source of prosperity and growth. The international orientation makes it a unique network of regions that put creativity and innovation high on the agenda.



02 About the Creativity World Forum.

Every year one of the DC regions organises the Creativity World Forum. This conference is the flagship event for the DC-Network, bringing together over 500 people to discuss creativity, innovation, and entrepreneurship. Government leaders, entrepreneurs, creatives, and policymakers all come together to exchange ideas about how to make their regions hotbeds for innovation and creativity. In 2024, the CWF will take place in Bilbao, Basque Country.

03 Key learning ingredients for participants

- Meet & learn from the brightest creative and innovative experts and minds at CCLs.
- Practice and sharpen design-thinking skills.
- Create an impact by working on solutions for real social challenges.
- Work in an international team and expand the network.

04 When and where?

Bootcamp

March 18-22, 2024 (online)

Creativity World Forum 2024

April 15-17, 2024 (Bilbao, Basque Country)

05 Who can join?

We are looking for bachelor students (at least 2nd year), master students, and PhDs from all over the world who have a creative and entrepreneurial mindset.

06 What does it cost?

Participation is free of charge and includes:

- Participation in the DC Living Lab online
- Free pass for the Creativity World Forum 2024
- Expenses covered at the CWF 2024 for 3 nights

Accommodation for 3 nights
Meals

07 How to apply?

Fill out the form and return it to your District Of Creativity representative by February 18th, 2024.

In case you can participate only in the DC Living lab online boot camp, we still look forward to your application, but we will prioritise people being able to take part in the full program.

08.1 Program Outline

A specific methodology has been designed for the DC Living Lab, and all teams will follow it throughout the process, both online and in person. The collaborative sessions ensure that all the teams move forward coherently and have all the tools necessary to keep advancing and present good-quality solutions during the CWF.

The program is designed to address challenges within the CCIs. The challenges are hosted by four companies and partner organizations from the Basque Country District of Creativity network and are related to the four key thematic areas of the CWF. Participants will choose the challenge they would like to work on before starting the programme.

ONLINE BOOTCAMP

March 18-22, 2024

5 days, 4h working sessions.



5 key phases

- 1 ■** Understanding and diving deeper into the topic, context, and research into what already exists and may be relevant to the challenge at hand.
- 2 ■** Combining the participants' knowledge with new knowledge found through research and connecting with experts and challenge owners.
- 3 ■** Creating solutions to the challenges through design thinking processes and future thinking tools.
- 4 ■** Contrasting the designed solutions with industry representatives and preparing the final deliverable.
- 5 ■** Presenting the outcomes and creating a roadmap for the CWF.

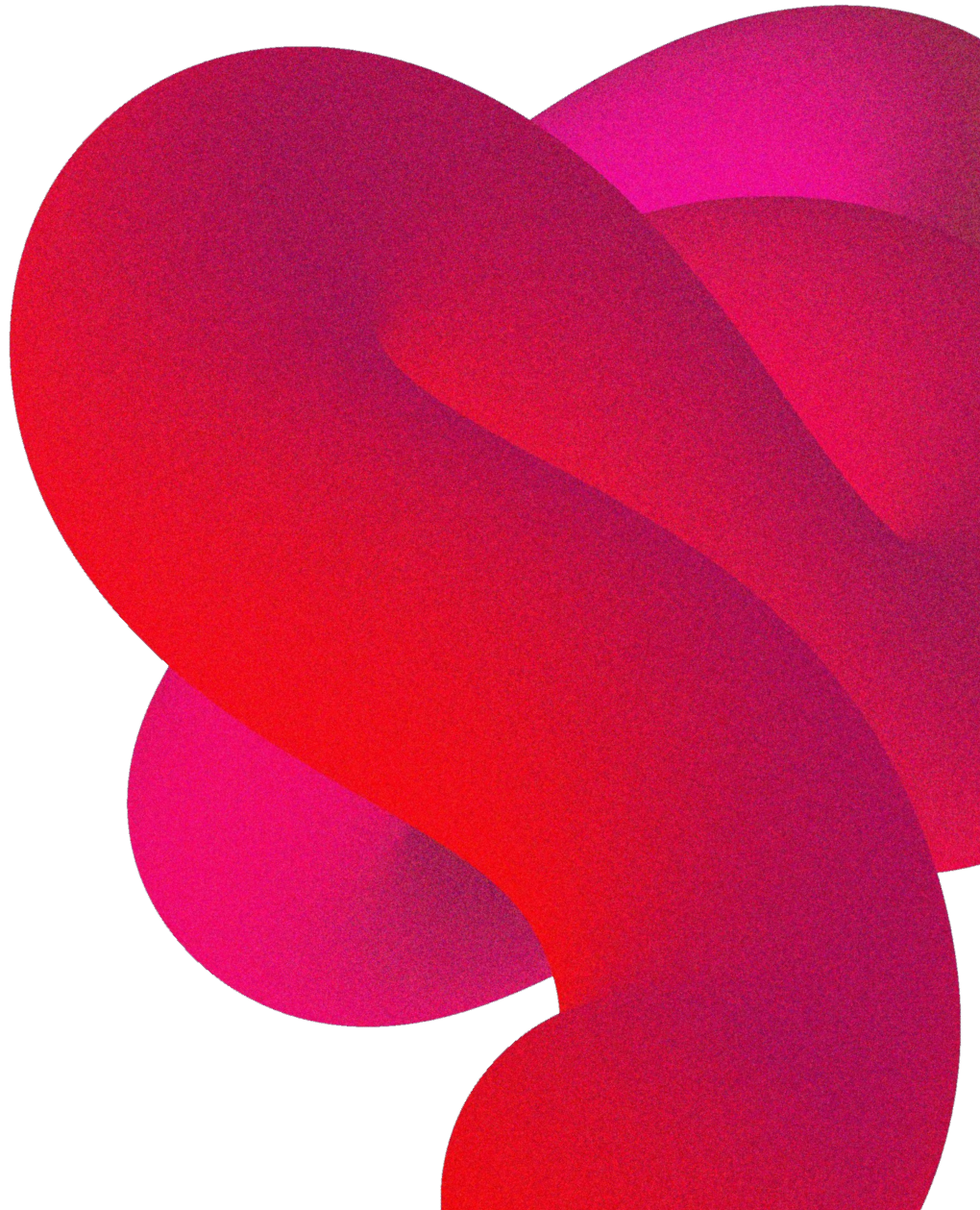
08.2 Program Outline

IN PERSON SESSION

Bilbao, Basque Country
April 15-17, 2024

DC Living Lab's final highlight invites the participants to join the Creative World Forum in person. In the forum, the participants will:

- Participate in the conference and in the difference activities that the Basque Country Creative District organizes.
- Take part in one last in-person training session that culminates with pitching their final presentation to industry professionals for quality feedback and future collaboration opportunities.



09.1 Choose a challenge

CHALLENGE 01

REIMAGINE URBAN SPACE: COLLABORATIVE GOVERNANCE MODELS

How might we activate, manage and coordinate an empty first floor public space that would allow us to expand beyond housing to domestic, leisure and social activities? The aim of the challenge is to design a governance model for the use, management and coexistence of the space, as well as a communication strategy inviting neighbours to participate in it.

THE CHALLENGE OWNER

URBANBAT

Urbanbat is a social initiative cooperative that designs and coordinates innovative processes of urban regeneration and territorial improvement in collaboration with communities and local administrations. The coop is formed by a transdisciplinary team made up of people from the worlds of architecture, urban planning, social sciences, communication and pedagogy.

Urbanbat has been working with Sestao municipality previously, and the proposed challenge is a continuation for the previous work developed with the goal of promoting the activation of community spaces in the Txabarri neighborhood.

This pilot experience could serve as a model for future activations.

<https://urbanbat.org/>

TAI GOVERNANCE & CCIS

The challenge is connected with the thematic area of Governance and CCIs, one of the key topics inside of the Creativity World Forum 2024.

09.2 Choose a challenge

CHALLENGE 02

FUTURE RIDES: *EXPLORING* TOMORROW'S VEHICLE INTERIOR

How might new technologies change the way people interact with vehicles in the future, and create new services, functionalities and business opportunities as the mobility sector becomes smarter, more connected, and automated?

Analyse different future vehicle/occupant interaction scenarios within the current context of transformation, focus on how new technologies influence the conception of the vehicle interior of the future, and propose opportunities.

THE CHALLENGE OWNER

AIC-AUTOMOTIVE INTELLIGENCE CENTER

AIC-Automotive Intelligence Center is a European center for the generation of value for the automotive sector based on an open innovation concept where companies improve their positioning through cooperation. Under a market approach, AIC offers services that improve the capacity of the automotive sector globally, integrating training, research, industrial development and new businesses under the same structure. At the moment, 30 organizations, of 9 different nationalities, and more than 950 professionals are located in its facilities.

<https://www.aicenter.eu/>

TA2 INNOVATION IN AND WITHIN THE CCI SECTORS

The challenge is connected with the thematic area of Innovation in and within the CCI sectors, one of the key topics inside of the Creativity World Forum 2024.

09.3 Choose a challenge

CHALLENGE 03

SUSTAINABLE SOUNDSCAPES: BUILDING AN *AUTHENTIC* CONNECTION WITH MILLENNIALS AND GEN Z THROUGH SUSTAINABILITY

How can BBK Live music festival connect genuinely with Millennials and Generation Z by improving and expanding their positive impact in sustainability? Which are the best forms to do so?

This challenge aims to generate ideas and strategies for integrating environmentally and socially positive content/actions into the festival experience for this specific audience. It also involves aligning these profiles with their environmental and social interests, understanding festival operations, and identifying opportunities and challenges sustainability brings to the festival experience.

THE CHALLENGE OWNER

LAST TOUR

Last Tour is one of the leading companies in the music industry, covering such business areas as the promoter of tours and festivals of international interest, and agency creating music experiences for brands, a record label, and managing consultancy projects in the sector.

Their flagship event, Bilbao BBK Live, has become a significant cultural project in Europe over 16 years, attracting thousands of music enthusiasts to Kobetamendi, near Bilbao. The company aims to be a sustainable and independent organization, contributing to societal well-being and development through cultural and social initiatives.

<https://lasttour.org/es/>
<https://bilbaobbklive.com/>

TA3 CCIS COMPANIES AND MARKETS

The challenge is connected with the thematic area of CCIs Companies and Markets, one of the key topics inside of the Creativity World Forum 2024.

09.4 Choose a challenge

CHALLENGE 04

THE FUTURE OF FASHION EDUCATION: CAN WE CREATE *CUTTING-EDGE* BIOMATERIALS FOR THE FASHION INDUSTRY USING VIRTUAL TOOLS AND RESOURCES FROM NEARBY BUSINESSES?

What strategies can be employed to actively engage students in hands-on projects transforming waste from local industries, offering practical experience in sustainable material innovation while simultaneously empowering them with the virtual skills required to actively contribute to the ongoing transformation of the fashion industry towards sustainability?

How can we effectively address the shift towards sustainability in the global fashion industry by developing innovative educational programs that equip the next generation of fashion professionals with the necessary skills for this transformative journey?

THE CHALLENGE OWNER

BIAAF & ELISA PALOMINO

Bilbao International Art & Fashion (BIAAF) is a nonprofit organization focused on showcasing talented, innovative, and radically creative young fashion designers from around the world.

Consistently staying connected with emerging designers, renowned fashion schools, and experts in the global fashion industry, BIAAF goes beyond its primary fashion contest function by organizing various initiatives. These include forums, conferences, and training activities held in prestigious institutions. <https://biaaf.com/>

Elisa Palomino, with 25 years of experience designing for luxury brands such as John Galiano and Christian Dior, bridges fashion, education and anthropology. With a PhD in Anthropology and Sustainable Fashion from the London College of Fashion, she is an international lecturer and has held the position of Director of Fashion Print at Central Saint Martins, leading sustainable innovations.

She has led EU funded projects like FishSkin and earned prestigious fellowships. As a Research Associate at the Smithsonian, she specializes in Arctic Indigenous Fashion. Elisa actively contributes to BIAAF. <https://www.fishskinlab.com/>
<http://www.fishskinlab.com>
<https://www.linkedin.com/in/elisa-palomino-7040a110/>

TA4 EDUCATION AND RESEARCH IN CCIS

The challenge is connected with the thematic area of Education and Research in CCIs, one of the key topics inside of the Creativity World Forum 2024.

10 Organizers DC Living Lab

If you want to participate in the program, please first contact your District of Creativity, they will help you to submit your application.

If you still have any questions,
please get in touch!



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