

INNOVATION

NETWORKS



people who say
it cannot be done
should not interrupt
those who
are **doing** it.

g. b. shaw
irish dramatist

Preface

Since September 1st, 2017, Christine has headed the Innovation Networks Research Group (a continuation of the Designerly Innovation Research Group) at The Hague University of Applied Sciences.

The research group is member of the research platform The Next Economy which examines major transitions such as the circular and digital economy. These transitions demand that organisations network and collaborate; few products or services these days are designed and delivered by a single organisation.

Christine's research group develops and provides expertise and tools, helping organisations devise innovations within their current and future networked context.

The key questions the researchers address are:

- How can we design new forms of innovation networks?
- How can we make sure innovation truly makes a difference in the long term?
- To make that difference, which new organisation forms do we need?
- How does design play a role here?

The research group focuses on three domains in the region with a strong need to collaborate: Food, Retail and Urban Mobility. We act as an engine for innovation in the region by supporting current initiatives with a combination of research insights, expertise, and education projects.



food



retail



mobility

Who we are our researchers



Christine De Lille

Head of the research group
Themes: Innovation Networks,
Innovation Spaces &
Role of Design



Jolien van Langelaar

BFM - ORM
Redefining the physical store; the
role of consumer tribes and
offline communities
Theme: Innovation Spaces



Heleen Geerts

BFM - ORM
Future Proof Retail
Theme: Innovation Networks



Fenne van Doorn

IT&D - CMD / UXD
Co-research Retailers &
Empathy
Theme: Role of Design



Lenny van Onselen

TIS - IDE
Value differences experienced by
junior designers
Theme: Role of Design



Nathalie Voort-Remkes

Management assistant



Gaby Eenschoten

IT&D - CMD
Learning process 21st century
(HCM) skills small, independent
retailers, based on personality



Anja Overdiek

BFM - ORM, IDE, UX, ICM
Temporary spaces in retail,
Experience prototyping, Creative
entrepreneurship in fashion retail
Theme: Innovation Spaces



Dennis Bleeker

BFM - CE
Enabling Technologies



Henk Schaaphok

BFM - CE
Enabling Technologies



Nico Persoon

TIS
Development Learning Labs
Themes: Innovation Networks
& Innovation Spaces



Hanna de Bruin

TIS - IDE
Futuring cybersecurity in retail



Janneke Sluijs

TIS - IDE
Designing dialogues that
evoke action
Theme: Innovation Networks



Marjanne Cuypers

TIS - IDE
Design in food webs
Themes: Innovation Networks
& Role of Design



Renée Turion

BFM, M&O, TIS - ORM, ICM, IDE
Retailers liaison
Themes: Innovation Spaces
& Innovation Networks



Helen Arce Salazar

BFM - IBMS
Consumer perceptions and
sustainable packaging



Wander Colenbrander

TIS - IPO
Circular economy/packaging
design/education
Theme: Role of Design



Jurrian Langewen

BFM - Student Assistant
Van Pop-up naar Local Hero
Theme: Innovation Spaces



Gabriela Bustamante Castillo

TIS - IDE
Future Proof Retail-Lab-design
Theme: Innovation Spaces

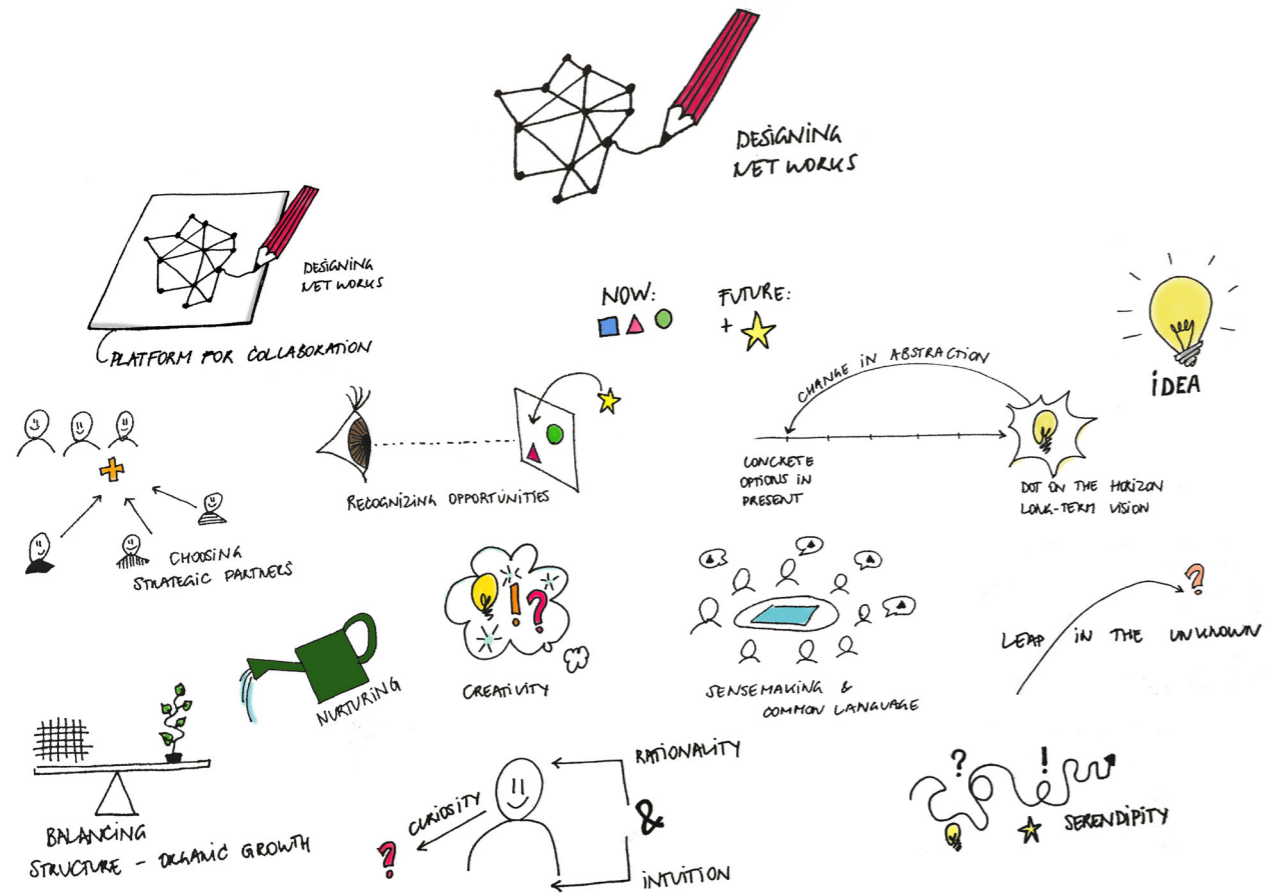


Shahab Zehtabchi

TIS - IDE
Using Boundary Objects in
Designing International
Innovation Networks
Themes: Innovation Networks
& Role of Design

Designing Innovation Networks

research theme



When like-minded organisations decide to collaborate, they evolve into a network.

This network thrives when it has a purpose and a common challenge that engages its members. It turns into a nurturing platform when a vision of the future is designed in which opportunities for collaboration emerge. Intuition and curiosity play large role here.

In most cases, we can only study innovation networks when they already exist.

In this research theme, we study the design of innovation networks, the balancing act between providing structure and letting them grow organically, and how design can help people move between levels of abstraction, from the dot on the horizon to concrete solutions.



Researchers

Marjanne Cuypers, Janneke Sluijs, Shahab Zehtabchi and Heleen Geerts



Organising innovation spaces

research theme



If multiple organisations work together to create solutions, this requires hands-on action in the context of use.

With a dedicated place for innovation, it becomes easier to co-create solutions with all stakeholders and implement solutions in operations. Living labs, field labs, inspiration rooms, test areas: these all aim to create a platform or carrier, often in the physical context, are built on a methodology, and provide a toolbox for their participants.

In our research group, we aim to build environments and processes for innovation spaces where innovation networks can be rooted and flourish.

The group's work features several types of labs: retail labs, pop-up stores and maker labs such as the Beta Factory.



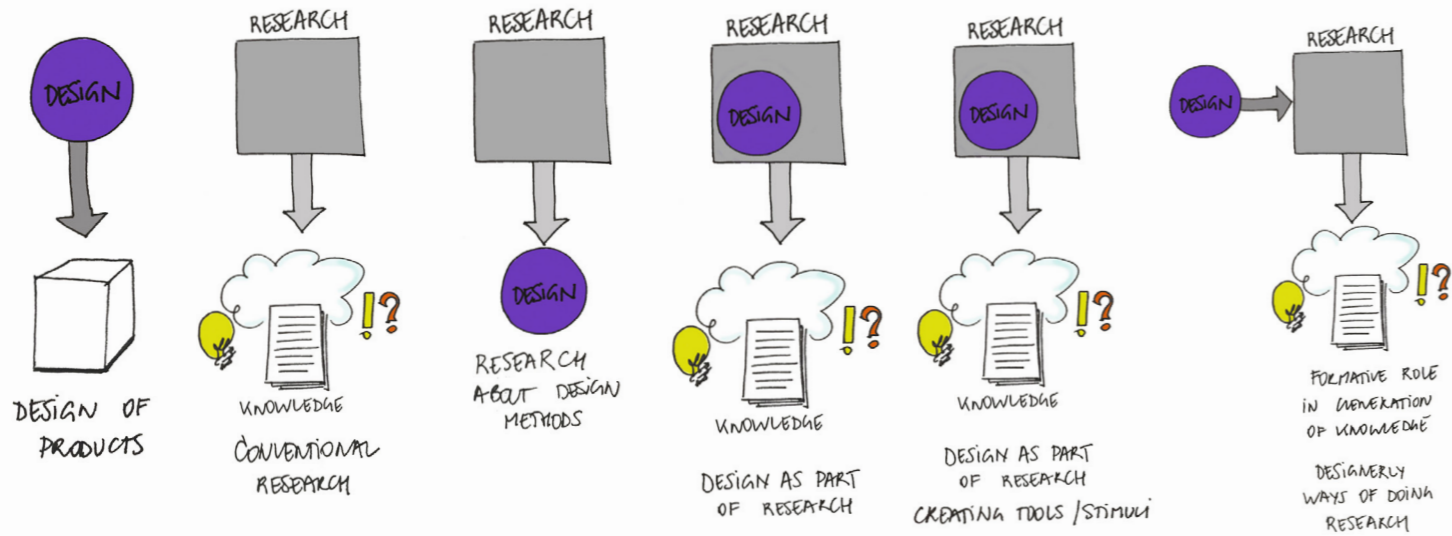
Researchers

Anja Overdiek, Jolien van Langelaar,
Nico Persoon and Gabriela Bustamante Castillo.



The role of design (in research)

research theme



Design is a relatively young field, and as the areas in which design can be of value grows – from graphic design, to products, experiences, services and even to that of systems– its research methods are also developing.

The act of designing itself aids in developing insights, especially in action-oriented contexts.

In this research theme, we study the role of design in developing innovation networks as well as doing research through design.

The research group is member of the Dutch Network of Applied Design Research (www.nadr.nl)



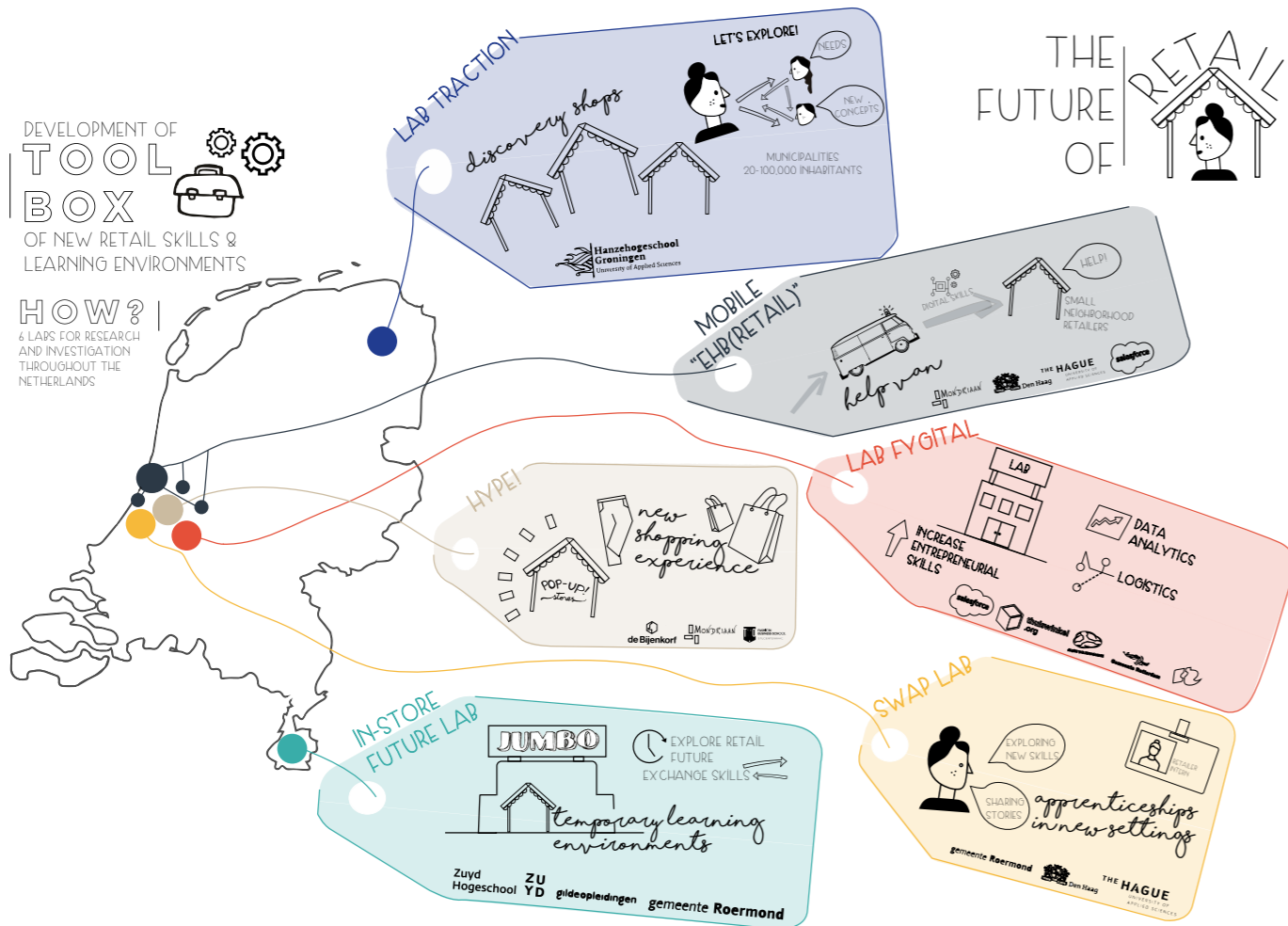
Researchers

Anja Overdijk, Lenny van Onselen, Gabriela Bustamante Castillo and Fenne van Doorn



DEVELOPMENT OF
**TOOL
BOX**
OF NEW RETAIL SKILLS &
LEARNING ENVIRONMENTS

HOW? |
6 LABS FOR RESEARCH
AND INVESTIGATION
THROUGHOUT THE
NETHERLANDS



retail



The retail industry is experiencing several transitions at once: move towards online shops, more focus on omnichannel consumer experience, and robotics replacing workforce. What do retailers need to be ready for the future?

Our Retail Innovation Lab explores all three research themes together with retailers, branch associations, municipalities, technology companies and other universities of applied sciences.

Together with retailers in six national retail labs and pop-ups designed for research, we provide new ways of working and learning for the retail industry.

In the Futureproof Retail project we set-up 6 national retail labs each addressing another challenge faced by the retail industry. Together with 23 partners such as municipalities, branch associations, retailers and other universities we aim at learning about how to support the industry in becoming futureproof. This project is funded by Stichting Detailhandelsfonds.

Researchers active in this research theme are:

Anja Overdijk, Jolien van Langelaar, Gabriela Bustamante Castillo, Fenne van Doorn, Gaby Eenschoten, Heleen Geerts, Dennis Bleeker, Henk Schaaphok and Hanna de Bruin

The research group is also member of the Dutch HBO Retail Innovation Platform.



To Kiss or Not To Kiss

Designing to facilitate dialogue:
the To Kiss or Not To Kiss pop-up
store at the Dutch Design Week.

By Gabriela Bustamante Castillo

our stand at the Dutch Design Week



Van Pop-up naar Local Hero

Supporting starting retail entrepreneurs
by creating a pop-up store.
Making dreams come true and
becoming a Local Retail Hero.

By Anja Overdiek with Jolien van
Langelaar, Renée Turion and Jurrian
Langewen

on display: modern interpretations of classics

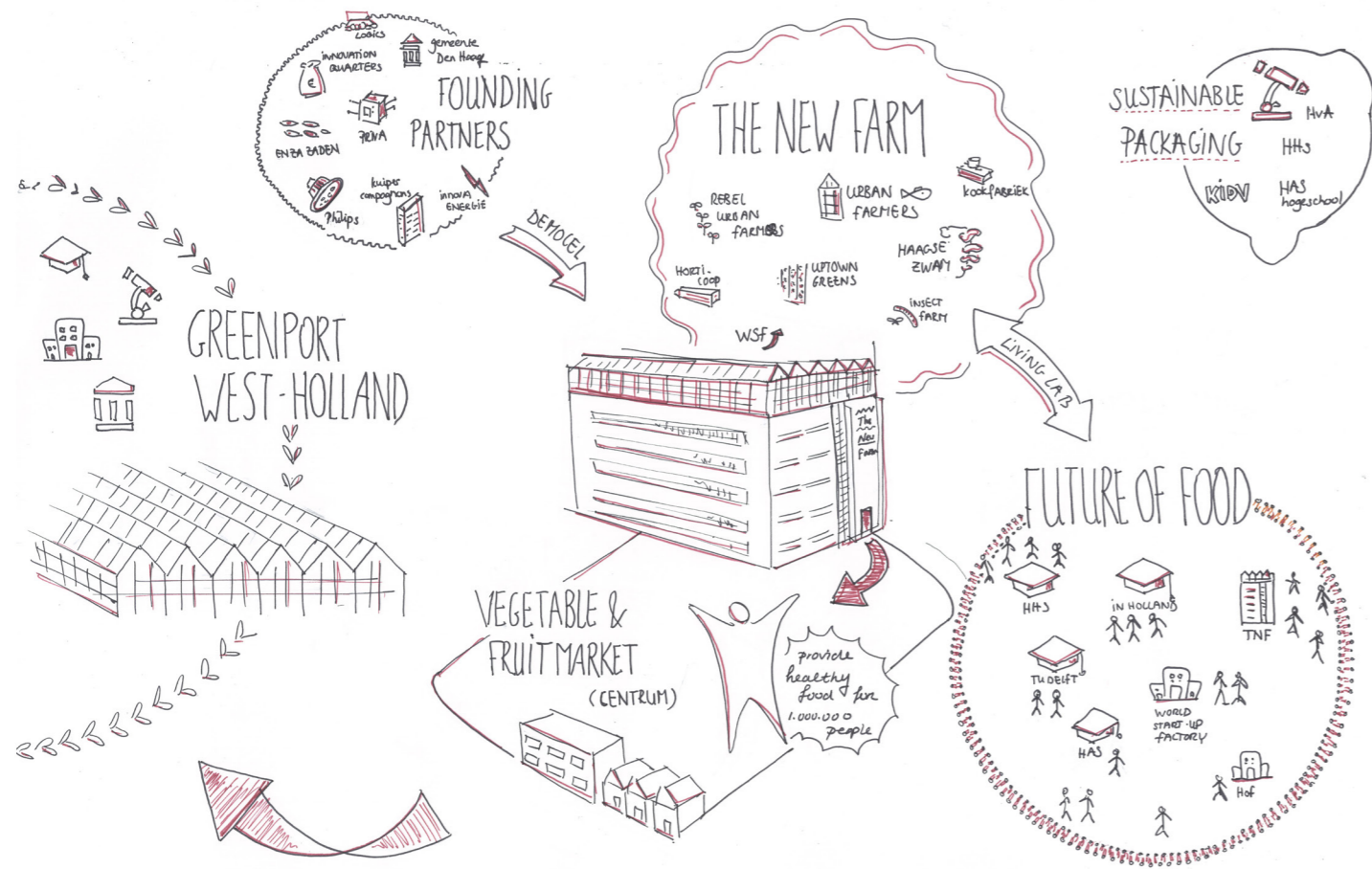


the Donut Factory: pop-up store at THUAS



inBloom: experience flower pop-up at THUAS





food



In our region, food is a driving innovation force. With the Greenport Westland in our backyard and initiatives like the New Farm around the corner, The Hague University of Applied Sciences demonstrates its vision as a Network university.

From this rich basis, we look into designing Food Webs as well as Circular Packaging by bringing together multiple organisations and perspectives.

Together with the industry, we examine the Future of Urban Food through exciting education projects with students from Food and Nutrition: Process Food Technology and Industrial Design Engineering.

Researchers active in this research theme are:

Marjanne Cuypers, Wander Colenbrander and Helen Arce Salazar



Circular Packaging Design

Together with Amsterdam University of Applied Sciences, HAS University of Applied Sciences and the Knowledge Centre for Sustainable Packaging, we join forces in gaining more knowledge on Circular Packaging.

Education, designers and the industry itself are active in exploring how packaging can become more circular,

addressing challenges as delivery, food packaging, perception of sustainability and more.

A combination of long term research projects to address the major challenges with short term questions from the industry are addressed by teams of researchers and students.

The Future of Food

Since recently, we are designing a Future Food Network of like-minded enthusiasts.

The aim of the network is to empower the industry to address Food-related challenges such as Urban Food production & distribution, new food concepts, Food waste, etc.

The network is currently building its own research agenda and is setting up projects on both the regional and national level.

The research group Innovation Networks is investigating (amongst other things) how to build such networks and enable them to become active, sustainable and successful.

exploring sustainable materials



connecting the dots

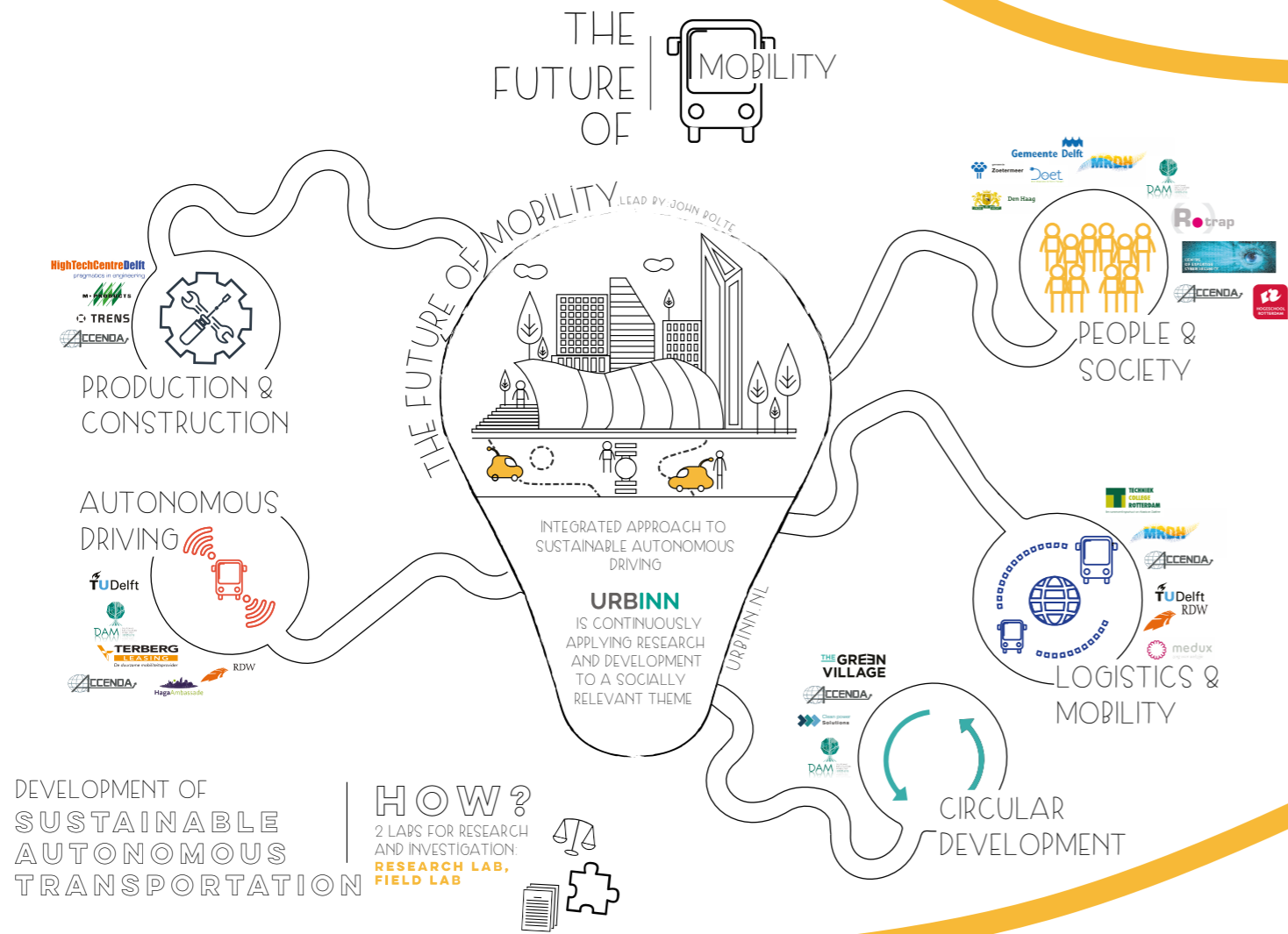


presentation at The New Farm, The Hague



sharing knowledge in research sessions





mobility



In the domain of Urban Mobility, colleague John Bolte, Professor of Applied Sciences with his research group on Smart Sensor Systems, has created URBINN.

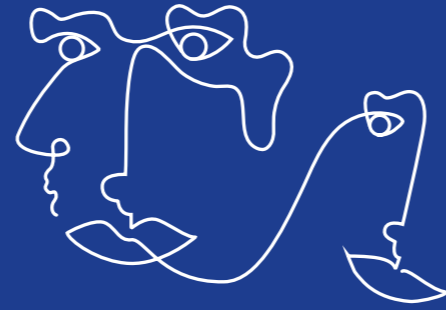
This is a large network of partners building autonomous vehicles for various purposes, ranging from autonomous wheelchairs, delivery vehicles, and first to last mile transport: all built in the Betafactory.

Our research group aims to help them by exploring how to implement such a disruptive type of mobility, with such research topics as futureproof decision-making processes, imagining future scenarios for infrastructure, and activating dialogues.

Researcher active in this research theme is:

Nico Persoon



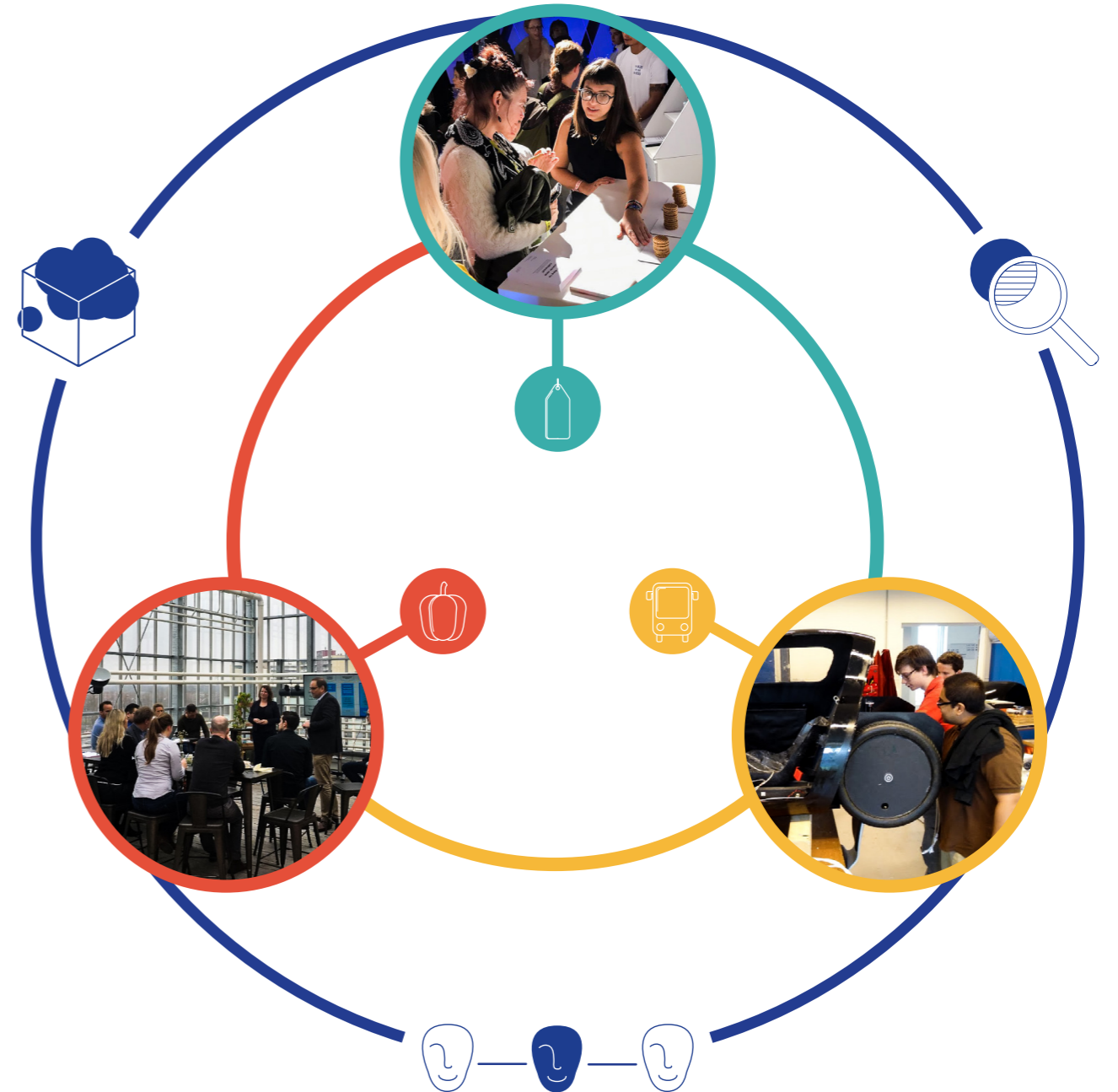


Research in groups



The combination of the research themes and three application areas (retail, food and mobility) provide a cross-section of the research projects taking place.

This cross-section allows us to generalise our findings across the domains, and group our research efforts in the research themes.



Dream, Dare, Do!

Let's change the world.

By dreaming,
daring to design for action,
and making it happen.

With your help, we can make a meaningful
difference in retail, food and mobility.



dream, dare, do

