

NO BARRIERS AT LANDART

Harvesting insights on the biobased economy

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Transparency, trust and open innovation. These were the 3 key terms mentioned at the Design Thinking workshop at the LandArt day on 4rd September. This annual event in the beautiful region of Diessen, addresses an exhibition by artists who are inspired by nature; a perfect setting for an inspirational day around the biobased economy, initiated by member of the European Parliament Lambert van Nistelrooij.

The over 50 participants, varying from representatives of the European parliament, entrepreneurs in the agri-cultural field, scientist and artist were engaged in 3 workshops. By exploring the topics export thinking (how can we take away barriers), Financial Thinking (new opportunities by the European Fund for Strategic Investments) and Design Thinking (how can creative thinking support the biobased economy), the participants explored new initiatives for a more sustainable economy.



creating ideas together

knowledge hunt with participants

In the workshop Design Thinking by the Design Innovation Group and CLICKNL the participants were challenged in a 'knowledge hunt' to collect ideas and insights around more flexible rules and regulations. Since the strict rules in the European Government often block innovation, the workshop tried to harvest ideas about how to overcome these boundaries.

The workshop started off with explaining the methodologies of Design Thinking and how it can be applied to wicked issues, topics that don't have a one to one solution but need a multi collaborative approach. The mere value of design thinking is that it can offer proficient tools to deal with the often contradictory intellect of experts from different fields and designing organisational structures in which cross-fertilization of ideas can take place effectively. In order to test this out the participants were challenged in a knowledge hunt where they would describe their ideas and potential roles in overcoming the boundaries in stimulating the biobased economy.

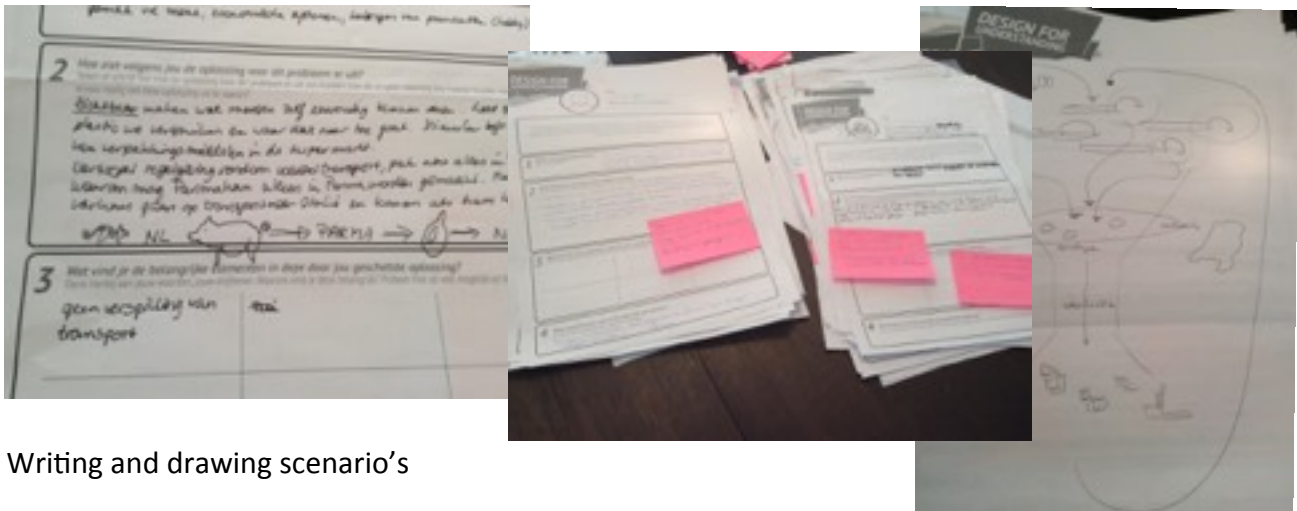
Open innovation Lab

The participants strongly believe that open innovation is essential to make a more sustainable, biobased economy possible and suggested to create 'room' for this f.e. by giving entrepreneurs the possibilities to test out ideas in a certain amount of time without being restricted by legal issues.

Someone also suggested to bring in consultants from the European Parliament in this Open Innovation Lab who could help to connect new ideas to existing legislation rules as well as to report back on boundaries to the European Parliament.

Storytelling

Participants also thought it essential to engage with citizens. If they are not involved in the process, nothing will happen. Design thinking could bring some interesting tools to do this, since in this process the users are strongly involved in the making and thinking. As Frank Bogovic, member of the European Parliament stated: “We have to collectively create a story”, which was agreed upon by all participants. Also in this case designers or creative thinkers could play a huge role, since storytelling is a very effective and often used design methodology.



Writing and drawing scenario's

Trust

In both workshops the contestants emphasised that trust and transparency are key words when it comes to building new economical paradigms. We have to come up with a label that communicates all ingredients and elements uses in the production process, mentioned someone. Another mentioned that we also have to built more trust between citizens and policy organisations. [see the image above were one of the participants was drawing new transparency models]

Future Failures

A very crucial notion is that we should look out for *future failures*; often we are not aware yet of side effect of certain products; we should already take this into account and early in the process test things out.

In that respect it was often mentioned in the workshops that at this stage in the process it is not fruitful to discuss about the definition of the biobased economy. We first have to work on new innovations and adapt our approach to success and failures as well.

Finally, all participants agreed that a multi collaborative approach is needed and that different voices and expertise's are essential to deal with the wicked topic biobased economy. The initiative of Van Nisterooij of setting up this inspiring annual event was very much appreciated by all participants.