



What DC LivingLab

Performers

Helen Esser and Esmee Boesveld

Team members

of team 10

Performed in

2017

Client

Dc Network



What was your clients question?

They wanted to connect the conference of the DC Network, Reverse Mission, to higher education institutes. Their idea was to have a three-day program, where students had the chance to work on a problem in three different areas, Agrofood, Mobility and Health. At the end they presented the outcomes to the professionals participating in the Reverse Mission.

What was the project all about?

Esmee and I (Helen) designed a three-day program for about 30-50 students to work on a challenge out of the field of Agrofood, Mobility and Health. Our design was based on the ABC-DEF-Model and Process Design theories to create an environment where the students could work on the challenge and come up with an innovative, creative concept in the end. The end concept was then presented to professionals participating in the Reverse Mission, the conference of the DC Network. The Living Lab was held at three different locations, Fontys ICT (Eindhoven), HAS (Den Bosch), Fontys HK (Tilburg), with different speakers divided over the three days to bring inspiration and input for the students. After designing the program, Esmee and I also facilitated the whole program. We got the help of four other Performatory students: Dirk de Wit, Sander Hoogvliet,

Anne-Lotte Jubels and Vera Hoekx. Maarten Kerkhofs, an alumnus, were also there to help us out when needed.

‘Are you sure it is also their problem, or only yours?’

– Maarten Kerkhofs

What was the moment you thought /WHY-NOT?

When we had our first meeting and we realized that we had to work hard to gain the trust of the other project group members. They were all teachers and entrepreneurs and we were the only “students” in there. So we said, f*** it, we can do this. We are going to show them that we are young professionals and that we can do this.



‘So i said: fk
it. We can do
this!’**