Education & Capacity Building sub-group

LIVING-IN.EU

WORKSHOP

Digital innovation in Living Lab environments



EURO

0946

CCRE



Go Li.EU is funded by the European Union Digital Europe Work Programme 2021-2022 under Grant Agreement No. 101083615

Funded by the European Unio

Aim of today's webinar

To explore how Living Lab methodologies can be applied to Digital Twins, Data Spaces, and AI innovation, ensuring that they meet the needs and expectations of the communities they serve.



Agenda

14:00 - 14:10: Welcome and introduction - Kaisa Spilling, Forum Virium Helsinki & Giacomo Lozzi, ENoLL

14:10 - 14:25: Madrid Living Lab Digital Twin (<u>www.leadproject.eu</u>) - Sergio Fernández Balaguer, EMT - Transport Company Madrid.

14:25 - 14:45: Co-creation, experimentation methods, and tools - Dimitri Schuurman, imec

14:45 - 14:55: Questions & answers

14:55 - 15:05: Break

15:05 - 15:50: Interactive exercise

• Participants engage in a practical exercise related to Digital Twin and Living Lab collaboration. 15:50 - 16:00: Wrap-up and next steps

LIVING-IN.EU

- Movement born in 2019
- Mission: to collectively drive the digital transformation across all corners of Europe – from countries, regions and municipalities.
- Amplify the advantages of digital solutions
- Approach driven by cities and centered around citizens
- Cities as open innovation ecosystems

Living Lab approach align with and can enable these principles

LIVING-IN.EU

Living-in.EU: 5 sub-groups



LIVING-IN.EU

Education & Capacity Building Working Group

Led by the European Network of Living Labs (ENoLL)

Leverages skills and methods for effective digitalisation

Culture of co-creative, participative and cross-sector approaches to designing new solutions



Interactive exercise

Participants engage in a practical exercise related to Digital Twin and Living Lab collaboration.



Upcoming event

6 November 2023, 14:00-15:30 Workshop on collecting tools for the Living-in.EU Catalogue of Tools

Follow us and become member on <u>https://living-in.eu/groups/commitments/education-capacity-building</u>





LEAD Madrid Living Lab Digital Twin

Digital innovation in Living Lab environments Online, October 9th, 2023

Sergio Fernández, <u>Sergio.fernandez@emtmadrid.es</u>



THE CIVITAS INITIATIVE IS CO-FINANCED BY THE





What is LEAD project?



- LEAD: "Low-Emission Adaptive last mile logistics supporting on demand economy through Digital Twins"
- 3.941.625 € (start 1/06/2020, 36 months, just finished!!)





Objectives

- Value cases co-design
- Digital Twinning Tools
- Validation in Living labs
- Scaling-up



O3 EXPERIMENTS IN REAL LIFE LIVING LABS Adaptation of digital twin to intervention area context with city data – Logistics Solutions







This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 861598



Transforming a Parking Lot to an Urban Consolidation Centre



Validation of last mile distribution models



Integrated last-mile logistics with demand-supply matching platforms



a. 1). AF \$1

Spatial Planning of Inner-City Loading Areas

transit network



Turning retail stores to electric mobility nodes

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 861598



Green Crowdshipping through the mass





LEAD Strategies



with a view to optimising the performance of last mile logistics (based on volatility of demand, delivery life cycles and costs) in response to the challenges posed by the on demand economy



Agile schemes for urban freight storage and last mile distribution, including crowdsourced shipping, capacity sharing, multiechelon and Physical Internet inspired approaches



Low emission delivery vehicles

including Electric Delivery Vehicles (EDVs), hybrid and automated vehicles for freight delivery like cargobikes, delivery robots and droids -walkers will also be considered



Smart datadriven logistics solutions

for shared, connected and low-emission logistics operations, empowered by an adaptive modelling approach and Digital Twin models, applied in real-life environments





LEAD Innovations

The Living Lab (LL) is a stakeholder-centred ecosystem, operating in an urban node context, for the systematic evaluation of innovative ideas and technological solutions in real use cases







Mid to long term expected impacts

Impact 1

 Clear understanding of cost-effective strategies, measures and tools to achieve essentially zero emission city logistics in major European urban centres by 2030.

Impact 2

 New tested, demonstrated practices and solutions for better cooperation between suppliers, shippers and urban/ regions policy makers (planners)

Impact 3

 Clearly provide inputs for the preparation and implementation of SULPs, SUMPs and other planning tools (big data and realtime traffic management)





DT model library overview

Number	Model name	Model owner
1	Route optimization	LMT
2	Synthetic population	IRTX
3	Parcel synthesizer	IRTX
4	MATSim	IRTX
5	JSprit	IRTX
6	Echelon	ZLC
7	Parcel Market	TUD
8	Parcel generation	TUD
9	Parcel tour formation	TUD
10	Shipment model	TUD
11	Network Assignment	TUD
12	STAR	UPM
13	COPERT	UPM
14	NOISE	UPM
15	VISSUM	BKK/SZE
16	Charging station	INLE
17	Route optimization	INLE
18	Trajectory clustering	INLE
19	ABM delivery behaviour	INLE
20	NetLogo	Molde
21	Discrete Choice Modelling	Molde











Living Lab Transforming a Parking Lot to an Urban Consolidation Centre

Status Quo

- Madrid is an important logistics hub (between the Atlantic and the Mediterranean TEN-T corridors),
- Occasional air quality and congestion challenges,
- Madrid LEZ and current regulations (Madrid360),
- Rise of e-commerce and home delivery (even more due to COVID19 and post-COVID19 challenges).





This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 861598

Ambition

- Demonstrate the **better efficiencies** in using a UCC connected to the TEN-T to deliver to the city center;
- Assess flows and congestion. **Route optimization engine** in many-tomany and many-to-one scenarios, combining vehicles of different fleets. Improving of environmental indicators;
- Explore alternative (and sustainable) business models;
- **Public-private cooperation mechanisms**, identifying new ideas for cooperation and evaluating the costs and benefits of implementation;
- The economic **efficiency and reliability** for courier companies, and henceforth for clients, of using the LEAD strategies compared to conventional freight delivery approaches;
- Explore potential incentives. Data management.





Living Lab Madrid

Business as usual (BaU)



Desired status (TO BE, UCC)







This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 861598

Value case scenarios

- 4 different ones based on location, mostly:
 - #1: Microplatform at San Fernando de Henares ("Hotspot for the e-commerce in Spain"
 - #2: Microplatform at city centre (with vehicle restrictions)
 - #3: Microplatform at Ring Road "M30"
 - #4: Microplatform at city centre (without vehicle restrictions)















This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 861598

Pilot setting

- Location decided (Plaza Mayor underground parking)
- Paperwork required (contract EMT-CityLogin) starting on 4/12/2020







Pilot Results

Demonstrate the **better efficiencies** in using a UCC connected to the TEN-T, to deliver to the city centre

LAUNCH: OCTOBER 6TH, 2021 ENDING OPERATION: 1st June 2023







This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 861598

How has it worked?

Steps	Timetable	Where	Vehicles
Reception and classification	02:00 am 10:00 am	San Fernando Hub	6m3 van (due to heigh limitation at the parking)
Distribution (Delivery)	11:00 am 21:00 pm	Plaza Mayor Microhub	Electric three wheeler
Reverse logistics	21:00 pm 22:00 pm	Plaza Mayor + San Fernando	6m3 van











"What if" (value cases) scenarios

Scenario	Vehicles	Parcel capacity	EV Energy consumption (kWh/100km)
Dell	Diesel van	161	
Bau	E-van	161	
UCC	Hybrid van + E-	161	
	scooter	34	8.7
	Even L E cooter	161	22.7
		34	8.7
	Big E-van + E-	284	25.0
	scooter	34	8.7





Digital Twin workflow







Business-as-Usual (BaU) scenario

- One-echelon routing
- Direct delivery from a periurban DC
 located at 25 km from city center



Engine type	Payload	Max n⁰ parcels		
Euro6CI	878 kg	161		





Urban Consolidation Center (UCC) scenario

- Two-echelon routing
- Consolidated delivery to the UCC
 from the periurban DC located at 25
 km from city center
 - With two different van sizes
- Final delivery with E-scooters



Engine type	Payload	Max n⁰ parcels		
Electric	250 kg	34		





Urban Consolidation Centre vs. Business-as-Usual

Scenari o	Vehicles	Total Journe y (hours)	Driving time (hours)	Serve time (hours)	Km driven	Nº of Vehicle s	Energy per delivery (kWh)	CO ₂ per delivery (grams)	PM _{2.5} per delivery (grams)	NO ₂ per delivery (grams)
Poll	Diesel van	1.151	293	792	10.980	148	1,39	372,86	0,04	0,46
Bau	E-van	-	-	-	-	-	-96%	-100%	-100%	-100%
UCC	Hybrid van + E- scooter	-23%	-8 %	-28%	-22%	14%	-81%	-84%	-75%	-100%
	E-van + E- scooter	-23%	-8%	-28%	-22%	14%	-95%	-100%	-100%	-100%
	Big E-van + E- scooter	-25%	-14%	-28%	-33%	1%	-95%	-100%	-100%	-100%



Acknowledge

Madrid's Living Lab was selected as a **European Best Practice in Sustainable** Urban Logistics by EIT Urban Mobility in 2022



This activity has received funding from the European Institute of Innovation and Technology (EIT), a body of the European Union, under the Horizon 2020, the EU Framework Programme for Research and Innovation









Learnings & findings/ Steps forwards

- Real Pilot: advisable to start as soon as possible
- Matching the needs of the local administration with the requirements of the logistics operator: sustainability (at all levels)
- **Taking advantage** of the policies established in the city (regulatory framework, strategies, etc.) to promote this type of activities
- Establishment of objectives and KPIs must be **useful** for the operator
- Collaborative scenarios do not impact the transport efficiency and emissions while the service quality is improved
- **Synchronous** planning: manufacturers may benefit from real-time digital twins to enable collaborative distribution schemes with local businesses
- Effective collaboration between public and private entities has been identified as a key strength of Madrid LL





Exchanging and sinergies





•Synergies with <u>ST4W, IW-NET</u>,

•Living.in-EU Initiative (DG CONNECT/ENoLL)





Exchange of knowledge

CIVITAS	Home Course catalog About us Signup Login 🕉
Ugent Twins for Burgent Twins	Urban logistics Digital Twins for sustainable urban logistics LEAD launches its new Massive Open Online Course, open to all those interested, with the goal to "Unlocking the potential of Digital Twins for sustainable on-demand urban logistics". Learner benefits: It builds upon the results of the project's Living Labs to deliver a Digital Twinning Capacity Building Programme, with a first-fils-kind focus on urban logistics, to improve the capabilities and skills of personnel of authorities and researchers on open-source tools and modelling for Digital Twins. The course will also provide a general introduction to urban freight, with a focus on on-demand last-mile logistics.
	Content
	 Course introduction Overview Chapter 1: introducing Urban Freight 8. On-Demand Last-Mile Logistics Section 1.1: Trends, challenges and factors influencing city logistics Section 1.2: Electrifying the last-mile Section 1.3: Last-mile distribution schemes Overview Chapter 2: Living Labs as innovation accelerators Section 2.1: The role of Communities of Practice in Living Labs Section 2.2: Urban Consolidation Centres Section 2.3: Crowdshipping and hyperconnectivity Assignment 1 Overview Chapter 3: Modelling, simulation & data for urban freight planning Section 3.1: Urban Freight Models Section 3.2: Digital Twins 101 Section 3.3: Define scenarios with modelling & simulation

"Massive Online Open Course" (MOOC) available at the CIVITAS e-learning centre





Just finished!



26 September 2023, Brussels (BE) Info on registration soon

This in-person event is organised as the final conference of the EU-funded LEAD project, in cooperation with ALICE-ETP and POLIS, bringing together other urban logistics innovative projects, to showcase innovative solutions.

This will also include live demonstrations on the digital innovative solutions for Digital Twins and Urban Logistics planning developed by LEAD. .



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This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 861598



Thank you!

- Website: https://www.leadproject.eu/
- LinkedIn: lead-h2020





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Innovation Management for scoping DT use cases

Dimitri Schuurman (PhD) Innovation Expert AI & Data department @dimischuurman Dimitri.Schuurman@imec.be

Solving WICKED PROBLEMS via technological enablers

Wicked Problems

- Complex, multi-stakeholder ecosystems
- Complex decision-making
- There is no 'ultimate test' for a solution
- Wicked problems are understood by

formulating solutions

Our Innovation Management principles

- Multi-stakeholder approach Quadruple helix
- Active stakeholder involvement (co-creation)
- **Real-life** experimentation
 - Agile & multi-method innovation process

Three elements of (data) solutions


Imec's innovation management process



IDENTIFYING & TESTING ASSUMPTIONS



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EXAMPLE I: DT BRUGES

Digital twin van de stad Brugge, demovideo | imec Vlaanderen on Vimeo





Dan toch geen eenrichtingsverkeer in Vijversdreefwijk na protest van buurtbewoners



Nieuws Markten Netto



Chatbot van OpenAl jaagt Elon Musk angst





Computer says yes: Brugge bouwt digitale tweeling



STEPHANIE DE SMEDT | 07 februari 2021 08:00

Brugge bouwt tegen eind dit jaar samen met het onderzoeksinstituut Imec zijn digitale even-beeld, om het verkeer beter te sturen en de luchtkwaliteit te vrijwaren. Een belangrijk piloot-project voor het enorme potentieel van digitale tweelingen, een technologie die oprukt.

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resource	Traffic	Show simulation	Show simulation	Show simulation
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Lesson learned: try to avoid too long project timelines

EXAMPLE 2: PRECINCT – EU PROJECT



ABOUT

CONSORTIUM

SISTER PROJECTS

CONTACT



LIVING LABS

PUBLICATIONS

EVENTS & UPDATES

Preparedness and Resilience Enforcement for Critical INfrastructure Cascading Cyberphysical Threats and effects with focus on district or regional protection







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strictly confidential

Exploring

PRECINCT

	X	
As a regional authority, I would like to have a predicting model of the future rainfall and flooding to proactively take preventive measures on traffic, water, energy and industrial Cl's potentially impacted by a flooding event	Rainfall radar images, rate/intensity and accumulated rainfall (1h, 24h) .hdf - 5 min intervals, VMM, KNMI	Project tim
	Rainfull gauge measures (intensities) .csv - 1 min intervals, VMM	B Encourse Spacement for Neuroper American FOO 12 Examine Spacement American Stratement Poly 1000 13 Catalohoring of Openinding Via 1000 14 Catalohoring of Openinding Via 1000 15 Catalohoring of Openinding Via 1000 16 Using and the Openinding Via 1000 16 Using and the Openinding Via 1000 18 Using and the Openinding Via 1000 19 Catalohoring of Openinding Via 1000 10 Open and Via 1000 1000 10 Catalohoring of Openinding Via 1000 1000 10 Open and Openinding Via 1000 1000 1000 10 Open and Openinding Via 1000<
	River measures (water level) .csv - 1 min intervals, HIC	Performance Month solution (addition of the magnetic of Laboration 1. Month of the Laboration 1. Monthof the Laboration 1. Monthof the Laboration 1.
As emergency services, we would like to visualize critical infrastructure impacted by potential flooding, including traffic, water and energy Cls, to estimate the potential risk of floods in order to take preventive measures	Google maps and tbd through interactions with Cls and emergency stakeholders	13 Janguety Toplichin Mennet" & Bridges Ap. 020 10 Sector Mennet Approxed Toplication Approxe

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PRECINCT

Exploring

Problem statement

GG

PRECINCT

Preparatory response to a flooding event in the city of Antwerp happens based on (not very accurate) provincial warnings issued by the KMI. Even though a CP-Ops is issued, the emergency services have to wait until the first emergency situation takes place to take measures in the field. This complicates preventive planning which could reduce the harm done.

By combining various (real-time and historic) data sources, we could issue a warning in advance, which in turn could improve the response and resilience to flooding events and reduce the cascading effects on the critical infrastructure.

Living lab scoping sprint based on **f.a.c.t.s**.



<u>Co-creating phase</u>



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Scenario

PRECINCT



CP-Ops Decision Makers

In case of an event, these will be responsible for taking actions and measures. They will use the DT solution to simulate different scenarios



CI Contacts

Operational staff of the CI's that will be informed in case of a threat

Waterlink (sewer system)	07
Emergency services (fire department, hospitals, local police)	
Electricity network	07
Public Transport / Traffic Infrastructure	
Port of Antwerp	
AWV: agentschap wegen en verkeer	•

CP-Ops in real-time				
People in the field				

Needs							
	More accurate insights in current or future threats						
	More actionable insights	07					
	Detailed info per Cl						
	Faster response time						

Earlier warnings if a disaster might occur
Faster resource allocation
Taking preventive measures
More detailed information regarding the threat(s)















Inspiration: Lightning demos

LIGHTNING DENOS:



Story boards

A visual representation of the sequence of steps the user will take.



Story boards

A visual representation of the sequence of steps the user will take.



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Try it out yourself.

umec



PRECINCT user

story map

User persona	Civil protection	CP-Ops (disciplines)	Disaster manager							
User tasks	System	Alert	Мар	Layers	Flooding map	Legenda	Critical infrastructure			Time controls
User stories Must haves	Select Language (EN / NL)	in-app	Zoom	Real time data where possible	output of simulation	Clear colour codes (e.g. green to red)	Critical Infrastructure	Traffic (real time, google?)	Select CI to open details	Forecasted at (H)
	Translation Table	mail	Panning	Last update at (MM:HH, Date)	Expected rainfall vs sewer capacity vs geography over time	Clear meaning of scales	Medical CIs Nursing homes Hospital Daycare	CI's can be combined with other layers	Show only relevant info	Forward backwards
	Nice to have	Any relevant alert (e.g. issued by KMI)	Satellite / Streets	Areas prone to flooding (historic)	Scale: depth of water flood	Hover over to see value	Governmental	Toggle impacted CI's		Increment: 5min
	Export to CSV	Alert colour codes	Search location	Districts & operational zones	Discrete scale		Police Firedepartment Municipality	What is considered impacted?		play & pause
	Integrations with ICMS	Severity: Yellow, orange, red	Street, district, Cl, place,	Rainfall	Clear meaning of scale		Mobility Cls Train stations Tunnels (e.g. kennedy)	Impacted Cl's on top		Loop play (e.g. 2h for flooding)
	Share (public version)		Search	Wind speed & direction (KM/H)	E.g. 0-20cm, cars might have issues driving		Tram / metro Utility Cls	Emergency contact		Visual distiction between real time / forecast
		Configuration of alerts	/ Mapbox Clear colour codes		Hover over to see value		(cabines, high voltage,) Communication Water (e.g.	CI contacts sheet (CRUD)		
		(e.g. threshold values for wind speed)	(green, urban) View width	Nice to have Waterpumps:	street level 20x20m		storage, purification,) 	CI's organised by category		Nice to have Configure speed
			(// 200m)	capactity Warning when waternumps are	Last calculated at (MM:HH, Date)		Other Cis Musea Schools / universities	Search Cl's (search field)		
			-	not working Map of rivers	Nice to have		 ETC	Name, (sub)category		
	Nice to have Navigate /	Navigate /	head to)	Configure probability			Filter (sub)categories			
			2D / 3D		Default probability 7 90% 7		Nice to have	To be defined		
					Impacted #citizens		Capacity of location (how many people present)	Cascading effects		
					How long will water stay in a certain area		Cl open or closed at time	Effect of flood on traffic		
					Auto-generated description of threat and risk					
					Forecast Where What When Who (* Impacted Cls) Why					

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Lesson learned: by deeply involving your eventual end-users, the outcomes might differ from what was initially planned

EXAMPLE 3: PREDICTIVE MAINTENANCE OF ROAD ASSETS (FLEMISH DEPARTMENT OF MOBILITY)












https://www.sketch.com/s/7e86273f-d4dd-4f47-9280-0039444877eb/v/wWrapq/prototype/a/D5EFE65B-42AA-428E-9B7D-98237E73FCE2



Queequeg's broad canvas belt, and fast to my narrow leather one. So that for better or for worse, we two, for the time, were wedded; and should poor Queequeg sink to rise no more, then both usage and honour demanded, that instead of cutting the cord, it should drag me down in his wake. So, then, an elongated Siamese ligature united us. Queequeg was my own inseparable twin brother; nor could I any way get rid of the dangerous liabilities which the hempen bond entailed.

Assets en systemen: Wegplatform / Autosnelweg / E17 / verharding / rijbaan / rijstrook

Segment: E17 DB0001

Gerapporteerd door: Verkeerscentrum Technische Controlezaal (VTC)

Aannemer: Naam aannemer



Lesson learned: take into account data availability & quality – decision makers are not always enough in sync with the operational reality

EXAMPLE 4: LOCAL PORT CASE

Real-life co-creation

Multi stakeholder interaction test for Port Digital Twin application



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Multi-stakeholder interaction test

- Dynamics of the interaction were crucial in the process
- Group feedback vs. individual feedback
- Use of fact sheets to get the participants into a realistic scenario



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Further reading...

- Innovatrix: <u>https://timreview.ca/article/1225</u>
- Living Labs for scoping Digital Twins: <u>https://openlivinglabdays.com/wp-content/uploads/2022/12/OLLD-2022-Proceedings.pdf</u>
- Testing: <u>https://timreview.ca/article/1204</u>
- Living Lab methodology: <u>https://timreview.ca/article/956</u>
- PhD on Living Labs: <u>https://biblio.ugent.be/publication/5931264/file/5931265.pdf</u>

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embracing a better life

Smart Data Canvas

Smart Data Canvas

As one of the first steps in the Co-Creation phase, an innovatrix workshop should be organised.

First, decide on the three most important stakeholders to be mapped. More than three makes the canvas difficult to read and is an indication of not having enough focus.

Obviously, most smart data use cases will have more than three stakeholders that are affected or involved, but carefully consider which three are most relevant for the use case.

At least one of these stakeholders should be the eventual '*end-user*' of your resulting smart data use case and at least one stakeholder should be paying and/or providing the resources to realise the smart data use case. If you cannot agree on the (maximum) three stakeholders to be included, organise a voting exercise among your innovation team.

- Create your own board: https://imec.innovatrix.be
- A miro template can be found here: 📶 Innovatrix Template

Stakeholder		
Needs / Opportunities		
Current Practices		
Currents Datasets / Models		
Jobs-to-be-done		
Value Creation		
Key Resources		
Trustworthiness Requirements		
Barriers		

Criteria

If you agree for the stakeholders to be involved, fill out all elements per stakeholder and go 'top down' for all elements.

✓ Stakeholders

List the main characteristics of this stakeholder. Is it an organisation or a user group? What are the defining elements? How are they different from other stakeholder groups? Be as specific as possible.

✓ Needs / Opportunities

What are the main needs or problems of this stakeholder group? Do not formulate this in terms of a solution, but in terms of a problem or opportunity. Do not include all needs or opportunities, but the ones that are relevant or important for the given stakeholder and for the use case.

- How was this need identified?
- · How frequent does this problem / opportunity arise?
- What's the impact of this problem?

Impact and frequency could be important signifiers to identify whether the proposed solution is rather nice to have or life threatening.

✓ Current practices

What is the current behaviour of this customer segment regarding the needs or opportunities? What tools, applications or alternatives do they currently use to cope with the need or take advantage of the opportunity?

- What is their current way of working?
- · What competition or alternatives exist? What are the benefits or downsides?
- · How effective are these current practices in solving the problem?

✓ Current datasets / models

What data or models does the stakeholder currently use? Add any information regarding these data and models that seems relevant for the problem / opportunity: quality, availability, ownership,...

- What datasets or models are currently available? Is it readily available?
- Who is the owner or can grant us access?
- · How does the data look like? Frequency,

This is the final element that looks into the current way of working.

✓ Jobs-to-be-done

What needs to be done in order to answer the need or reap the opportunity? This describes the main functions, characteristics or components of the solution in development.

- What result is this stakeholder expecting?
- What are the key components of the job-to-be-done?
- · How do these jobs-to-be-done differ for the different stakeholders?

Note that in the earlier stages of the project, this input can be quite high level or even unknown.

✓ Value creation

What impact or value is created for this particular stakeholder segment when the 'job-to-be-done' is effectively accomplished?

- What value (monetary and non-monetary) does the resulting smart data solution bring to this stakeholder?
- · What is the added value in comparison with the current practices?

In earlier stages (smart data concept is little mature) this input can be high-level and largely assumption-based. In later stages, when the scope matures, this should become more clear.

Key Resources

What resources are needed to deliver or facilitate the jobs-to-be-done of the smart data use case for this stakeholder?

Key resources can refer to:

- (new) datasets or models
- technology development
- · partnerships or expertise
- new processes
- ...

Add all information that seems relevant to achieve the jobs-to-be-done.

✓ Trustworthiness Requirements

What does this stakeholder need in order to trust the (smart data) solution and the other parties involved?

· What aspects, such as data quality and availability or agreements are critical to build trust?

✓ Barriers

What are the main barriers for this solution to work out? These barriers can relate to any of the previous elements.

- What could make the innovation fail?
- Where lie the biggest risk?

This is a devil's advocate exercise for this particular stakeholder. Where could it go wrong? Elements such as trust, competition, adoption,... can all play a role here. Note down those that you believe are the most likely 'deal breakers'.

Iterate these steps for the two other stakeholder segments.

• Make sure you look back at the previous input, as putting new information on the canvas might have an impact on information that is already there.

Remember to list the most important elements (from your perspective), it is by no means the intention to be exhaustive. Map what you regard as **crucial information** for your innovation project. Using it this way, the canvas is a way to help us understand our main stakeholders and users, structure our ideas and value proposition while maintaining the overall picture. It is a crucial tool in our philosophy: **an assumption-based approach to innovation.**