



## Projects at Lucerne 2019 Summer School

### Local Area Mobility for the 21st. Century

- Issues, Outcomes & Challenges in the context of Sustainability



Source:

<https://www.irishtimes.com/news/education/new-technological-university-for-greater-dublin-area-to-be-announced-1.3565849>

#### Intro

The use of the word campus has progressed from a university context, to being applied to other domains (e.g. airport campus, industrial/commercial campus). In developing and redeveloping such campuses all are seeking to achieve greater social and facilities integration. And all are increasingly required to do so with sustainability in mind. In developing a campus suited for the 21st. century and beyond, one of the main challenges is to deliver mobility systems that provide those travelling to and from the campus the means to do so in a smart, societally efficient, and an environmentally suitable manner.

#### Project Goal

Using university campuses as a base platform, issues and challenges will be presented in terms of mobility and sustainability. Working in teams, the resulting analysis and overall group discussion will give the participants an interdisciplinary and holistic perspective on the factors needing attention to provide long term smart and sustainable mobility solutions in a campus context, whether that be a university, an airport, a retail centre, ...

#### Study Areas

Participating students can come from any discipline. Teams will be cross disciplinary, ideally made up of students with an environmental/system design/engineering perspective, others with a social/societal orientation and the third with an appreciation of economic/business.



## Consumers living on the go - in search for an innovative solution to reduce plastic waste



Source: Tim Reckmann, pixelio.de  
<https://www.recyclingmagazin.de/2018/08/09/zsvr-will-wegdefinieren-von-verpackungen-beenden/>

What could be an innovative solution for consumers to reduce plastic packaging we buy and dispose on the go? How can we combine urban every day mobility and sustainability? This will not be a theoretical classroom exercise, students are expected to get out, take on a Design Thinking head and work customer oriented towards a solution.

### **Method and Goals:**

This is a Hands-On Summer School Module where we will follow a Design Thinking approach to find a solution to this challenge. We structure each day in input sessions where you learn more about the method followed by group work in the context of which you apply what you have learned. In each phase, we will ask you to get out of the building, talk to possible stakeholders to find out, what really is the “job to be done”. Clayton Christensen demonstrates the importance of doing so impressively in the following 8 minutes video

<https://www.youtube.com/watch?v=Q63PZR7mG70&t=260s>.

During the entire Summer School you work in teams and exercise your presentation, interview and ideation skills. Based on what you find out, you will build a prototype (don't worry, it doesn't need to be an app. It can be a storyboard, a cardboard thing, a Lego model... anything) and present it to an audience.

Furthermore, it is my goal to not only show you the power of Design Thinking and solve this important challenge, but for you to enjoy working on this project and have fun at our Summer School in the beautiful city of Lucerne.

### **Background:**

A Design Thinking Team works best if we have an interdisciplinary team. Thus, all disciplines are welcome. A knowledge of Design Thinking is not necessary.

If you have any more questions, please do not hesitate to contact me on LinkedIn:  
[www.linkedin.com/in/drchristinegrimm](http://www.linkedin.com/in/drchristinegrimm)



## Planning & Designing...Like Your Life Depends On It - *presented by Purdue Professor Kirk Alter*



Source: UDRI GIS Data,  
loginMUMBAI,  
<http://www.loginmumbai.org>

“We...see many governments failing to prepare for the future, on issues ranging from retirement and infrastructure to automation and worker retraining. As a result, society increasingly is turning to the private sector and asking that companies respond to broader societal challenges...Society is demanding that companies, both public and private serve a social purpose...Companies must benefit all of their stakeholders, including shareholders, employees, customers, and the communities in which they operate.” – *Larry Fink, CEO of BlackRock, Inc.* (world’s largest asset management company - \$5.7 trillion) published just days before the 2018 World Economic Forum in Davos, Switzerland.

<https://seekingalpha.com/article/4137819-larry-finks-2018-letter-ceos-sense-purpose>

Come to *The Alliance Summer School* to be held at *Hochschule Luzern* (Lucerne University of Applied Sciences and Arts - <https://www.hslu.ch/en/>) and join this team as it applies a multi-disciplinary approach to planning a sustainable future. In an integrated examination and design competition we’ll consider topics including: urban planning; the dramatic changes coming with the four waves of AI; the social, political, and economic impacts of climate change on migration, employment, and design for living; and the most effective policy practices to ensure a robust sustainable future.

Come and join us in tinkering with rebuilding our cities and our world in sustainable ways using 21<sup>st</sup> century technology. It will require deep thinking and deep learning, and your willingness to take a systems-thinking approach to our future.

Come and gain an understanding of the history of utopias and dystopias; the planned town concept; sustainability and urban planning; sustainability and mobility; migration as a natural consequence of climate change; and a re-imagined future.

Participants will re-imagine, and then design a real-city with real consequences.

Be led in this learning adventure by *Purdue Professor, Fulbright Scholar and Industry Executive Kirk Alter*.

<https://www.studyabroad.purdue.edu/programs/flyer.cfm?flyer=1551&SICountryCode=491>



## Transportation of the Future



Source: screen-shut from video:

<https://www.youtube.com/watch?v=T8cDaWXsJF8>

To be mobile is an important aspect of our participation in social everyday life. From the perspective of sustainability, the general problem has two sides.

In the western world, we rely mainly on individual cars. The number of cars is still continuously increasing e.g. in Germany, Switzerland and UK. At least for Germany, the contribution of the transportation sector to the reduction of the CO<sub>2</sub> emissions is close to zero. However, decreased fuel consumption per car is counter balanced by the number of cars and by a trend to buy bigger and heavier cars.

In non-western countries with megacities, mobility and transport are essential for the populace to earn a living. Car ownership is often part of a dream of individual economic and social success. However, considering sustainability and city development the car cannot be the means of transportation in these environments.

Taking these two very different aspects, we will look and evaluate options for mobility and transportation in the future – first inspiration might offer the video published by Honda in 2008, (<https://www.youtube.com/watch?v=T8cDaWXsJF8>) addressing “Mobility 2088”. Future options range from new ways of city planning to autonomous driving. The aim of the course is to develop and to evaluate ideas for the future.

### Examination

During the summer university’s two weeks, you and your group will create daily blogs about your progress as part of an online portfolio. This portfolio is used during the last day for presenting the ideas and results of your project work, orally. The extended report, that will give you the extra ECTS credits, can be written at home and handed in later.