



LEARNING LOOPS IN THE PUBLIC REALM

WP5. WP Learning Living Lab - Brussels
T5.1. Inception of Living Lab and scoping of problems

Deliverable D 5.1

Brussels Living Lab Implementation Plan and Logbook

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1. INTRODUCTION

1.1.Objectives of WP5

The objective of WP5 is to establish an urban living lab in Brussels to trial the LOOPER learning loop methodology, focusing on traffic safety in the Helmet neighbourhood in Brussels, and potential mitigation measures through urban regeneration and design measures. The main aims are:

- to define the problems linked to traffic safety and liveability;
- co-design and evaluate short and medium-term options for interventions through urban regeneration and design with implementation of a selected small-scale solution;
- monitor the results; evaluate the results and feedback to learning loops.

The aim of this deliverable is to describe the Brussels LOOPER Living Lab. The document follows the template provided in Deliverable 4.1, discussing the following aspects:

The first section of this deliverable concerns the **DEFINITION OF PLACE**. It will give a description about the current situation of the Helmet neighbourhood within the Schaerbeek municipality to better understand the context in which the LOOPER project will work. The description will consider the social aspects (citizens, associations and every other stakeholder) as well as the physical ones.

The second section analyses the **DEFINITION OF PEOPLE**. The definition of people section will explain how the project partners (BRAL and VUB-MOBI) work together to involve possible stakeholders to participate to the LOOPER project. Part of this section will be on the possible tools and ways to engage citizens and stakeholders to participate in the project.

The third section shows the **DEFINITION OF PRIORITIES**. The priorities of Brussels Living Lab are defined by citizens during workshops as well as via an online geotagging tool.

The fourth section wants is about **PLATFORMS**. This section explains which tools have been and will be used in the Brussels Living Lab based on the needs and the capabilities of participants.

The last section explains the **PROCESS** of the Brussels LOOPER Living Lab. This section explains the structure and content of the process already completed as well as the planning going forward.

1.2.Specific objectives of D5.1

The Deliverable 5.1 is a report on the activities of the first task of WP5: “T5.1 - Inception of living lab and scoping of problems”. In this task, the context of the living lab will be defined by consulting local stakeholders. Stakeholders and their objectives will be identified and will be recruited for participation through local communication channels. The first deliberation will take place offline (meeting) and online (by setting up the local co-creation platform on the LOOPER website) to discuss and narrow down the problems. Special attention will be paid to the regulatory and institutional framework for urban planning.

1.3.Related deliverables

Related to this deliverable are deliverables 6.1 and 7.1, which describe the implementation plans of the LOOPER Living Labs in Verona and Manchester. The guidelines for the Living Labs, which are described in Deliverable 4.1, are also related to deliverable 5.1. The data collection plan is based on Deliverable 2.1.

1.4.Sources of statistical data

The information in this deliverable is based on the district level. The date of the data is listed in the tables. Maps are the visualization of the data listed in the tables.

Belgian sources:

- [https://wijkmonitoring.brussels/;](https://wijkmonitoring.brussels/)
- <http://www.observatbru.be/documents/publications/fiches-communales-2016.xml?lang=nl;>
- http://census2011.fgov.be/index_nl.html;

EU sources:

- <http://ec.europa.eu/eurostat/web/gisco/overview;>
- [http://www.eui.eu/Research/Library/ResearchGuides/Economics/Statistics/DataPortal/ERD.aspx;](http://www.eui.eu/Research/Library/ResearchGuides/Economics/Statistics/DataPortal/ERD.aspx) [http://ec.europa.eu/regional_policy/en/information/;](http://ec.europa.eu/regional_policy/en/information/)
- http://ec.europa.eu/regional_policy/sources/policy/themes/cities-report/state_eu_cities2016_en.pdf

2. PLACE

The Brussels living lab focuses on the Helmet neighbourhood of the municipality of Schaerbeek (Dutch: Schaarbeek) in the Brussels Capital Region. The area has been selected because it has some of the traffic safety hotspots in Schaerbeek.

2.1. Location, geographic features

Helmet is a neighbourhood within the municipality of Schaerbeek (see Figure 1). It is a diverse neighbourhood with an individual character and many independent well-established shops along its central high street, the “Helmetssesteenweg/Chaussee de Helmet”. The Helmet district urbanised in the early twentieth century. Together with surrounding areas, the layout of the district was redesigned to include wide avenues that depart from squares or roundabouts.

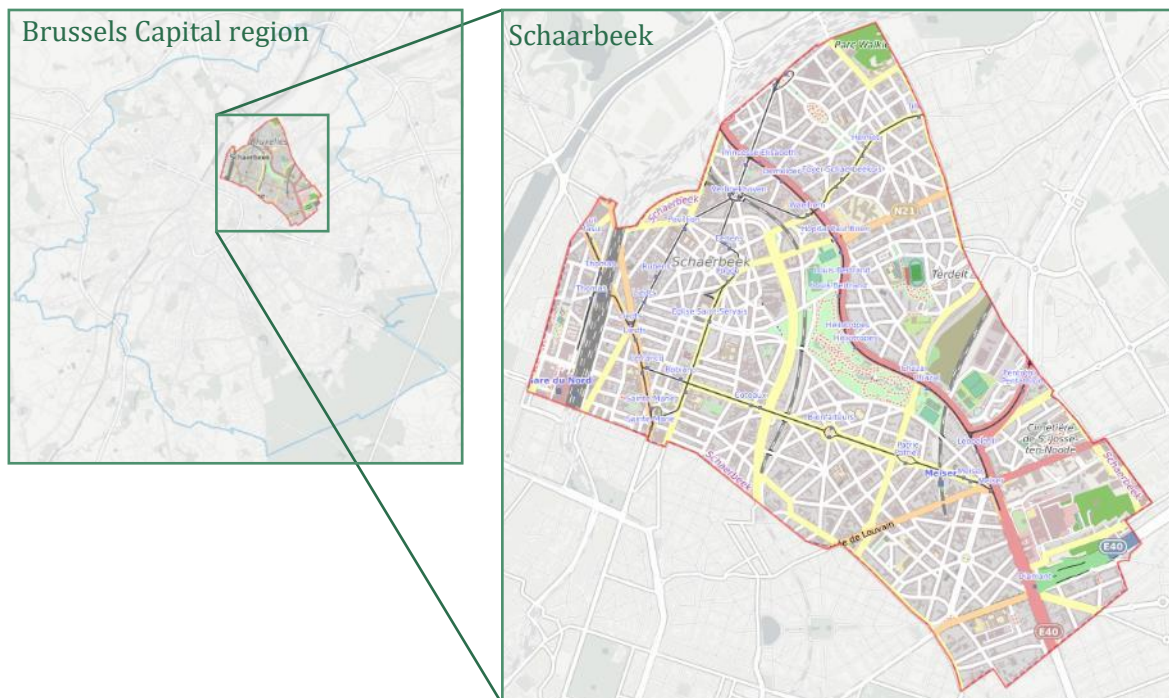


Figure 1 Brussels capital region (left) and the Schaerbeek municipality (right). Scale of detail view (right): 1: 5.000. (source: ici.brussels, based on OpenStreetMap)

2.2. Population and socio-economic profile

2.2.1. Inhabitants and Households

Between 2006 and 2016, the population in Helmet grew by 24% to 12,766 (see Table 1). In 2016, its population density was 16,934 per km². This is a little higher than the population density of the municipality of Schaerbeek, in which Helmet is located. The population density in Helmet is significantly higher than the Brussels average of 7,360. See Figure 2 for the population density in Helmet and surrounding neighbourhoods.

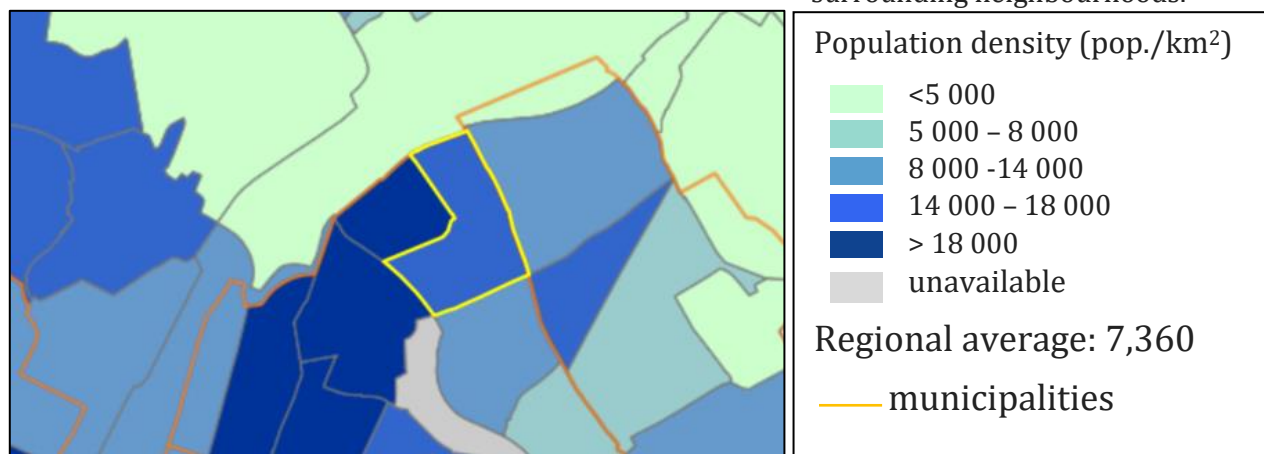


Figure 2: Population density of Helmet (marked in yellow) and surrounding neighbourhoods. (source: wijkmonitoring.brussels)

Almost a third of the population in Helmet does not have the Belgian nationality, which is less than the average in Brussels. More than half of the non-Belgians come from other countries in the European Union. About 5% of the population comes from north Africa; 2% comes from Turkey.

		2006	2011	2016
Population density (per km²)	Helmet	13 698	15 171	16 934
	Schaerbeek	13 753	14 893	16 289
	Brussels	6 313	6 751	7 361
Total population	Helmet	10 326	11 437	12 766
	Schaerbeek	111 946	121 232	132 590
	Brussels	1 018 804	1 089 538	1 187 890

Table 1: Development of population density from 2006 to 2016 in Helmet, Brussels and Schaerbeek. (source: wijkmonitoring.brussels)

Error! Reference source not found. shows the household demographics of Helmet. The average age of the population in Helmet in 2016 was 33.7 years, which is lower than the average of Schaerbeek (34.7) and Brussels (37.4). Compared to 34.9 in 2006, the average age in Helmet decreased slightly. In the same period, the share of the population below 18 years increased from 26.9% to 28.1%. This is higher than the 2016 average for Schaerbeek (25.6%) and Brussels (22.9%)

The population is young compared to the Brussels average (see Figure 3) and has a high share of children and an average amount of couples with children. Helmet has a comparatively old population

with a coefficient of 69,6¹ when it comes to the ratio of 15 to 39-year olds and 40 to 64-year olds. In Helmet the share of females is slightly higher than that of males.

Households	Year	Helmet	Regional average
Average age (year)	2014	33,6	37,4
Share of couples with children in the total number of private households (%)	2014	29,8	23,4
Share of population younger under 18 years of age (%)	2014	28,0	22,7
Aging ratio of the potential labour force (%)	2014	69,6	79,1
Sex ratio² (%)	2014	97,6	94,9

Table 2: Household demographics of Helmet compared to the regional average of the Brussels capital region. (source: wijkmonitoring.brussels)

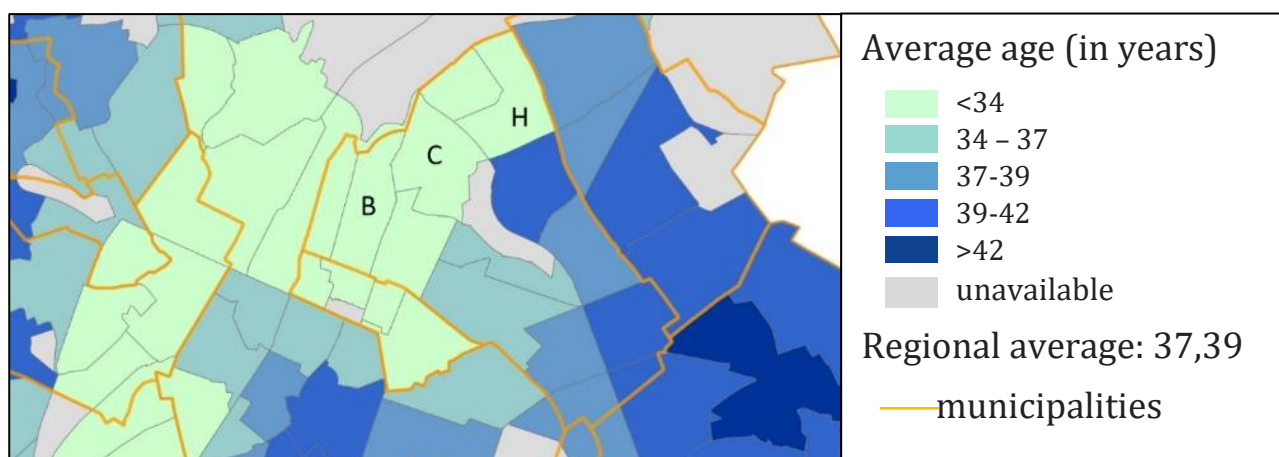


Figure 3: Average age in Helmet (H) and the surrounding neighbourhoods. (source: wijkmonitoring.brussels)

2.2.2. Multiculturalism and Diversity

With 29%, Helmet is even below the Brussels average when it comes to the share of non-nationals (see Table 3).

Migration and Diversity	year	Helmet	Regional average
Share of inhabitants with a foreign identity (%)	2014	28,6	33,1
Migration balance with foreign countries (%)	2001-2006	7,5	8,0
Share of North Africa (%)	2014	5,5	3,7
Share of Turks (%)	2014	2,1	0,8

¹ Population of working age (potential workers) divided into 2 groups: 15-39 year olds and 40-46 year olds. The coefficient measures the ratio. If this is close to 100%, this means that there is an equal share of young active members as older active members. More than 100% means that the potential workers are mainly older people.

² If this indicator is below 100, there are more women than men in the neighbourhood.

Proportion from Sub-Saharan Africa (%)	2014	2,2	2,3
Moving intensity (%)	2001-2006	82,1	64,2

Table 3: Migration and diversity demographics of Helmet compared to the regional average of the Brussels capital region. (source: wijkmonitoring.brussels)

2.2.3. Socio-Economic Profile

Looking at both overall unemployment and youth unemployment (18-24-year olds), Helmet is above the Brussels average with an unemployment rate of 27.2%. With €17 000 in median income in tax declarations it is also still far below Brussels average (see Table 4 and Figure 4).

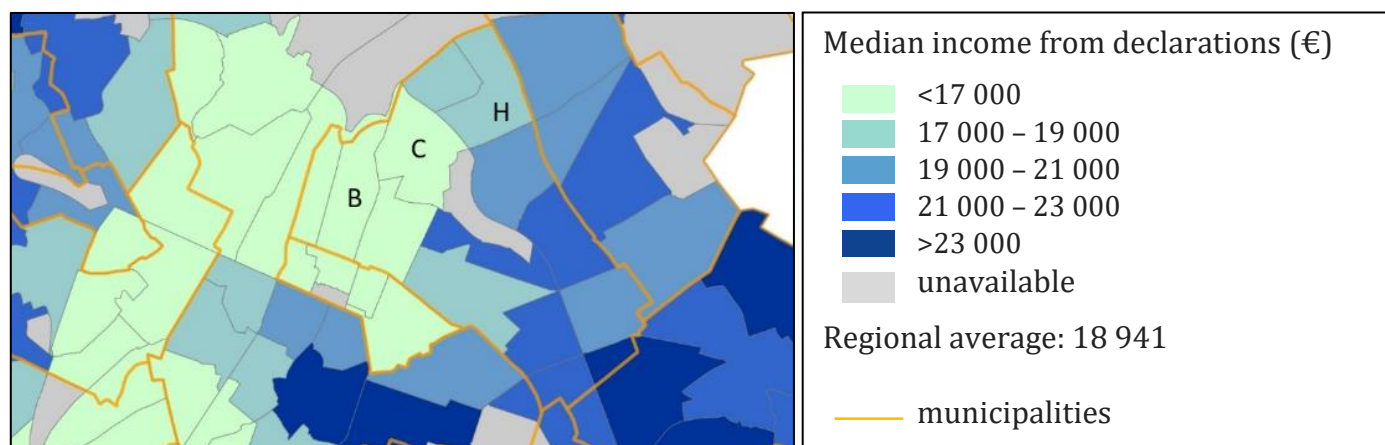


Figure 4: Median income from declarations in Helmet (H) and surrounding neighbourhoods (source: wijkmonitoring.brussels)

Employment	year	Helmet	Regional average
Unemployment rate (%)	2012	27,2	22,7
Unemployment rate of young people (%)	2012	38,5	38,1
Median income from declarations (€)	2013	17 029,9	18 941,0

Table 4: Employment structure (e.g. share of service sector employees amongst working population) in Helmet compared to the regional average. (source: wijkmonitoring.brussels)

2.3. Density, urban form and infrastructure

2.3.1. Urban Form

Helmet is one of the older neighbourhoods with typical Brussels 3-4 storey slim houses. It has wider boulevards in certain places and numerous tramlines on the streets (see Table 5).

Morphology	year	Helmet	Regional average
Height of the building (floors/building)	1997	2,7	2,8
Share of building with 5 or more floors (%)	1997	2,1	4,9
Construction rate of the building blocks (%)	2013	54,6	26,3

Share of houses built before 1961 (%)	2001	82,7	63,0
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Table 5: Morphology indicators of buildings in Helmet compared to the regional average. (source: *wijkmonitoring.brussels*)

2.3.2. Housing

The family size is significantly higher than the Brussels average. Rents are lower than the Brussels average. Back in 2001 the share of housing fitted with central heating was much lower than the Brussels average (see Table 6). This points towards lower quality housing.

Housing	Year	Helmet	Regional average
Average size of private households	2014	2,4	2,1
Average area per inhabitant (m²)	2001	31,6	35,6
Share of residential properties let by private individuals (%)	2001	71,1	72,8
Share of houses inhabited by the owner (%)	2001	37,4	41,5
Average monthly rent per property (€)	2011	531,8	640,0
Share of homes with central heating (%)	2001	58,5	74,2

Table 6: Housing indicators in Helmet compared to the regional average. (source: *wijkmonitoring.brussels*)

2.4. Infrastructure

2.4.1. Transport

Since September 1, 2018, the maximum speed in Helmet is 30 km/h. Only on one regional road (Boulevard Lambermont) the maximum speed is 50 km/h. Over one-third of the road is reserved for pedestrians, and more than 95% of the population in Helmet lives near a public transport stop (see Table 7).

Traffic	year	Helmet	Regional average
Part of the road reserved for pedestrians (%)	2014	37,1	37,0
Share of the population near a public transport stop (3 transportation modes combined) (%)	- 2015-	95,4	94,8

Table 7: Traffic indicators of Helmet compared to the regional average. (source: *wijkmonitoring.brussels*)

Two tramlines pass through the Helmet neighbourhood (32 and 5), they ride in the same tracks and have three stops in the Helmet territory: *Haard*, *Helmet* and *Tilleul*. In The north of Helmet there is a busstop (line 59) which stop at *Anatole France* and *Chaumontel*. Busline 69 stops at *Zenobe Gramme* and *chaumontel*.

There have been plans the extend metro line 3, which would give it a metro stop in the Helmet neighbourhood. But a citizen collective named 'Helmetro Riga' has heavily protested this idea. Even though the neighbourhood could benefit from better access to public transportation, it would enquire to demolish the trees which are currently standing on the square.

2.4.2. Offices

The office density in Helmet is 25% above the Brussels average of 100.000 (see Table 8).

Offices	Year	Helmet	Brussels average
Office density (m ² /km ²)	2016	101 538,7	79 056,3

Table 8: Office density in Helmet compared to the regional average. (source: [wijkmonitoring.brussels](#))

2.5.Environment

Noise levels from airplanes increase slightly towards north east. Almost 30% of the population in Helmet is unhappy with the cleanliness of the surroundings of their home (see Table 8). About 86% of the population of Helmet have access to a green space (of more than 500m² within 300m distance). The share of watertight surfaces relatively high compared to the Brussels average. Indicators for health are from 2001 and therefore outdated. In regard to self-assessed health³, the area scores well below Brussels average: about 30% of the Helmet inhabitants declared themselves not being in a healthy state compared to 27% in Brussels.

Health and Environment	year	Helmet	Regional average
Index for noise exposure: Lden air traffic (dB(A))	2006	57,6	54,5
Share of dissatisfied households about the cleanliness in the immediate vicinity of their home (%)	2001	29,8	20,7
Share of the population in the vicinity of a green space accessible to the public (%)	2012	86,1	81,8
Proportion of watertight surface (%)	2006	71,1	46,5
Annual daily average NO _x (µg/m ³)	2001	26,7	31,5
Standardized index of self-reported health	2001	1,4	1,0

Table 9: Health and environment indicators in Helmet compared to the regional average. (source: [wijkmonitoring.brussels](#))

2.6.Local Governance

Helmet is an administrative unit in the municipality of Schaerbeek, which is located in the Brussels region. Citizens vote for representatives in the Schaerbeek city council. There is no direct representation of the neighbourhood in the Schaerbeek city council.

2.7.Regeneration/renewal/development

Relevant ongoing or planned projects (e.g. new infrastructure, other ongoing living labs, regeneration, etc.) are discussed in section **Error! Reference source not found.**

³ An index lower than 1 indicates that, taking account of age and gender, more people in that neighbourhood feel healthier than the Brussels average. Conversely, an index of 1.2 indicated that in this statistical neighbourhood 20% more people feel in worse health than might be expected according to the Brussels average.

3. PEOPLE

3.1. Community and other stakeholders

3.1.1. Helmet residents

There are a few communities living next to each other in this neighbourhood. The below grouping is a generalization and simplifies a very diverse population into stereotypes. This picture emerged in conversations with residents:

The “originals”: Older, caucasian Belgians who are well rooted and connected to and proud of their neighbourhood. One Helmet resident showed some discontent with what their neighbourhood has become, “now that all those new people with headscarves moved in”, but others are more content with how it is.

The “young Belgian families”: Helmet’s housing prices have been comparatively low. Young middle-class families (well-educated with a stable job, sometimes with children) bought houses and moved to the neighbourhood in the past 20 years. They chose to make this their new home and are highly engaged in improving it.

The “eurocrats”: Due to the low housing prices and proximity to the European Quarter, people working for the EU institutions have been moving in. They seem to be less engaged in local politics and may not be fully fluent in French and Dutch. They are middle- to upper-class and their kids might be going to European or local schools. These families could be German, Polish, English, Italian, etc.

The “immigrants”: The low rent has attracted immigrants with all sort of backgrounds, without one nationality overshadowing the others. Polish working-class families, people from different Arabic countries, some Turkish people. Our impression when talking to some of them at the market was that they generally are content with the current situation. Also, they do not have time to become politically active. Making time to go to evening meetings is not feasible. Especially for the women, the language barrier is also very high.

The “youngsters of the immigrants”: Generally, materialistically oriented, they put strong emphasis on status symbol and showing off these status symbols. Youngsters buy cars and are suspected by the other segments of society to be responsible for most of the speeding.

The “youngsters of the white Belgians”: Among lower- and middle-class Belgians, the first car functions as a status symbol for which debt is taken up and which is shown off. “If you can at all afford it, get yourself a car and leave that public transport behind!”. Similarly, they might be responsible for some of the speeding and showing off their strong engines.

3.1.2. The organizers of the Brussels Living Lab

In Brussels Living Lab, the two main partners in the are BRAL and VUB:

BRAL is an established Citizen Action NGO which has supported citizen groups and participatory efforts across Brussels.

VUB is the largest public Dutch-speaking university of Brussels. Its sustainable mobility research team at the research group MOBI is the academic partner. The team at VUB has been changing over time. When starting out, there was Sofie Vermeulen, a senior researcher with ample experience of studying and engaging with Brussels working-class population. She stopped working on the LOOPER project in Initial stakeholders

3.1.3. Stakeholders in the Brussels Living Lab

The researchers and city partner did not undertake a “formal” stakeholder mapping during the inception of the Living Lab. In the beginning, BRAL activated their existing contacts in the neighbourhood. We put

a lot of time and effort into choosing the “right” neighbourhood. During that process BRAL was in contact with a few NGOs and Citizen groups. The following sections describe some of the stakeholders in the area.

3.1.3.1. *Municipality of Schaerbeek (Local Government)*

Before submission of the proposal, there had been some contact with the municipality. Reactivating these contacts and the promise of support in early 2018 was slower than expected. Nevertheless, the municipality has officially signed its support for the project, allowing municipal civil servants to join activities officially. They joined in the LOOPER workshops in February and May 2018.

3.1.3.2. *Brussels Mobility (Regional Government)*

The Regional Government’s division on strategic oversight on mobility was available for meeting at the end of December 2017. In this meeting, they provided detailed insight into the data available to them and it was discussed how they could be further involved.

3.1.3.3. *Parents committee Heilige Familie School*

The Living Lab coordinators joined the parents committee of a local elementary school in January 2018 to see what data could be shared, how they would be interested to participate.

3.1.3.4. *HelMetro*

A new metro line proposed by the regional government has been debated actively in the neighbourhood, as the new line is proposed to have a station in the neighbourhood. Citizens formed groups to push for certain interests (where the exit goes, into the park or into the church, to also keep the tram).

3.1.3.5. *1030/0 Schaerbeek*

1030/0 is a citizen group that formed after a string of deadly car accidents in Schaerbeek. The name of the group refers to the postal code (1030) and zero traffic deaths. Some of the individuals in this group overlap with the Parents of Heilige Familie and with HelMetro. The group has potentially pushed the municipality of Schaerbeek to implement a general Zone 30 as of September 2018.

3.1.3.6. *La Gerbe AMO*

La Gerbe AMO is a Francophone professional social service offering help to children between 0 and 18. One of the social workers was present at our initial meetings. He remarked that the LOOPER audience overlapped very little with his audience.

3.1.3.7. *Further Stakeholders*

Other connections emerged after the kick-off had taken place:

- **Brede School**
A public building that houses different public services, including a school. Its activities are geared towards children in the neighbourhood. It focuses on networking and embracing different cultures.
- **Apero Square Riga**
A citizen initiative that organises a weekly pick nick in the park during the summer months.
- **GRACQ Schaerbeek**
A non-profit association that represents cyclists in Brussels. Voluntary without political affiliation and focused on the French-speaking part of the Schaerbeek population.
- **Fietsersbond**
Similar as GRACQ but focuses on Dutch-speaking cyclists.
- **OCMW/CPAS 1030**

The center for social welfare run by Schaerbeek municipality.

3.2.Engagement strategy for stakeholders

What **entails a good engagement strategy for the Brussels team?**

- Encourage people to join face-to-face events
- Aim for direct deep conversation with those whom you will not activate to come to meeting
- Encourage people to use the online tools
- Set-up and run “awesome” events so that people will like to come back. Such “awesome” entails
 - Challenging discussion (debate should not gridlock, but yet enough views should be around the table that individuals are encouraged to push their view a bit)
 - Clear structure and goal (people will have a better sense of accomplishment and be more focused if it was made clear where things were going)
 - “Fun”: This is in their free time. Ideally people are afraid they will miss out on something if they are not coming.

Which psychological aids can we use to get people engaged?

- For citizens to learn and be engaged long-term, they need to somehow feel ownership of the project. “LOOPER” should be theirs, not ours.
- For citizens to be engaged long-term, they ideally enter into an implicit social contract with the rest of the group. Thoughts before a meeting should be: “The others expect me to be there. I want to be seen by them as an engaged citizen who supports our cause. Therefore, I will make room for this in my agenda.”.

4. PRIORITIES

4.1.Tangible priorities

The following priorities have been identified as initial ideas that could be addressed by the LOOPER learning lab. These priorities were identified using BRAL’s network in the neighbourhood, as well as during meetings with Schaerbeek municipality and the Brussels ministry of mobility.

4.2.Traffic on Helmetsesteenweg

Most of the problems voiced by citizens are around mobility. The neighbourhood has a very congested high street: the Helmetsesteenweg/Chaussee de Helmet. It is narrow and has a lot of traffic running through it. There are two lanes, each with a tramline and a bike path.



Figure 5. Parking on Chaussée de Helmet/Helmetsesteenweg

However, cyclists have to stay in the middle of the street due to the tram rails. The street is uphill in parts, slowing down cyclists and causing cars to make dangerous overtaking manoeuvres.

In addition, the tram of course also stops every few hundred meters. And since it is a shopping street, there are also a number of pedestrian crossings.

To the left and right of the street lanes are parking strips. People from the neighbourhood go shopping there by car. The sidewalk on both sides of the street is quite narrow. Overall, the street has a cramped, loud, slightly dirty, and chaotic feel.



Figure 6. Shops in Chaussée de Helmet/Helmetsesteenweg

4.3. Access to schools along high street

There are also four elementary schools with elementary aged kids along the Helmetsesteenweg. There are many parents actively pushing for more street safety measures to ensure safety for the kids.



Figure 7. Schools in Helmet

4.4. Park Huart Hamoir

To the north of the high street there are a number of green spaces. However, they are intersected in multiple spots by streets and are underutilized. They are currently not designed in a way that one could walk down the length of the green space. In the centre, there is a playground used heavily. To the north, the green space ends at the quiet square in front of Schaarbeek train station. This square is also used by kids to bike and play.



Figure 8. Playground in the Huart Hamoir park



Figure 9. The Huart Hamoir park

4.5. Other topics

- **Underutilization of Schaerbeek station:** There is a train station to the north of Helmet, and some local trains stop there. Yet, it feels disconnected and underutilized. Improving the connection between the neighbourhood and Schaerbeek station was voiced as a priority during one of the workshops.
- **Air quality** has become a generally pertinent topic across all of Brussels. In Helmet in particular, no action group has formed but awareness of the topic is high. One participant mentioned air quality as their priority during a workshop.
- **Noise caused by landing airplanes:** The major landing funnels of the nearby Zaventem Airport go over this neighbourhood. In the past there were some discussions and strong fights about changing the approach routes.
- **Save Square Riga:** Preventing the destruction of a small park (Square Riga) by the construction of a new metro station. Some citizens push for the entry and exit to be instead the adjacent church which is already partly desacralized. Most of them do not want the metro station at all.
- **Save the tram line 55/32:** As a consequence of the new metro line, there are fears that the existing tram will be removed. This tram is known to be quite crowded and it moves relatively

slowly through congested streets. The tram is mostly used for travels of less than 2 km. Some citizens believe that their mobility is reduced if the tram is replaced by a metro because the



distance between metro stops are bigger than tram stops.

Figure 10: Tramline 32 in Brussels and Helmet

5. PLATFORMS

Platforms describe the places or spaces where citizens can engage with the Brussels LOOPER Living Lab.

5.1. Chosen locations of meetings

We tried to find a neutral space, where the lab can take place. The location of the first two meetings was at the **Babelmet Cultural Café**. It is centrally located in the neighbourhood. However, especially considering food and drink, the café would be quite expensive in the long term. Therefore, the meeting in May and all subsequent events took place in an **elementary school** (Champagnat) from which only few parents had become active. It was meant to widen the public.

NextHamburg's⁴ guidelines suggest to hold events in locations that make curious and are an event by themselves (like a church, historical buildings etc.). We took this up: in July, we joined an existing outdoor evening gathering of neighbourhood for **apero and wine in the park** for our data collection kick-off.

5.2. Online tools

We intend to use the geotagging application developed by IUAV. We are intending to collect and display ideas online using the Wordpress theme NextSeventeen by NextHamburg as well as the MAMCA software for the evaluation of the co-designed solutions.

⁴ https://issuu.com/nexthamburg/docs/nexthamburg_buergervision_online

5.3.Offline tools

We aim for a structured sequence of evening workshop sessions. There will be around two sessions per stage of the co-creation process. These workshops so far started with the group sitting in a big circle and receiving input or discussing the results of former sessions. The second half would then be a small group activity before the group would come back together to present results to each other towards the end.

The following tools have been used until June 2018:

- the network circles
- post-its to collect and group ideas
- a big A0 map of the area so that people can point out things
- Google street view print-outs
- a big timeline poster
- inspiration wall of data that other projects have collected

5.4.Data

The data collection plan for the Brussels Living Lab has not been static but evolved over time. The following sections contain two different instances on planned data collection in order to show the development of the implementation plan over time.

5.4.1. Data collection Plan January 2018

The Brussels Living Lab is currently at the phase of the “identification of problems inside the living lab” therefore cannot confirm the data needs which are dependent on the final selected location of the ULL and the problems that the citizens propose. However, it will most probably be a combination of quantitative data (noise and/or air quality and/or traffic) and qualitative data (pictures, sound, video).

The Living Lab organisers expects the questions “Which data would we like to collect?” to only be treated by late March 2018 within the living lab. Until then, the below is only an informed estimate, rather than the actual choice of data to be collected:

Relevant government data comes from: <https://data-mobility.brussels/fr/>, formats available are HTML, WFS, GeoJSON, CSV.

Only one of the following topics will emerge as main theme of Living Lab:

- Safety on the way to school:
 - mapping of typical routes to school and highlighting of any spots perceived as dangerous
 - speed limits of streets (feed-in of government data)
 - Location of traffic lights, official crossings (feed-in of government data: <http://opendatastore.brussels/fr/dataset/traffic-lights>)
 - reported accident rates (feed-in of government data)
- Managing different uses along high street shared by bus, tram, cars, biker, parking, pedestrians
 - Current allocation of space along high street amongst the various means of transport and /or space dedicated to parking
- Rethinking the design of public space around a church and park located next to the high street
 - Analysis of pedestrian activity to reorganized calmed sections of streets around church and adjacent park
 - Parking occupancy rate (realtime in DatexII: <http://opendatastore.brussels/fr/dataset/parking-occupancy>)

Below therefore a hypothetical set of possible issues covered in Brussels:

- Travel behaviour and usage of public space
 - Usage of public space: Observations by ULL participants, recorded on map
 - Routes to school/cycling routes: Collected through interviews with passers-by, asked to draw their current trajectory onto a map.

- Traffic
 - Bicycle paths (gov data)
 - Location of Traffic lights (gov data)
 - Parking occupancy (realtime; static averages at 11am; static averages at 10pm)
 - Degree of congestion (gov data)
 - Accident rates (gov data)
- Urban Space
 - Allocation of space to different means of transport (might be available a government data but could also require drawing shapes)
 - Space dedicated to parking (might be available a government data but could also require drawing shapes)

6. PROCESS

In the following section we lay out the structure and content of the process already completed as well as the planning going forward. We chose to document the evolving plans, and rough implementation plans were revised and rewritten multiple times. The “Planning in ...” sections lay out the implementation plans at various stages of the project. For a better overview, however, each section starts with a summary of actual achievements in bullet points and Table 10 summarizes all activities that took place.

A big chunk of the implementation is to choose appropriate and engaging workshop content. Where applicable, we have also included the workshop activity ideas we shortlisted for the Brussels Living Lab and were or are intending to use during workshops. In the subsequent reports on our Living Lab we will describe our experience with these exercises.

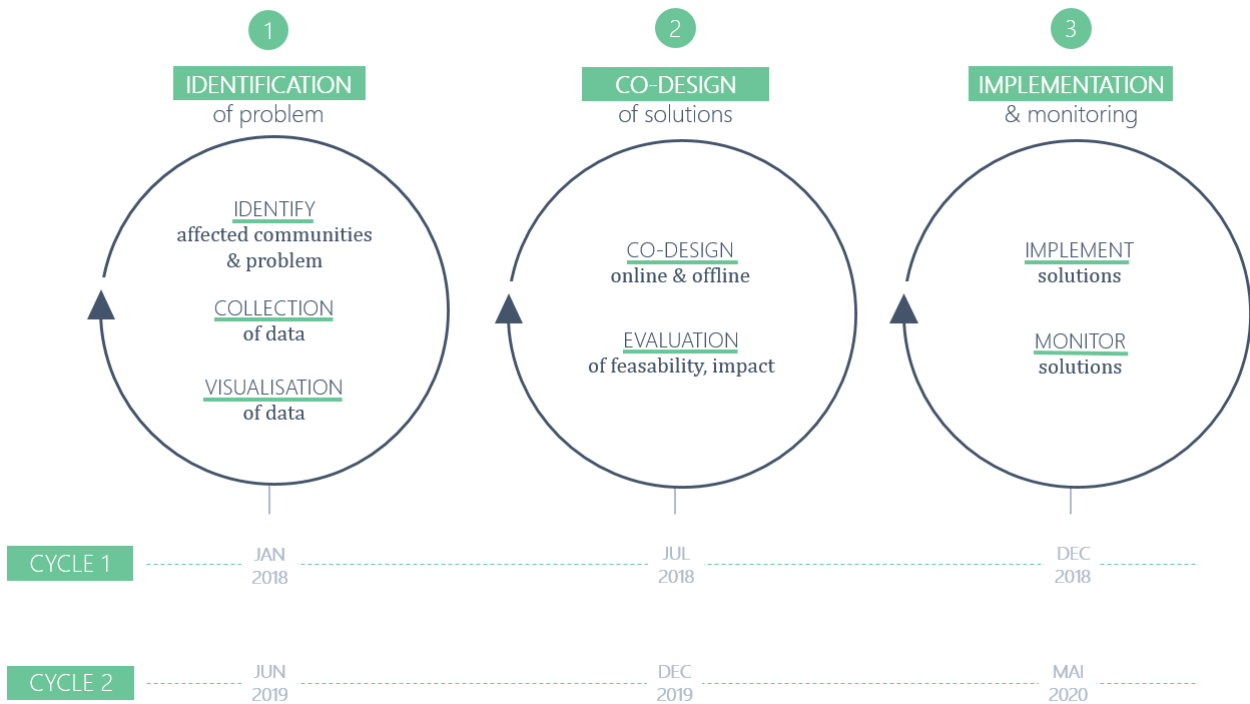
6.1. Implementation timetable

What?	Workshop #	Date	No. of participants		Key Result
			Citizens	Employees	
Scoping session Brabant		Nov 2017	8	3	
Scoping session Helmet		Dec 2017	8	3	
Meeting with Bxl Mobility		Dec 2017	2	3	
Meeting with Parents Ass. Heilige Familie		Jan 2018	3	2	
Meeting with Schaerbeek Commune		13 Feb 2018	3	3	Commune will bring project under attention of citizens.
Kick-Off Looper	1	8 Feb 2018	14	4	Participants will spread the word about LOOPER.
Workshop engagement strategy	2	25 Feb 2018	2	3	Organiser to improve outreach campaign.
Market Helmet		Apr 2018		1	

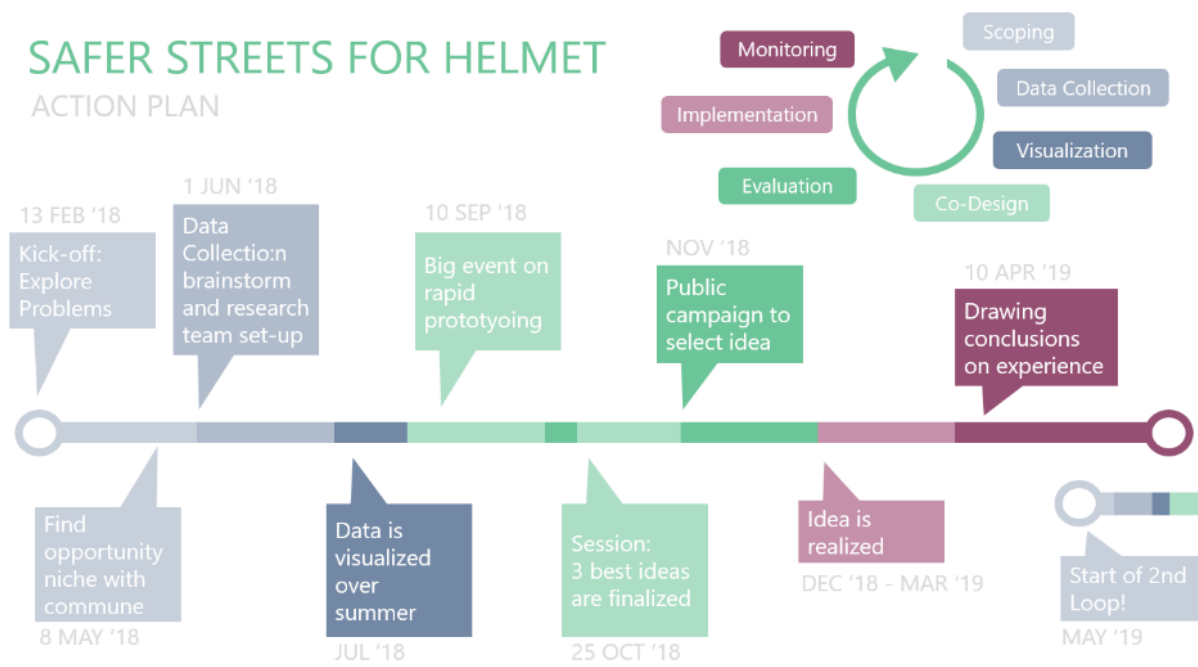
Market Helmet		Apr 2018		2	Around 30 flyers handed out after conversation
Meeting SUCIB		27 Apr 2018	3	3	Explore Linking Projects
Reopening Square Apollo		2 May 2018		2	LOOPER stand at the reopening of a square in Helmet : Organisers spoke to 20 inhabitants about the project, as well as with local NGO's.
Workshop on data collection I	3	9 May 2018	15	3	Organisers to research possibilities collecting data suggested by participants.

Table 10: Activities undertaken in Brussels Living Lab

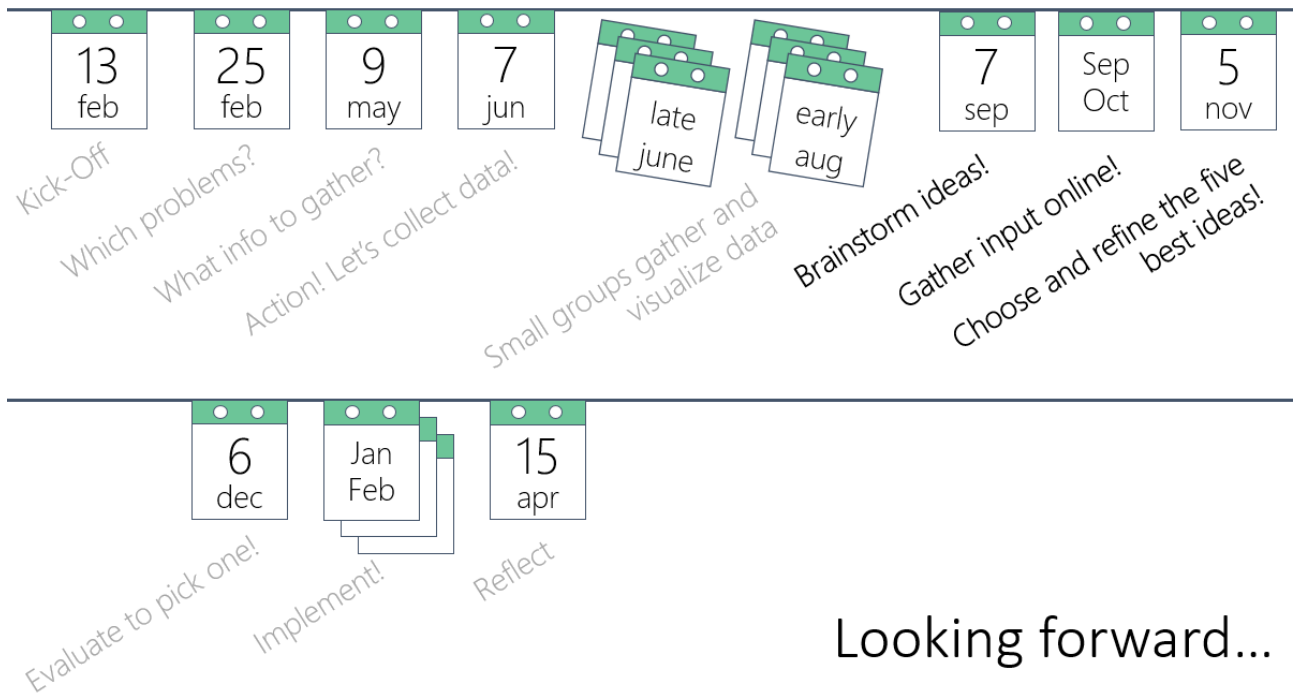
6.1.1. Timetable Version in December 2017



6.1.2. Timetable Version in April 2018



6.1.3. Timetable Version in May 2018



6.2. Scoping and Problem Identification

Achievements of scoping stage:

- Meetings and phone calls with various stakeholders
- Preliminary scoping meeting in Helmet with active citizens: "What are the most pressing issues in this neighbourhood?"
- Kick-Off: Informative session and brainstorm on "Who else should we get involved in this?"

- Continuous follow-up with all participants via phone

Achievements of problem identification stage:

- Stand at market and at event with map for people to indicate problematic spots in the neighbourhood
- Diversify participation and views by also joining existing groups: a mini workshop with Muslim Mother on the problems they see
- Evening workshop activity: "Prioritise, what are the 3 most pressing issues around mobility in Helmet?"

6.2.1. Planning in December 2017

On 6 December 2017 a meeting between BRAL and VUB-MOBI was set up to create outlines of how to set up the living lab. We had at this point chosen that we would want to work in Helmet. Since Florence would be gone most of January 2018, it was time to decide on a path to get started before Christmas.

The Marketing Strategy determined back then:

- **Snowballing contact points:** Start with one person, ask them what they think and let them name anyone else that comes into their mind that would be a good contact point. Ask them to ideally refer you to someone else or give the contact details. Especially useful when going beyond the already active educated middle-class
- **Going to existing meetings/events and introducing LOOPER:** HelMetro, YouthCentre, Parents' meeting at school, women's groups, school doors, opening event of the new Appolo Square
- **Design of flyers** advertising the info session on Tuesday, 13 February 19-21h and the first workshop on Sunday, 25 February 11-17h and
- **Distribute flyers:** flyering houses and leaving flyers in shops
- **Contact existing actions groups, committees, etc.:** CPAS, GRACQ, Mobilution, 1030/0, Mobilité 55, Maison de Quartier Helmet, Imagine Collignon, Ezelstad, Aiddess, Foyer schaarbeekois, schools

6.2.2. 13 Feb 2018 - Info-Sessions Kick-Off

6.2.2.1. *Planning*

Content:

- Give interested citizens overview of LOOPER:
 - The concept of a Living Lab
 - The LOOPER project and team
 - The timeline and process
 - The software to be employed
 - The way of working that will take place within the Living Lab
- Provide time to answer any questions:
 - Which area is covered?
 - Who can participate?
 - See who else seems to be joining?
 - What sort of solutions could this be aimed at?
 - Is the government on board for this?
- Hand out flyers for them to become pioneers and spread the word to their acquaintances about the project.

Goal: Give citizens enough input so they can make up their mind whether to join and resolve anything unclear so that the subsequent workshop can start to dive right into content.

Details:

Icebreaker: What is on your set of keys? (15 min)

Presentation (30 Min)

Activity: Rings of Connections (30 Min)

(p.9 in <https://www.frogdesign.com/wp-content/uploads/2016/03/CAT 2.0 English.pdf>)


Discussion on who contacts whom (15 Min)

6.2.2.2. Activity - Co-empathize: Understanding others and building a group

Understanding other participants


RINGS OF CONNECTION

Discover which people in your community can help your team with specific challenges.

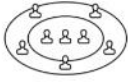


TIME	ROLES	MATERIALS
30 min. for a team of 3 people; add 5 mins. each additional person	Participants 1 facilitator	Printer paper and pens Optional: stickers, photos, markers, sticky notes


1. Form Teams
Get into teams of three people. Hand each team a piece of paper and ask them to write a question they're trying to work through at the top of the page. Then draw a circle in the center of the page that contains the names of the team members.



2. Identify trusted people
Have each team write around the first circle the names of people they'd reach out to first for help. These could be trusted friends and family members. Draw a larger circle around these names.



3. Identify other connections
Write the names of individuals the team would reach out to if the first group of people weren't available. Draw a larger circle around these new names. Then have each team look at their initial question and review their network of relationships.



4. Pick who you want to talk to
Ask team members to place a star next to the people they'd most like to talk to about their question. Write down what the team might learn by speaking to them. When all of the teams are done, put the diagrams up on the wall so everyone can see them. Repeat this exercise for any other questions you need to answer.





Figure 11: Rings of connection, a tool to find out which people in your community can help with specific challenges. (Source: <https://www.frogdesign.com/wp-content/uploads/2016/03/CAT 2.0 English.pdf>)

6.2.2.3. Activity - Ripple Effect: Potential Impact

RIPPLE EFFECT

Decide what kind of impact you want your group to have – from improving people’s lives in your community to changing your country or the world.



TIME

30 min. for a team of 3 people; add 5 mins. for each additional person

ROLES


Participants
1 recorder
1 facilitator

MATERIALS


Printer paper and pens
Optional: camera, markers

- 1. Divide into teams**


Form teams of three. Hand each team a piece of paper and ask them to write the problem they’re trying to solve at the top. Then draw a circle in the center of the page that contains the names of the group members.


- 2. Write the effects on individuals**

Have each team imagine what would happen if their problem were solved. Then write around the first circle the effect that would have on those closest to them (family, coworkers, or friends). Draw a larger circle around these names and label it ‘individuals’.


- 3. Write the effects on community**

Add another circle and label it ‘community.’ Again, imagine if your problem were solved, and write down the effects that would have on the community. Draw as many circles as you need for effects on your city, nation, or the world.


- 4. Share the Ripple Effects over time**

Have the teams post their papers and discuss the similarities and differences. Choose a circle to focus on and the effects you’d like to see. Write these on a clean sheet of paper along with a timeline of when you’d like to see this happen. Put this sheet on the wall so the team can use it later.





Figure 12: The ripple effect, a way of deciding what impact you want your group to have. (source:frogdesign.com)

6.2.2.4. Activity - World Café: Conversations on Key Questions

Host a World-Café around key questions.



INNOVATION

World Cafe

World Café is a simple yet powerful method, originated by Juanita Brown, for enabling meaningful conversations driven completely by participants and the topics that are relevant and important to them. Facilitators create a cafe-style space and provide simple guidelines. Participants then self-organize and explore a set of relevant topics or questions for conversation.

Resources: <http://toolbox.hyperisland.com/world-cafe>
 Detailed description and process with checklist on p141-151 in http://archive.unu.edu/hq/library/Collection/PDF_files/CRIS/PMT.pdf

6.2.3. 25 Feb 2018 – 1st Weekend workshop

6.2.3.1. Plan

Sundays in a meeting room above a cultural café, starting with a brunch. In Belgium, on Sundays, many kids have boy/girl scouts activities the whole day and parents are free.

Icebreaker: Room functions as a map of the neighbourhood (Determine North, West, South, East and main street) and everyone stands where they live. We go around for each one to introduce themselves plus everyone can talk about how they travelled to the workshop that morning.

An urban Lab in a day: Follow the Urban Living Lab Kit guidelines for a 1-day workshop to answer the following questions in groups of about 8:

- Why do we want an urban lab?
- Which tangible results do we wish to obtain?
- How does the city as a whole benefit from these results?
- Who do we need to involve?
- What do they get out of the lab?
- Where do we best position our lab as an organisation?
- Where do our lab activities take place?
- How do we communicate within and about our lab?
- How do we fund the activities of our lab?
- Which activities should our lab carry out in order to achieve this?
- Which key roles does our lab fulfil?
- What would we like to learn through our lab?
- How do we want to learn?
- How would we like to develop the urban lab in the long term?

Goal: Let the participants take ownership of the project and become pioneers. They laid the groundwork and can now take on reaching out to further expand the scope of participants.

To be seen during workshop: Depending on group size and dynamics, it might be appropriate to already find groups of volunteers amongst the pioneers to take on certain responsibilities like:

- further digging into the possible answers to some of the above questions
- making new flyers and disseminating them / online campaign

6.2.4. 25 Mar 2018 - Second Living Lab Workshop

After the small crowd at the previous workshop, we scrapped all further workshops, feeling like we would have to go back to the drawing board. Florence encouraged the idea to invite the municipality and use their presence to increase participation. In addition, getting an update by the municipality about all ongoing things seemed a good idea.

A new event was scheduled for the 9th of May with a lot of marketing prior to the event. This was meant to be the transition to the data collection phase.

The event would have again been held on a Sunday. The event was planned as follows:

1. 1 ½ Hours: **Thinking long-term**

Thinking broadly within the Helmet context about the future of Mobility using “Mobility is a serious game”

2. 2 hours: **Scope the problems perceived by the group.**

Everyone gets 4 red post-its to put down problems and 2 post-its for things that they see developing positively at the moment.

Everyone gets two minutes to add their post its to the wall. This takes place in the full group. Everyone needs to have the chance to express their concerns to everyone else.

Facilitators then aim to group them (only if participants agree to suggested groupings). In the end a few themes and few sub-themes should emerge.

3. 2 hours: **Finding a vision and mission statement**

In order to stay positively minded and focus on communalities amongst the experienced problems, aim to come up with a vision for the neighbourhood as a whole and/or Chaussee de Helmet and with a mission statement for the Living Lab:

To give an example, this could be “Safe streets, safe children” as the vision for Helmet and “To develop a safe and healthy neighbourhood through collaborative planning, and building bridges amongst citizens” as the mission for the Living Lab.

Goal of the day: to define within one day, the most encompassing compromise within this group about the space: what can we all agree on so far?

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