



ANNUAL REVIEW 2023



DEAR PARTNER,

First of all, we send you the very best wishes for 2024! This coming year, we would like to invite you to work with us again in our living lab in Amsterdam North. A lot has happened in our lab in the past year. Below you can see an overview of some of the many activities and special moments that took place. We also look ahead to 2024 to give you insight into the new challenges that students, researchers and partners in the field will be working on in February. **Curious? Read more!**

NETWORK



Network BSMP

Last year, we started organising network meetings for BSMP (Buikslotermeerplein) for various network partners, who care about this square. The aim: to ensure more connection, cooperation and knowledge sharing between the network partners. **Read more >**



Visit from Jenny Andersson

Regenerative Place-sourced Designer Jenny Andersson visited our lab and the local ecosystem. We exchanged ideas and practices in the field of regenerative placemaking & tourism. Jenny is scheduled to join us again in April 2024. **Read more >**



ENSUT

23 May 2023 saw the launch of our Expertise Network Sustainable Urban Tourism (ENSUT), an initiative of the Urban Leisure & Tourism Lab Amsterdam and Rotterdam. **Read more >**

RESEARCH



Professional Doctorate (PD)

Our Lab Lead, Roos Gerritsma, has been awarded funding from SIA until 2029 as a Professional Doctorate candidate. With her PD, Roos is focusing on how Amsterdam can develop tourism in a regenerative way. Amsterdam&partners and the City of Amsterdam are the involved partners. **Read more >**



From concept development to value creation

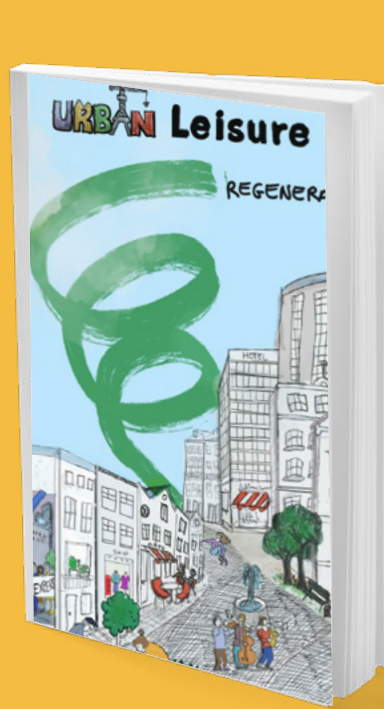
The lab is committed to providing students the space to give tangible form to their ideas, alongside concept development. Lecturer researcher Jeroen Jager is exploring ways to make the most of collaborations with partners. **Read more >**



Place exploration & sensemaking tool

The lab asked lecturer researcher Esther Bouw to research the application and use of the place exploration & sensemaking tool developed by Roos Gerritsma. **Read more >**

PUBLICATIONS



Living labs & regenerative placemaking

Roos Gerritsma co-authored an article on living labs with fellow researcher Dominique Hes from Australia. Roos and Dominique have both set up living labs. **Read more >**



Learning in living lab

Learning director Zac Woolfitt, along with colleagues from Inholland University of Applied Sciences and Artevelde Hogeschool Ghent (Belgium), has written a book about learning in a living lab: Learning in a living lab, Knowing what to do when you don't know what to do. **Read more >**



Amsterdam & over tourism

A team of researchers from Inholland University of Applied Sciences has been involved in the EU Overtourism project SMARTDEST for 3.5 years. One of the publications is by lecturer Guido Stompff and associate lecturer Roos Gerritsma: Who is at Amsterdam's policy making table? **Read more >**

EVENTS



SMARTDEST Barcelona

Last September, the final SMARTDEST conference took place in Barcelona. Roos Gerritsma presented her insights regarding the development of new tourism policies at this conference. **Read more >**



Prototype market

Students organised a prototype market on Buikslotermeerplein in Amsterdam North as part of their product testing in our lab. Network partners and visitors to the square provided their feedback on the prototypes. **Read more >**



Jam sessions

During jam sessions, our students pitch their developed concepts to various network partners. After each session, we organise a networking reception; the ideal opportunity to meet other partners and share knowledge. **Read more >**

EDUCATION



Graduate students

In 2023, we supervised graduation students: Andromeda Achiaa and Mariam Saleh. During 24H Noord on 13 May 2023, Mariam organised a workshop 'Make your own terrarium'. Andromeda realised the concept 'The story bench' at Buikslotermeerplein. **Read more > and listen to the stories on Spotify (in Dutch only) >**



Minor with impact

Every semester, (international) students from different bachelor programmes from inside and outside our university follow a minor in our living lab, making an impact by solving real challenges. **Read more >**



100 days at the lab

100 days in the lab is a rollercoaster of amazing experiences. Together with students, network partners, researchers and community, we look back! **Watch the video >**

WICKED PROBLEMS



TRANSFORMATION AMSTERDAM NORTH

Wicked problems

A video explains how the lab works with students, teachers, researchers and network partners on complex challenges ('wicked problems') in the field of urban tourism. **Watch the video >**

Activation on BSMP

In February 2023, students launched the challenge 'Transform Buikslotermeerplein into a vibrant, attractive and safe place'. After a five-month journey, the students delivered cool concepts. **Read more >**

Community Building

In September 2023, students started working on not one, but four new challenges in collaboration with various network partners. Meanwhile, the final concepts have been delivered by the students. **Read more >**

Home in North

From February 2024, we will again start our minor with a new group of (international) students. The partners are Tours that Matter, Warm Welcome, shopping center Boven 't Y, Municipality of Amsterdam North and amsterdam&partners. We will work on the challenge 'Home in changing North - stories and tours as bridge-builders'. **Follow our website for the latest news >**

LAB TEAM + STUDENTEN



Team day

Twice a year, the lab teams of the Urban Leisure & Tourism Lab Amsterdam and Rotterdam come together to share knowledge. In April, the team day took place in Amsterdam. **Read more >**



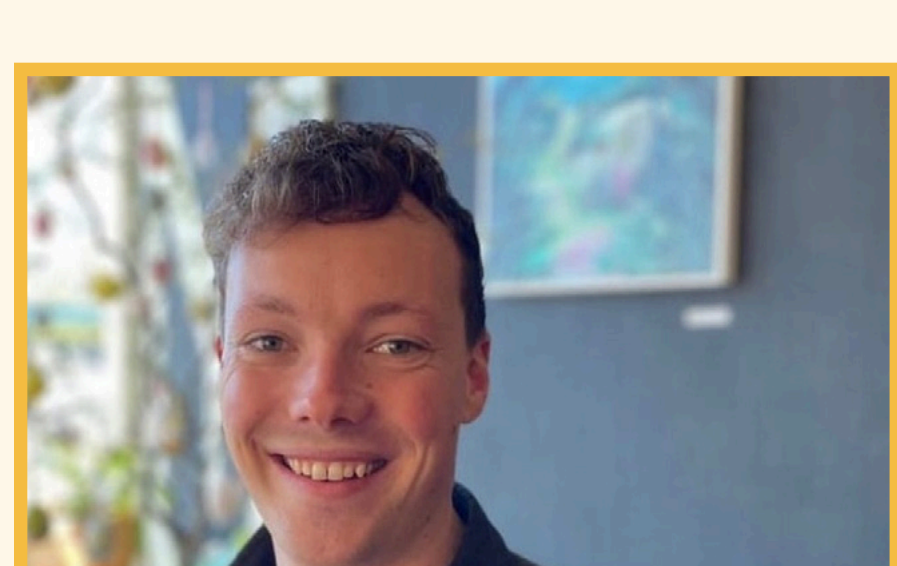
Mireille makes the difference!

Our lab colleague Mireille Middelhof is in the spotlight of the Inholland campaign: the difference is in us. Besides being an excellent coach, Mireille is also a role model for students of colour. **Read more >**



Change of team

The Urban Leisure & Tourism Lab Amsterdam waves goodbye to two colleagues: Babet de Hoon and our lab coordinator Jolanda Möller. From February, Ellen Bulthuis will join our team as new lab coordinator. **Read more >**



Students share experiences

Following a minor in a living lab like the Urban Leisure & Tourism Lab Amsterdam is a unique learning experience and different from having lessons at school. Students share their experiences. **Read more >**



Alumni in the lab

We are always glad when former students return to visit our living lab, to share their personal learning experiences with current students in the lab. Alumni Hamideh Shojaei and Mirela Mihaela Agachi from the international Tourism Management bachelor's programme of Inholland visited recently. **Read more >**



Community Contribution

Students not only learn all about researching, designing, testing and delivering creative concepts. They also give something back to the community of Amsterdam North. This is an important part within our minor. **Read more >**