

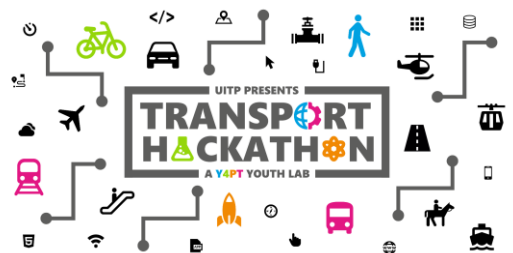
2020 Hackathon Breda University of applied sciences

Topic: People & cities

Where: BUas (innovation square)

When: 23-24-25 January 2020

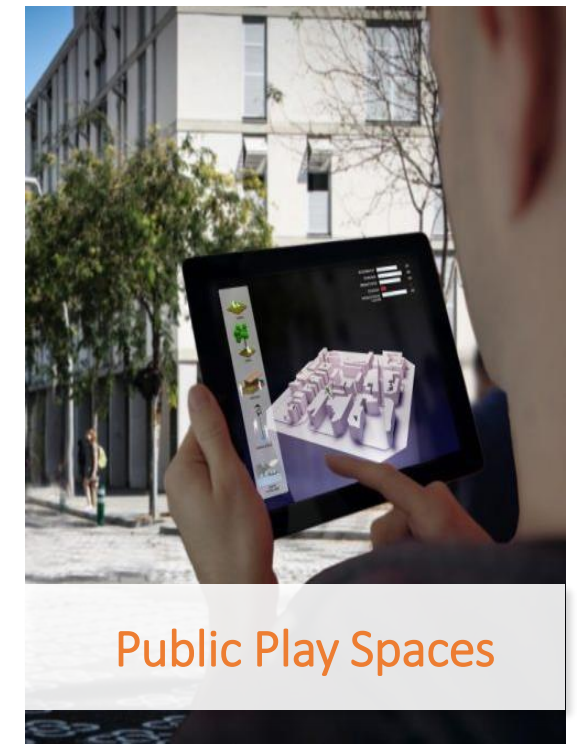
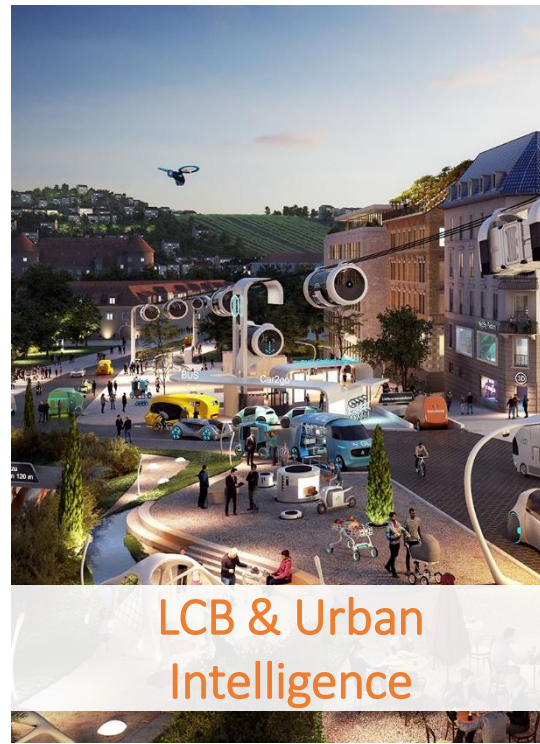
Learn more, save the date and sign up!



Co-funded by the
Creative Europe Programme
of the European Union







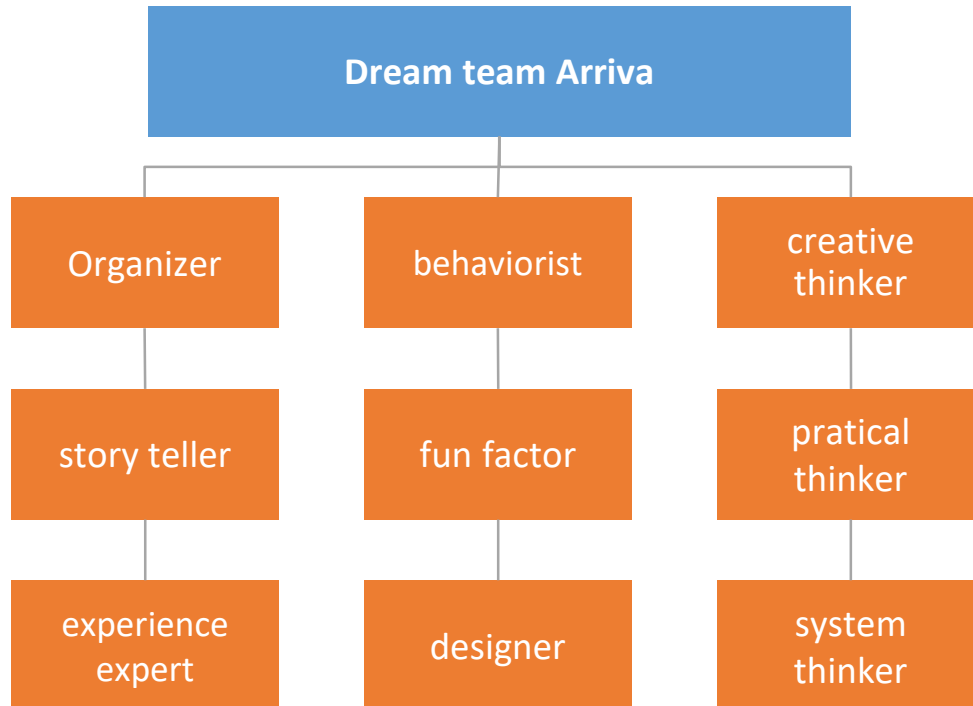
3 Industry challenges, 3 days time, are you in?

- Get selected as most talented participant of the hack and win a spot for the global hack in Dubai (all-inclusive)
- Cool group-prizes for the best teams selected by professional jury (1st , 2nd 3rd)
- Showcase your idea on a national conference (network opportunity)
- Participate with your idea in “best Public Transport idea 2020” and win € 10.000 start-up funding

LEARN MORE

[Click here](#)

Team: Arriva



A challenge sponsored by:



Next gen bus services

Introduction

Public transport services are the backbone that keeps our society running. Millions of people use bus, train, tram and metro services as part of their daily travels. It is an efficient way to transport many people at the same time and to provide a basic level of accessibility to all people in the Netherlands. In combination with the active modes (cycling and walking) as well as new shared mobility services the potential of public transport in sustainable, healthy and inclusive cities is clear. Arriva is constantly exploring how to improve their bus services by optimizing the added value of their services to travelers as well as society (inclusive, sustainable and affordable). *The traveler does not exist, nor does the ideal bus service exist.* Society is changing fast and so are the needs and wishes of different user groups. Arriva wants to distinguish different types of bus services more clearly to match their function as well as user groups.

The challenge

You might think that all buses are pretty much the same. But there is a clear distinction between different bus services within a public transport network. High capacity, direct and high-quality services are offered on the so-called high demand A-lines. The A-lines are fed with travelers by city- and regional bus services (B-lines) which are easily accessible and affordable. For people living in highly rural areas and specific user groups flexible transport solutions are provided to guarantee access to public transport (C-lines).

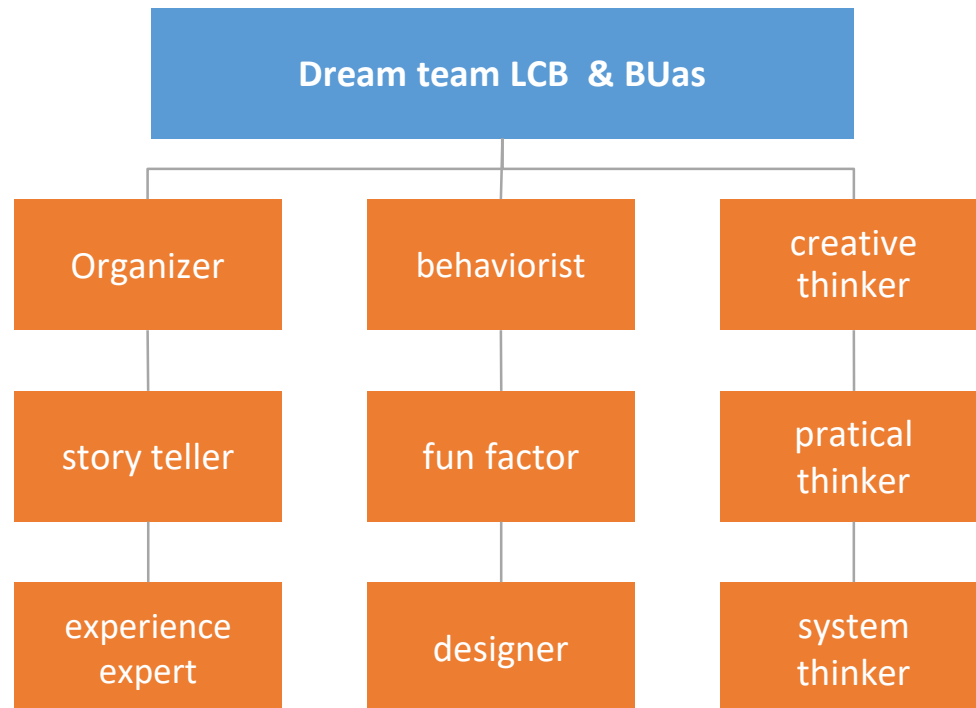
The concepts of A- and C-lines are very clear and usually easily understood by travelers. The B-lines do not have this clear proposition, even though this is the biggest part of the Public Transport network. That is why Arriva is challenging you, as heavy users of public transport, to develop an easy to understand and future proof concept for this type of bus service. The core value within the strategy of Arriva should be included in the concept: Social Responsibility, Diversity & Inclusiveness and Sustainability. Thom Lageveen (Programme manager New Mobility at Arriva) is mentoring the dream team!



SIGN UP FOR A TEAM

[Click here](#)

Team: LCB & Urban Intelligence



A challenge sponsored by:

Hubs, places and people

Introduction:

Every city around the world wants to be livable, accessible and environmentally friendly. With increasing CO2 emissions and increasing traffic volumes, cities must take immediate action. Sustainable mobility and city logistics are crucial for success in this matter.

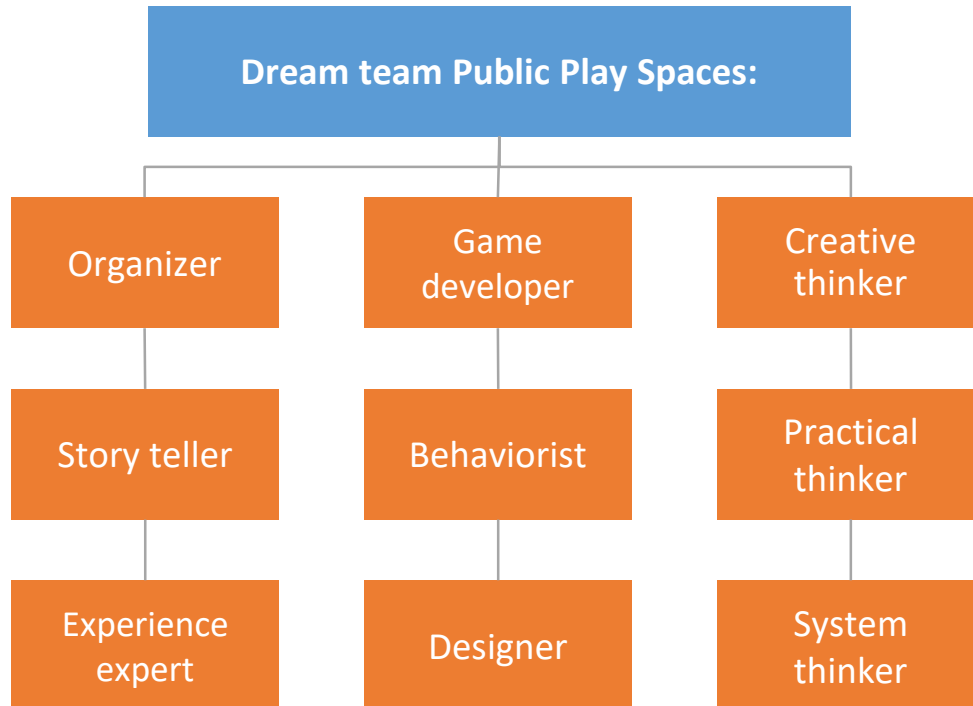
To achieve this, cities base their hope on several concepts such as environmental zones, sustainable city logistics and mobility HUBS. However, to date successful implementations is lacking because synergies between city logistics and mobility are not utilized to the max and are not optimized for people to use in their daily lives. The main question is to what extent integration of zero emission zones and mobility HUBS solves or supports the solution and which tools and concepts could help accelerate this?

The challenge:

This challenge has three perspectives that needs to be considered in your solution finding. The first challenge we face is how to bridge the current gap between mobility HUBS and city logistics. Therefore, innovative integral concepts have to be created that enhance their mutual synergy and enable cities to become more sustainable in the future. Second, we need tools helping city makers with the implementation of these concepts. Third, the end-user perspective is key in solving the puzzle, where each stakeholder has different interests. To make this specific and provide a real live challenge, you will be working on a dedicated area in the province of Brabant. Professor Paul van de Coevering (Buas professorship Urban Intelligence) and Joost de Kruijf (Logistics Community Brabant) will mentor you in this challenge.



Team: Public Play Spaces



A challenge sponsored by:

Placemaking through gamification

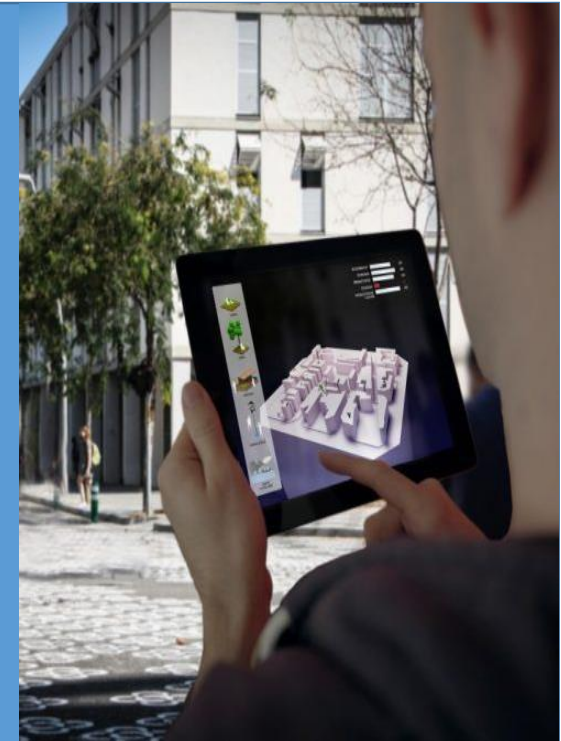
Introduction

How and with who we think about the design of public spaces is rapidly changing, and new technologies are expanding the possibilities endlessly. Public Play Spaces, pioneers' new ideas about communal decision making through gamification to improve placemaking. In easy language, how can we let big groups of people think of, and participate in, placemaking through both digital as physical games? To explore this new opportunity, PPS is searching all over Europe for new concepts and ideas to pave the way for the future of placemaking by organising hackathons and workshops to develop exciting new concepts. Now the hackathon is coming to Breda, and you are invited to work with a multidisciplinary team on the next new concept. The best concepts will be showcased at the international public play space Symposium in Barcelona and have the chance to get published in the Public Play Space book (with ISBN).

The challenge

For three days you will be working with urban planners and designers, game developers and place makers on a new concept in which games are used for participation in placemaking in Breda. The Institute of Advanced Architecture Catalunya and the Italian based company CLAC will function as mentors and the municipality of Breda will present the: including gamification to let people participate in the design of the "Singel pedestrian route".

For this challenge you will be assisted by a diverse team of professional game developers, experts in placemaking, urban planning and urban design. You will have a team of programmers to assist you and you can make use of VR equipment and other hardware on request.



Co-funded by the
Creative Europe Programme
of the European Union



SIGN UP FOR A TEAM

[Click here](#)

Program

SIGN UP FOR THE HACKAHTON

[Click here](#)

CONNECT TO LEARNING COMMUNITY

[Connect here](#)

Thursday 23rd January

13:00	Welcome @ innovation Square <i>Introduction by Y4PT</i>
14:00	The challenges in short <i>Introduction of challenges by industry partners</i>
14:30	Masterclasses
15:30	Getting up to speed <i>Experience mind map. Brainstorm about solutions for the challenges and make a game plan for Friday and Saturday. Start idea development. Make 30 sec video of your 2 best ideas and upload to the cloud.</i>
19:00	Diner!
20:45	Closure day 1

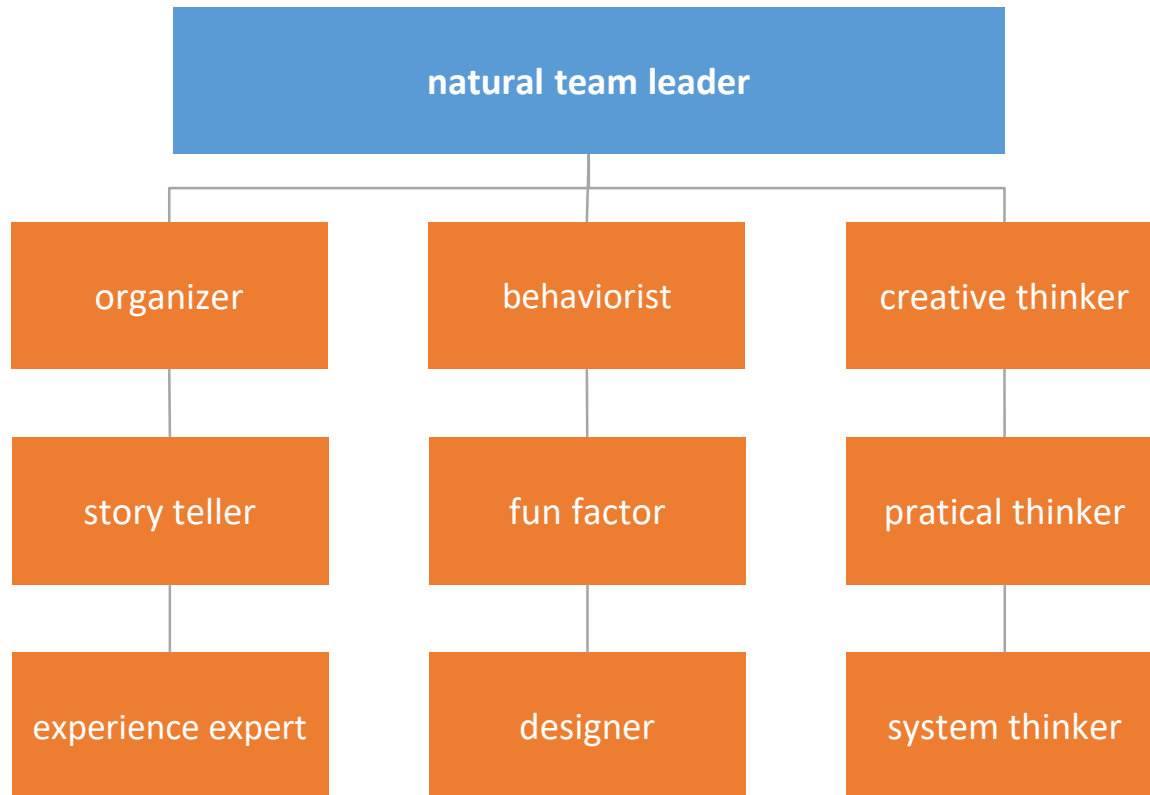
Friday 24th January

09:00	Welcome & energizer
10:00	Feedback session <i>Discuss as group with mentors what idea to continue on and how</i>
12:00	Lunch
15:00	Voluntary feedback sessions <i>Mentors are available for a creative session if needed (your choice)</i>
17:30	Feedback session
18:00	Short intermezzo 'Dag van het Openbaar Vervoer 2020'
19:00	Diner!
20:45	Closure day 2

Saturday 25th of January

09:00	Welcome & energizer
09:30	Make a game plan <i>Include prototype</i>
10:00	work on your idea + presentation <i>Mentors support to improve your business case canvas, upload to drive</i>
12:00	Lunch while working <i>make final 1 min video pitch of your idea, upload to drive</i>
16:00	Finalize presentation <i>Upload to drive (deadline 17:45)</i>
17:00	Diner while working
18:00	Start final presentation
20:00	Jury consultation, drinks & final results
20:45	Closure day 3

Sign-up for a dream team



Work towards sustainable, inclusive and healthy cities all around the world. That is our long term mission. It is not about “mobility or public transport”, it is about what our cities and our lives in it should be like.

Worldwide we need engineers, planners, designers, data scientists, hard- and software specialists, UX-designers and many more skills and talents to work on cities of the future. We need students from all academies, institutions and years.

But most of all, we look for your positive energy, fresh minds and unique talents. Sign up, make new friends, develop your skills, receive coaching, increase your network, have fun and good food. Sign-up and tell us what skills and talents you bring to the team!

SIGN UP FOR
HACKATHON

[Click here](#)

Season 3 Global Y4PT hackathon series



Aftermovie 2nd Local Y4PT hackathon Breda 2019



Contact us if you have questions!



Geert de Leeuw
Leeuw.g@buas.nl



Hidde Westerweele
Westerweele.h@buas.nl



Nick van Apeldoorn
Apeldoorn.n@buas.nl