WinLab
Use-case 12

Stadt Winterthur · zh aw — Zurich University of Applied Sciences

sweet — swiss energy research for the energy transition · LANTERN

energy living lab

Goals ›
To improve the quality of life of citizens, meet the energy, climate and Smart City goals and to drive innovation across the city of Winterthur.

History ›
WinLab was initiated around 2018 in line with the publication of the Smart City Strategy. The City Council, lead by the major, together with the Board of Directors of ZHAW developed WinLab through a close partnership to drive innovation horizontally across all the City administration departments.

The city of Winterthur identified that it must invest 6-8 million CHF up to 2028 for to tackle climate and energy problems. An innovation credit system was introduced which attracted companies, associations & academia mandated by city officials to develop innovation projects for the sustainable development of Winterthur.

In 2021 the WinLab conference helped to intensify the partnership among the city and ZHAW. Moreover, the lab continued to support a rich innovation ecosystem with a large diversity of innovative projects in digitalization, energy and mobility.

Country ›
City of Winterthur, Switzerland

Host ›
City of Winterthur and
ZHAW Zurich University of Applied Sciences

Winterthur is famous as 5 min, bicycle, culture and smart city. With WinLab supporting social & technological innovations shall be systematically tested.

Key Partners ›

City of Winterthur, ZHAW, Utility Stadtwerk, Technopark, ebw, House of Winterthur, Home of Innovation, SME Association, My Blue Planet

Governance Model (Macro level) ›

The initial governance model of WinLab is an informal partnership between the City of Winterthur and ZHAW. The **Smart City Strategy** outlines all the key players with whom WinLab have been collaborating. However, there is no formal governance model for WinLab as yet.

New key stakeholders have been emerging who may have an interest in developing a Public, Private, People, Partnership (PPPP) model to advance the governance model of WinLab.

The operational model is divided between the City and ZHAW and is considered a **unique model** which works effectively.

Business Model (Macro level) ›

WinLab aims to identify and solve problems associated with **energy and climate** in the city of Winterthur by driving Innovation through a collaborative, **design thinking approach** in partnership with business, citizens and NGOs.

The business model is funded by
- **The City funds the Smart City Strategy**
- **The Energy and Climate funds of Stadtwerk**
- **ZHAW University of Applied Sciences**
- **Third party funds (e.g. SFOE, Innosuisse)**

Innovation and investment credits (500 kCHF/y) are provided to partners. Key projects are supported through partners and **service agreements**. Products and services are very varied and supported through skilled facilitators and tools such as co-creation platforms.

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Projects (Meso Level) ›

- **Smart Energy Cluster** – Swiss Federal Office of Energy (SFOE) Front Runner programme

- **Social Power Project** – Cofunded initially by the Gebert-Rüf foundation, then by SFOE and in partnership with SUPSI (Applied science university of Italian Switzerland) – cocreated an application to reduce energy consumption in neighbourhoods through a partnership model.

- **Innovation Booster - Swiss Smart Cities** (Innosuisse) funding of incremental and radical innovation in Cities throughout Switzerland.

- **SWEET Lantern (Swiss Federal Office of Energy)** Interfaces for the Energy Transition through the set up and scale up of 5 Energy Living Labs across Switzerland.

Tools and Methods (Micro level) ›

- **WinLAb Co-Creation Platform** – the flagship tool of WinLab which helps startups to find companies, academia and interested customers. Challenges are driven by citizens and stakeholders. Action fields include energy, mobility, and more related to WinLab.

- **Workshops** – collaborative, design thinking methods and tools for problem definition and ideation.

- **Citizen Science** – integration of citizens in monitoring and solution co-design for energy and climate, linked with open data from the city and government.

Key Events

- **Hackathon and Startup Nights Winterthur** – needs assessment and orientation with a variety of users to co-create and test usability early on.

- **Swiss Green Economy Symposium** – is held annually in Winterthur and brings together key stakeholders from public and private sectors

- **The National Open Innovation Camp (NOIC)** – will be held in Winterthur in Sept 2023 bringing together Innovation Teams from across Switzerland

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Key Challenges ›

Multi and Interdisciplinary projects bring many stakeholder management challenges, however these are overcome through building strong relationships, networking, being open minded and having a range of entrepreneurial and coaching skills.

Communication and the local political environment can be challenging as there is a need to demonstrate social and economic value on a short- to mid-term basis.
On-going evaluation of performance indicators and demonstration of both quantitative and qualitative benefits are important when delivering long-term results.

Links to more info ›

Link to website: https://stadt.winterthur.ch/smartcity
https://cokreation.test.winterthur.ch

‹ WinLab is a pioneer in co-creating innovative smart solutions for energy & climate in Switzerland's 6th Largest city - Winterthur›

Vicente Carabias & Marisa Kappeler-Schudel
Smart City Responsibles
City of Winterthur & ZHAW