TEST
PUNKT

SPACES

FOR YOUR

IDEAS

CITYSTUDIO
OSLO

2022

TESTPUNKT

*Testpunkt is a solution for how urban space can be more accessible for testing out new ideas and how to **include citizens** into the process. The concept of Testpunkt is predefined sites located around the city that represents opportunity spaces for bringing new ideas to (urban) life.*

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1. PROJECT SUMMARY

*Testpunkt is a solution for how urban space can be more accessible for testing out new ideas and how to **include citizens** into the process. The concept of Testpunkt is predefined sites located around the city that represents opportunity spaces for bringing new ideas to (urban) life.*

The aim behind Testpunkt is to make the city more accessible through three main components:
1. Map of Innovations is a prototype map where you can find Testpunkts and a registry for projects that's been tested out previously.
2. A suggestion for an application site where you can get access to a Testpunkt.
3. Collaboration between different stakeholders; with their combined resources and interests it would be possible to enable innovation to take a physical place in the city.

Today, three parts of Oslo have been pointed out to house enabling environments for testing out new solutions. The project group has been working with one of the innovation districts, Punkt Oslo, which is located in the city center and aims to become a world leading arena for urban innovation.

The main challenge discovered through the project is the unsynchronized processes of municipal land-use decisions and the nature of innovation; there's been few practical arrangements that have been made for urban innovation to be tested out in the city of Oslo. The project seeks to take municipal ambitions into concrete proposals by seeing how these processes could be more synchronized.

Through dialogue with Lone Jessen, the functioning leader of Punkt Oslo and the Department of Business Development and Public Ownership, who's responsible for the Campus Oslo Strategy, the project Testpunkt has been recognized as an useful contribution to establish Oslo as a test arena.

2. KEY CONCEPTS

Innovation

Innovation "is when new or improved ideas, products, services, technologies, or processes create new market demand or cutting-edge solutions to economic, social, and environmental challenges." (Katz, Wagner, 2014). Cities play a role in both setting the framework and being a driving force in how innovation processes are being played out. This is because cities often are characterized by densely built areas, where a high concentration of people and organizations within a geographical area form a fruitful basis for cooperation and networking.

In other words, innovation can be stimulated and encouraged by establishing institutional conditions, which lays the foundation for the global phenomenon of innovation districts.

Innovation districts

Can be defined as "geographic areas where leading-edge anchor institutions and companies cluster and connect with start-ups, business incubators, and accelerators." (Katz, Wagner, 2014). The concept of innovation districts is often associated with places like Silicon Valley, which some would say can classify as "sterile remote, compounds of research silos" that doesn't emphasize the "quality of life or on integrating work, housing, and recreation" (ibid.).

Today, the concept of innovation districts has evolved, and include a socio-spatial aspect, where nurturing communities' is emphasized to a greater extent. To achieve this, an important part of the role of innovation districts is also to accommodate for a social infrastructure; meaning physical conditions that enable interpersonal encounters, community building and the development of social capital (Habberstad & Hanssen, 2022).

Urban innovation

Urban innovation can be defined as "a break from common practice to develop long-lasting transformations in communities, neighborhoods, and cities" (Addanki & Venkataraman, 2017). By 2050, 68% of the world population is projected to live in urban areas (United Nations, 2018), which highlights the importance of rethinking how we plan, build and use urban space to tackle the complex challenges that society faces both today and in the future.
In the World Cities Report 2022, chapter 9 "Innovation and Technology: Towards Knowledge-Based Urban Futures" one of the policy points stated that "The deployment of innovation and technology should be tailored to suit the diversity of the urban context." (pg. 274). In order to do so, a crucial part is to test out the solutions in practice to see how it interacts with the local conditions, taking for example social and cultural practices into account (ibid.).

Test arenas

To pilot new solutions is a necessary step of the innovation process and a tool for further development. A test arena refers to a site where innovation is being tested out; preferably in an environment close to where it's meant to be implemented to see what kind of influence the environment and the solution mutually have on each other. The location of a test arena is dependent on what is being tested out. For example, when talking about urban innovation, this means that a city, neighborhood, or street can be referred to as a test arena.

3. OSLO CONTEXT

The Social Element of the municipal master plan states that the City of Oslo should be used as a laboratory for new solutions with actual users (Oslo Kommune, 2018 pg. 10), and innovation is pointed out as an important resource to face future societal issues. One of the aims in the municipal master plan is to develop Oslo as a "Smart City", arguing that a smarter city renews and develops its public services in interaction with the citizens (pg. 30). Smart Cities is a discursive practice within the urban field, that accommodates for technology-driven innovation for creating more sustainable cities, with the general goal to "improve sustainability with help of technologies" (Ahvenniemi, Huovila, Seppä, & Airaksinen, 2017). To ensure innovative solutions to be developed in Oslo is by establishing innovation districts.

Innovation districts as test arenas

To develop the City of Oslo to be a test arena for new solutions is a municipal ambition, stated in both The Social Element of the municipal master plan, the Climate Strategy for Oslo towards 2030 and the Campus Oslo Strategy. The latter has designated three innovation districts to accommodate enabling environments for testing; Punkt Oslo, Hovinbyen Sirkulære Oslo and Oslo Science City. The project group's starting point for Testpunkt has been the collaboration with the innovation district Punkt Oslo and the functioning leader Lone Jessen has been the group's key contact throughout the whole process.

Punkt Oslo is an innovation district based on knowledge institutions located in different spots around the city center of Oslo. The innovation district doesn't operate within a geographically defined area. Instead, the locations of the multiple institutions together create a network of anchor points throughout the city. The vision for Punkt Oslo is to become a world leading arena for urban innovation and aim to combine elements from both the "Smart City"-discourse, rooted in economic and technological viability, as well as approaches related to socially and environmentally sustainable viability.

So far, Punkt Oslo has facilitated three pilot-projects, where two of the projects depended on being tested out in the city space. Regarding Punkt Oslos geographical situation of being within an already established city structure, their pilot-projects are dependent on getting access to municipal owned areas for being tested out in the city. The concept of test arenas in the Oslo context hasn't been defined yet, nor categorized as a common way to use the city space (See Appendix A7).

Socially sustainable urban development

Within the field of Urban planning in the Norwegian context, participation is legislated through the Planning and Building act § 5 and serves an important tool when it comes to developing more socially sustainable areas. In 2018, City Council for Urban Development Hanna E. Marcussen said the following: "Det er de som bor og lever i lokalmiljøene som vet best hva stedet trenger. Jo bredere kunnskap og flere innspill beslutningstakere og utbyggere kan få, jo bedre beslutninger vil de kunne ta. [...] Det er viktig at befolkningen involverer seg, føler eierskap til stedet de bor" (Stokland, 2018). There's few strategies that state how this perspective is being followed up within the innovation districts, in relation to the development of test arenas.

Tension between land-use-planning processes and the logic of innovation

The project group's understanding after gaining insight to the challenges regarding testing out new solutions in Oslo, is that the municipal processes concerning access to use the city for testing often can be time consuming. Therefore, the municipal procedures tend to be seen as a bottleneck for innovation processes, as the fast pace of innovation processes and the more time-consuming municipal procedures aren't always compatible.

The nature of innovation processes are often connected to spontaneous ideas that need to be tested out quickly, as well as elements of unpredictability. The unpredictableness that follows innovation processes can be a challenging factor for the municipal procedures, because a part of the municipality's job is to ensure that a lot of different aspects are taken into consideration, to ensure democratic and sustainable procedures for the common good.

In a densely built area like Oslo, different plots are often surrounded with neighbors, who can directly be affected by the land-use, and therefore needs to be taken into consideration. General passage in public space, cultural monuments or cultural environments protected through legislation, and biological diversity and planting represents only a few of the many considerations that need to be taken into account before land-use decisions are being made. These are all concerns that you can find within both small and big geographical areas around the whole city and they have to be weighed and prioritized in order to make decisions on how the city is being used.

An important legal principle connected to public proceedings in general is that similar cases should have similar outcomes, to ensure predictable processes and avoid discrimination. This emphasizes the need for systematization and categorization in order to more easily compare different ways of using the city, as well as establishing new ways to use the city space. The concept of test arenas or using the city space for innovation isn't institutionalized yet as a separate purpose or practice for renting municipal properties. Institutionalizing the purpose of testing out new solutions would mean to incorporate using the city space as a test arena into an already established municipal system to ensure more predictable and flexible usage of the city space.

Temporary use of city space

Temporariness is a way for how "space can be expanded, changed or contracted according to needs and requests, without changing its owner." (Bragaglia & Caruso, 2020, s. 8). As earlier mentioned, urban innovation refers to innovation processes that take place in urban settings. Therefore, test arenas for urban innovation fall under the category of temporary use of city space, as a tool for trying out ideas and practices before they take part as an established part of the city and / or society. Temporary use of urban space can thus be a way of utilizing public areas in a more flexible and innovative way.

Temporary use can also contribute to including residents, actors and groups to participate in urban development through bottom-up production of space. This can be a form for creating more inclusive cities and neighborhoods, where those who don't find answers to their need in the permanent city could fight for the right to the city (Bragaglia & Caruso, 2020, s. 8). An example is Institut for X in Aarhus, Denmark, a city district that enables and prioritizes social value to be created through temporary use and co-creation (See Appendix A1).

At the same time, temporary use of the city can be used as a mechanism for urban regeneration in relation to "neoliberal transformation projects and place-making discourses" (Bragaglia & Caruso, 2020, s. 1). This involves using temporary use as a tool for boosting investment and maximizing future profit. For example, this mechanism can be applied to vacant sites or buildings. This profit-oriented approach to urban development can be seen in relation to processes of gentrification, where the identity of a place changes for the sake of profit, putting current residents of an area at risk of being pushed out and displaced due to increased rental prices.

In relation to innovation processes, the "Smart City"-discourse has been pointed out as "the latest attempt to use and reconfigure the city as an accumulation strategy, forming a tech-led version of entrepreneurial urbanism" (Cardullo, Kitchin, Feliciantionio, 2018, pg. 6). The concerns associated with this point of view are how urban development is shaped to benefit a relatively small group of actors, reproducing inequalities and social and spatial divides (ibid.). The criticism is not directed at Smart Cities as a concept in itself, but at the way the concept can obscure mechanisms for the reproduction of inequality through a neoliberal agenda.

The criticism also branches out to the concept of "Living Labs", which is a bottom-up approach to the development of Smart Cities, where users are put in the front seat of the innovation processes (Cardullo, Kitchin, Feliciantionio, 2018), with the aim of testing out new smart solutions in real environments. In the perspective where Smart Cities are seen as a top-down strategy for urban renewal, Living labs is criticized for being rooted in paternalistic practices related to the production of a creative economy (Cardullo, Kitchin, Feliciantionio, 2018). The technical advances that follow from urban sustainability initiatives can benefit social groups disproportionately, benefitting the middle-class residents and create a digital devine, where elderly, women, immigrants and ethnic minorities often get affected the most (UN Habitat, 2022, pg. 29)(

This emphasizes how temporary use varies and means different things to different actors; the result of the use depends on the context, the promoters, the intended purpose and the outcome. Bragaglia & Caruso have proposed a taxonomy for categorization of three different scenarios, regarding temporary use:
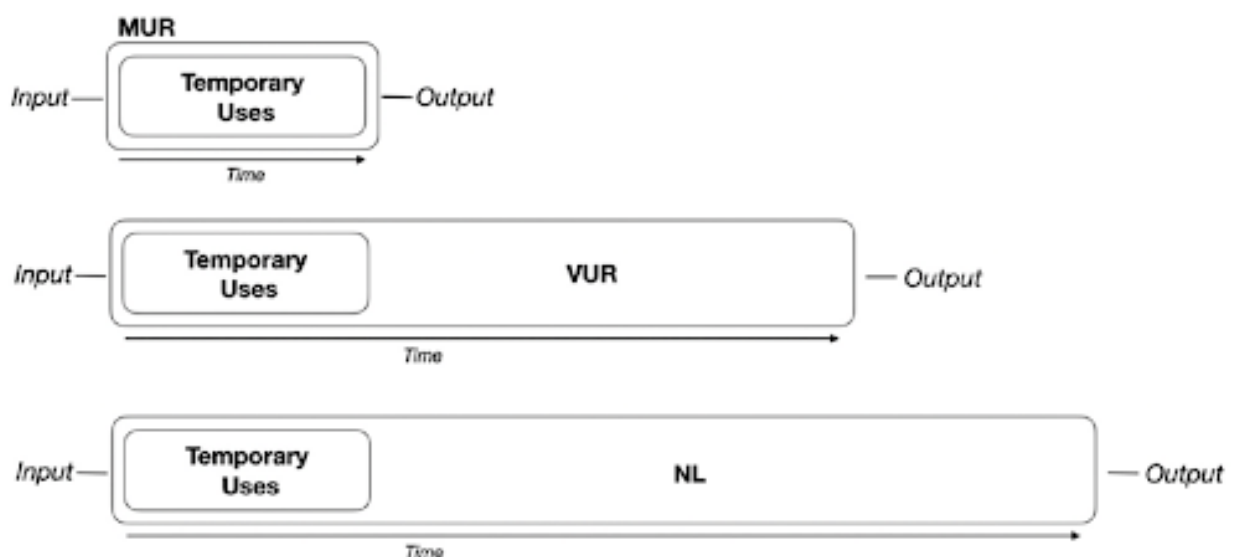

Figure 1. Scenarios for temporary use: "Relationship between temporary uses and urban regeneration (author proceedings)"

MUR: Micro urban regeneration; refers to temporary usage "promoted by civic society in a self-organized or formally recognized way" (Bragaglia & Caruso, 2020, s. 12).

VUR: Institutional urban regeneration: temporary use activated directly on the initiative of the public actor; the public actor makes available residual areas or dismissed buildings to groups of citizens or the third sector that often requests them, defining ad hoc projects and programs that have a vision for urban regeneration" (ibid.)

NL: Temporary use promoted by private owners, developers and real estate companies with the aim of revitalise the area and pave the way for "larger development when market conditions will make it possible" (Bragaglia & Caruso, 2020, s. 15). These kinds of initiatives have been criticized for using vacancy as a tool for revalorization (ibid).

Quick summary

1. To develop new socially sustainable solutions, it's crucial to be able to test it out in a realistic environment and tailor it into the local context.

2. Land-use-decisions are often time consuming because the municipality has to take multiple considerations into account, to secure democratic and sustainable procedures. The timeframe of the municipal land-use-decisions isn't always compatible with the fast-pace innovation processes.

3. The concept of test arenas in the Oslo context hasn't been defined yet, nor categorized as a common way to use the city space.

4. Temporary use of the city space can have unfortunate consequences, depending on the intention and the context.

By making testing out new solutions a purpose on its own within land-use decision making, Testpunkt is a way of institutionalizing innovation in how we use the city space.
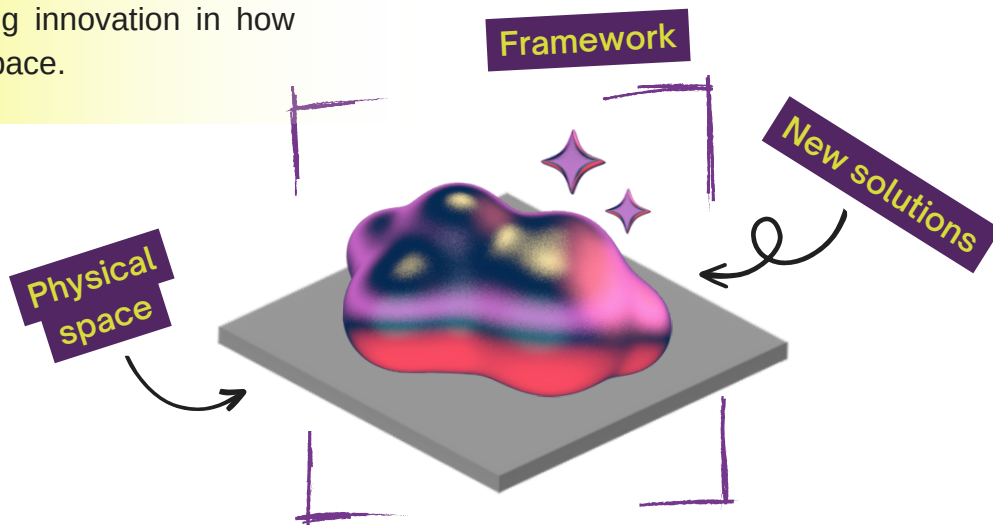

Framework

New solutions

Physical space

Figure 2. Concept of Testpunkt

Physical space: a Testpunkt is a physical site in the city, predefined for creating and testing out new solutions. To ground the concept of test arenas to a physical space, you would have to delimitate areas that are better suited for the unpredictable elements of innovation. By doing so, the municipality can ensure both predictability and flexibility at the same time; they know what they have to offer, and different actors can get access to the sites. For the actors who are going to use the Testpunkt, they know that there's a site for them where they could prototype and test out their ideas. You will also ensure that the space of opportunity (mulighetsrommet) for innovation to be tested out remains, when the temporary content disappears.

For choosing the test arenas, different concerns have to be weighed and prioritized and spots where there's few concerns that need to be taken into consideration are more suited to be a Testpunkt. Since the new solutions that's going to take place will be unknown when the sites are pointed out, the municipality will still have an opportunity to take new considerations into account when the case handling process is carried out. Testpunkt's starting point is therefore that these sites are owned and maintained by the municipality, to ensure that the physical space stays within a framework.

Preferably this can be "left-over"-spaces in the city, so that other purposes doesn't have to to avoid taking anything from the city, but rather focus on adding something new.

If an area designated to house a Testpunkt is to be used for something else at a later time or if the temporary use is to be implemented permanently, the idea is that a new Testpunkt should be designated. In this way, a certain number of test points will be available at all times.

Framework: The outcomes of temporary use depend on the intentions of the one who promotes it, as illustrated with the taxonomy. A framework is therefore necessary to ensure that the use of Testpunkt is in line with the intention to test out new solutions for the common good. The framework is a way to ensure a balance between the municipality and the innovators', by institutionalizing temporary use of the city for innovation to take place.

To achieve this, time is a key factor; the temporary content shouldn't be a tool for making the area more attractive before bigger transformations. The access to the Tespunkt should be flexible, so that several actors have the opportunity to test out solutions in the city, therefore a time-limit is necessary but should also be adapted to the specific prototype.

Opportunity space: The things that are going to be tested out will be up for the innovators to create and define. The space of opportunity opens up for inhabitants to influence the environment with a more hands-on approach and by doing this take ownership to the city, which underpins the ambition to tailor new solutions into the local context. By including citizens to have the possibility to take part in the innovation in the city, they will have the opportunity to create solutions that are fitting their own needs. This factor would play a role in bringing the socially sustainable aspect from the urban planning field into the smart city-concept, that seems to be the starting point for the development of the innovation districts.

Since the physical aspects set limitations for what will be possible to test out, the range of Testpunkts should include different types of spaces with different facilities. This would ensure more opportunities and potentially more and better solutions for the future city.

Registry and feedback loop: The project group were present as observers in a meeting with Strategisk Samarbeidsforum for Kunnskapshovedstaden, and created an understanding of the desire of mapping out the different needs regarding test arenas and how to achieve this.

Testpunkt is a way for the municipality to gather information about what is being tested out in the city, what has previously been tested out and how it worked out, as Figure 3 illustrates. A feedback loop is a way of using the gathered information and experiences to further develop the concept.
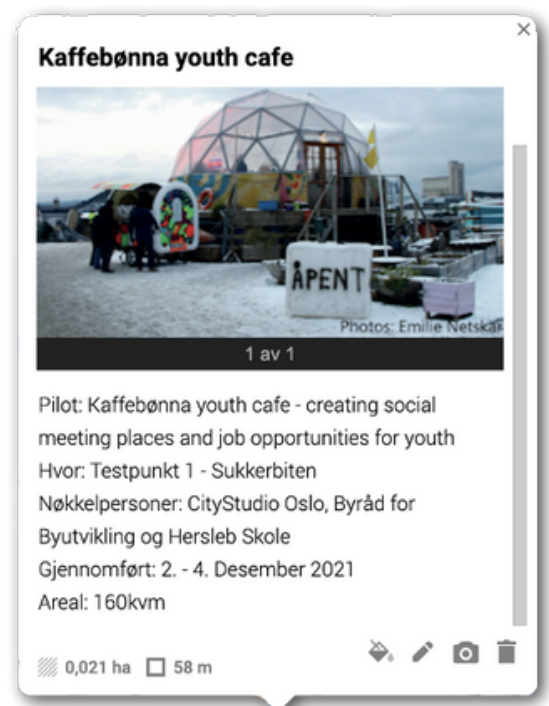
Figure 3. Registry layer, Map of Innovations

Kaffebønna youth cafe

Photos: Emilie Netskar

1 av 1

Pilot: Kaffebønna youth cafe - creating social meeting places and job opportunities for youth
Hvor: Testpunkt 1 - Sukkerbiten
Nøkkelpersoner: CityStudio Oslo, Byråd for Byutvikling og Hersleb Skole
Gjennomført: 2. - 4. Desember 2021
Areal: 160kvm

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Practical implementation

The concept of Testpunkt has to be implemented in the municipal system of Oslo to work. This is how the project group proposes that this could be done.

Get access through Byleie

The project group proposes that the framework is practiced through the existing solution Byleie.no, which is an application portal where you could apply to predefined purposes such as outdoor concerts, places for stands or outdoor serving. To define testing as a purpose within the municipality's guidelines for who can rent municipal owned areas, will ensure a more flexible and efficient access to arenas for testing. It will also be a step closer to the systematization of innovation in the Oslo context.

Figure 4. Byleie with Testpunkt as a category
(See A8)

The application itself would include choosing a site for their usage and the timeframe of the testing. Example: "Testpunkt 1: Sukkerbiten" -> Dato: 01.01.22 til 01.06.22. There would be limitations to how long one can occupy the site. Other information listed in the application would be information about the test site itself. Which municipal department manages it, area, regulations, pictures of the site, current status and earlier usage. In addition the project group proposes to add conditions for renting out the test site, relevant documentations, short explanation about the application form and approximate processing time. These are suggestions based on the current application forms to other predefined sites through Byleie.no, which the project group sees potential of combining with the Map of Innovations. (See Appendix B)

Map of Innovations

In order to send in an application through Byleie, the applicants have to fill in information about which site they want to use, what they want to do, for how long and if they are going to use installations at the site. To find out where they can find different Testpunkt's, the project group has made a prototype called Map of Innovations, which shows all the available sites for testing through the layer "Testpunkt".

The information filled into the application form is valuable to the development of a feedback loop, where multiple applications over time will contribute to form a bank of experiences that can be a valuable resource for the further development of new and better Testpunkt's. The innovation that has been tested out can be showcased through the Map of Innovations, in the layer called "Register". This layer is meant to be a solution for navigating through solutions that have been tested out in the municipality. Today, there isn't a specific website or map where you can find this kind of information. To be able to showcase the municipality of Oslo as a innovation-friendly city, the project group argues that this is a necessary function.
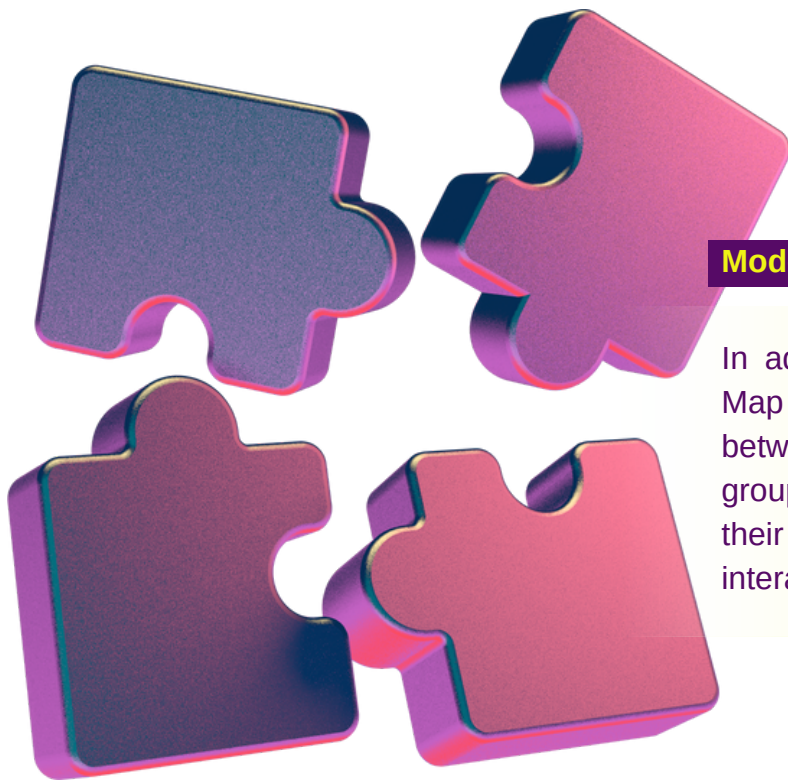
Model for collaboration

In addition to the application portal Byleie and Map of Innovations, a model for collaboration between relevant actors is needed. The project group has mapped out four main actors that with their combined interests and resources can interact through the concept of Testpunkt.

Byleie is owned and maintained by **the Agency for Urban Environment** and they are also responsible for the case handling in relation to renting public space in the city center, as well as many squares and parks in Oslo. With their knowledge about land-use-decisions and getting access to city space, the agency is one of the stakeholders that should be included in the development of test arenas, and therefore also Testpunkt.

Further on, the **Department of Business Development and Public Ownership** is responsible for the Campus Oslo Strategy and leads Strategisk Samarbeidsforum, whose mandate is to follow up on the strategy and is now trying to create a common understanding of what test arenas in Oslo can and shall be. The forum also works as a meeting point between the three innovation districts.

The innovation district Punkt Oslo's role is to facilitate innovation ecosystems; connecting actors with similar interests together and combining their resources to make innovation happen. In this collaboration, Punkt Oslo brings in the perspectives of the innovators, including hands-on knowledge about different piloting and the innovation process.

Lastly, **the residents of Oslo** form the fourth component in the collaboration. They play a role as innovators themselves, but also whom the new solutions are made for. Testpunkt's aim is to bring in the element of public participation from the urban planning field into the discussion of what a test arena in the Oslo context should be, by institutionalize opportunities for a bottom-up, hands-on production of space where residents can get involved and take ownership of both their surroundings and to the concept of innovation itself.

1. Staff and City Strategy

The key contact person in this project is Lone Jessen, the functioning leader of innovation district Punkt Oslo. In addition to the key contact, the project is connected to the Department of Business Development and Public Ownership (Byråd for Næring og Eierskap).

The project has a basis in these main strategies, and tries to answer and incorporate them in the final outcome:

Campus Oslo Strategy

"B4: Etablere innovasjonsdistriktene som innovative byområder og testarenaer for nye løsninger og ny næring." (Oslo kommune, s. 5, 2019)
English: Establishing innovation districts as innovative spaces of the city and test arenas for new solutions and business.

The Campus Oslo strategy aims to use innovation districts as arenas for testing out new solutions. This is the main strategy used to establish the groundwork for this project. Testpunkt is an answer to this ambition, by showing how the municipality can act upon their goals.

Event Strategy for the municipality of Oslo

"Oslo kommune skal være en arrangementsvennlig by, både for publikum og arrangører. Arrangementer er en viktig del av profileringen av Oslo og bidrar til å styrke byens attraktivitet og identitet som en by å besøke, bo og arbeide i." (Oslo kommune, s.1, 2018)
English: The municipality of Oslo should be an event friendly city for both the public and organizers. The events are an important part of marketing Oslo, and contribute to strengthening the attractiveness of the city and creating an identity as a city to visit, live and work in.

Testpunkt opens up for using city space to test out new solutions. It includes people and establishes a culture for happenings in the city. By knowing that innovation happens at various locations, in such a way that the City of Oslo becomes a place where it is attractive to be and engage.

"Oslo kommune skal tilrettelegge for klimavennlig innovasjon og omstilling gjennom tett samarbeid mellom kommunen og byens næringsliv, forskere, organisasjoner og innbyggere." (Oslo kommune, s.7, 2020)
*English: Oslo municipality must facilitate climate-friendly innovation and transformation through close cooperation between the municipality and the city's business community, researchers, organizations and residents.*

The Climate Strategy for Oslo lays down an important factor to creating and maintaining climate-friendly innovation. It is essential to have a good and communicative relation between the municipality and the business community. This is also something the project wants to achieve with Testpunkt, when aiming to involve both the municipality and key stakeholders to form Testpunkts and maintain them.

These excerpts from municipal strategies illustrate how different parts of the municipality work towards common objectives, without necessarily cooperating to achieve them. In this case, Testpunkt works as an umbrella, introducing a solution that takes their common ambitions into action; making Oslo a city open to new solutions and business. This underpins how Testpunkt can function as a model for interaction.
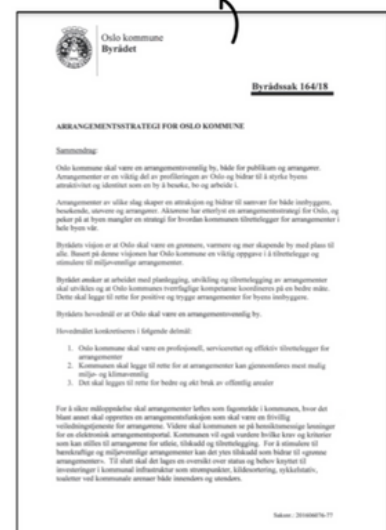
2. Support and Resources

With the project being a theoretical prototype, there was no financial cost, materials needed or any forms of contribution besides the mentioned.

3. Site

Testpunkt is not anchored to one specific site in the city, but uses the whole city as an example of where you can possibly test innovations out in the future. Testpunkt supplies examples of previous sites used as pilots and test arenas, and also gives insight into areas that could potentially be a Testpunkt. Therefore the project also includes a Map of innovations. It contains potential spaces in Oslo that could be used as future Testpunkts.

The map uses the whole city instead of only the areas where the innovation districts are located. This avoids excluding areas with potential, and by limiting the testing to a smaller area it also defeats the purpose of urban innovation where the whole city should be used to maximize the opportunity to include people and create innovation.
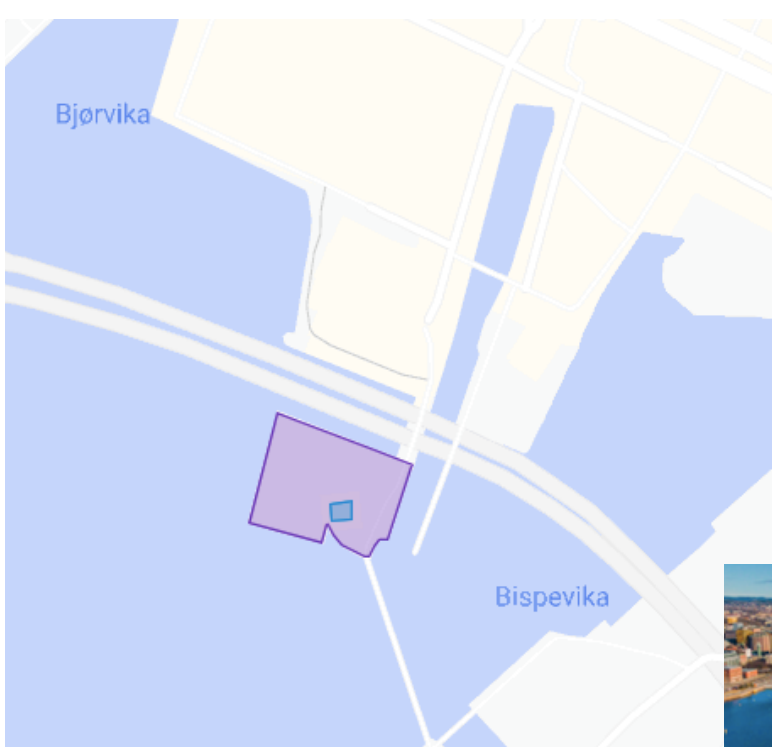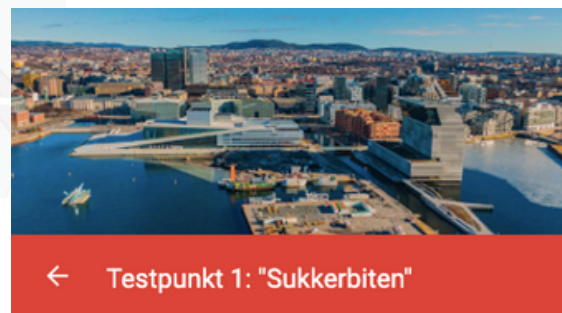

Figure 5. Map of innovations: Potential Testpunkt locations in Oslo (See B2)

4. Stewardship and Stakeholders

Throughout the process, the project group has been in dialogue with several stakeholders and key actors to ensure a broad perspective on the project. The constant exchange of experiences among involved parts in the industry has been an opportunity to contribute and affect the project's direction and end product, Testpunkt.

The aim of the project is accessibility. Contribution by others in this regard is enabled through the municipal departments, where the project wants to include the municipal sectors in creation of the Testpunkt and also the management of the test sites. The sites would be made open for application to all people with ideas of new solutions, which creates a democratic process of use and henceforth a direct source of contribution to what the content of Testpunkt would be.

The key contact, Lone Jessen has also been interested in using or taking inspiration from the Map of innovations. The role of the city contact is as a facilitator, which it currently is inside the organization/innovation district, but the prospect of extending this role into Testpunkt is possible. In the case where this happens, the project would propose the usage of this report and contact with the project group for maintaining interests stated in this report.

The project group has been an observing participant in a meeting hosted by the Strategisk Samarbeidsforum for Kunnskapshovedstaden. After this meeting the project group concluded that Testpunkt has a possibility of taking part in the current work they're doing with establishing a definition for test arenas in Oslo, and could use the project as a tool or guide when defining and establishing test arenas in Oslo.

Furthermore, the project group had the possibility of presenting the project to the Department of Business Development and Public Ownership (Byråd for næring og eierskap). The project could be of interest to them as well, as they have created the very ambitions this project answers to.

This report will be sent out to key stakeholders, to ensure that they have important input when discussing and establishing test arenas in Oslo, as well as a proposal for Testpunkt to be realized.

5. Scalability

There is an ongoing discussion between the municipality, innovations districts, and key stakeholders, where they in dialogue try to define the concept of test arenas, as well as a need to define what kinds of activity they would house in context to Oslo.

Testpunkt would in this case be a contribution to defining test arenas and their contents, that doesn't exclude or favor one type of innovation, but has prerequisites that uphold a certain standard and vision that the various partners could agree upon. In this way Testpunkt is a tool for defining.

Because Testpunkt has not been tested out in practice, and for now remains a well developed concept and theory, upscaling the project itself would be establishing this theory into practice.

The project (Testpunkt) and the additional map (prototype) could be as diverse as being available on every website that promotes innovation and the physical testing of innovations. Examples of this are the: Oslo Business Region, Punkt Oslo, the municipalities website, etc. The purpose of making test arenas accessible would be covered by giving people multiple ways to connect to Testpunkt.

A clear need in order for Testpunkt to be able to upscale, is for the key stakeholders to take ownership of this project, and give the possibility to test out Testpunkt. In this way they would be able to see the results of creating designated spaces in the city for testing, as well as gain contribution to define what test arenas are in connection to Oslo.
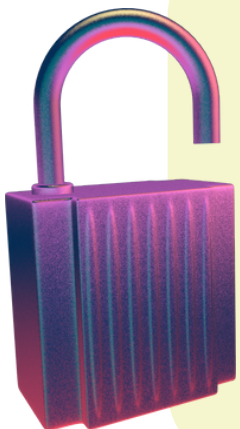
Provide private owned spaces

The starting point of Testpunkt is to establish test arenas using public spaces maintained by the municipality. A way to scale up this idea is to enable private actors to provide space for testing out new solutions. By opening up for private owners or developers to enter their areas into the system of Testpunkt, the system could become even more flexible and the range of Testpunkt's would be better. Exemplified by giving up private rooftops to test out solar panels or stormwater management.

5. Scalability (cont.)

Include empty buildings and joint use

The Campus Oslo Strategy states that the municipality will "Oppfordre til sambruk og tilgjengeliggjøring av lokaler og fasiliteter i de prioriterte campusområdene for flere brukere" (pg. 48). The old Munch museum located at Tøyen has the last year been used for a lot of local initiatives this fall with byrådet, Kulturetaten og Oslobygg involved. The organization XmunchX moved into the old museum and housed a lot of different initiatives. This example illustrates what the outcome could be, for making the city more accessible for people to use.

Make it visible

Testpunkt can be showcased visually by planting signs on the different test sites that can include general information about the site and a QR-code attached as a tool for applying to the site.

Collaboration with Bilfritt byliv

The municipality of Oslo wants to create a better city environment by prioritizing pedestrians over cars. They work with physical measurements as tools and one of their projects was to try out closing a street in Grønland from June till October 2022. The project group suggests a collaboration with Bilfritt byliv and use a street as a Testpunkt to find new ways to use the streets when the cars are removed.

Research

- Reading strategies and gray literature on innovation districts and test arenas
- Researching definitions of innovation and test arenas
- Mapping out key stakeholders

Validate assumptions

By taking contact with many and various stakeholders and key actors the project group has validated the assumption that there is less accessibility to use the city of Oslo for testing new solutions. It is mentioned by the municipal departments themselves that there are many considerations to account for when managing public space, and therefore the process of acquiring a test arena is slow.

The ambitions of the Campus Oslo strategy are a discussion topic. And by attending meetings, there is a clear interest to uphold the ambitions, but the means to act need to be discussed.

Concept building

By translating and transferring existing systems and solutions, the concept of Testpunkt was created. Arrangementskontoret has made a map for areas around the city that's suited for events (See Appendix A3). Kulturetaten has made the old Munch Museum available for temporary use (See Appendix A6), and the Agency for Urban Environment sat geographical delimitations for the program of Bilfritt Byliv to close off the street at Grønland (See Appendix A4). The project group argues that these experiences can be used and transferred into the work of defining test arenas in Oslo.

Mapping

This project has embarked on the process of mapping out important actors and stakeholders to realize Testpunkt. This has been done by contacting stakeholders that are involved or have a connection to innovation, innovation districts and test arenas in Oslo. By conversing with them the project group has found three main stakeholder groups: innovators, the municipality and facilitators. Through more mapping, there is a possibility of categorizing contact persons to these. Punkt Oslo being a facilitator, the innovators are the people and startups, and the departments in the municipality as an sectorized entity; more specifically for this project is the Department of Business Development and Public Ownership and the Agency for Urban Environment.

A main process of the project is understanding the concepts and challenges in Oslo. In order to create a clear structure for undertaking these concepts, the project group took basis in the Design thinking method.

The Design Thinking method, which the project group learned in a workshop with Designit Oslo; is a "non-linear, iterative process that teams use to understand people (+processes, services, systems, etc.), challenge assumptions, redefine problems and create innovative solutions to prototype and test."(personal communication, September 27th, 2022), is the main method for framing the problem, undertaking directive research and taking the project to the finish line.

This way of working has been consistent through the whole process, and has a clear impact on the final product of the project. It was used when creating a concept, while we were understanding and trying to define key concepts through the Oslo context and when narrowing down the ideations.
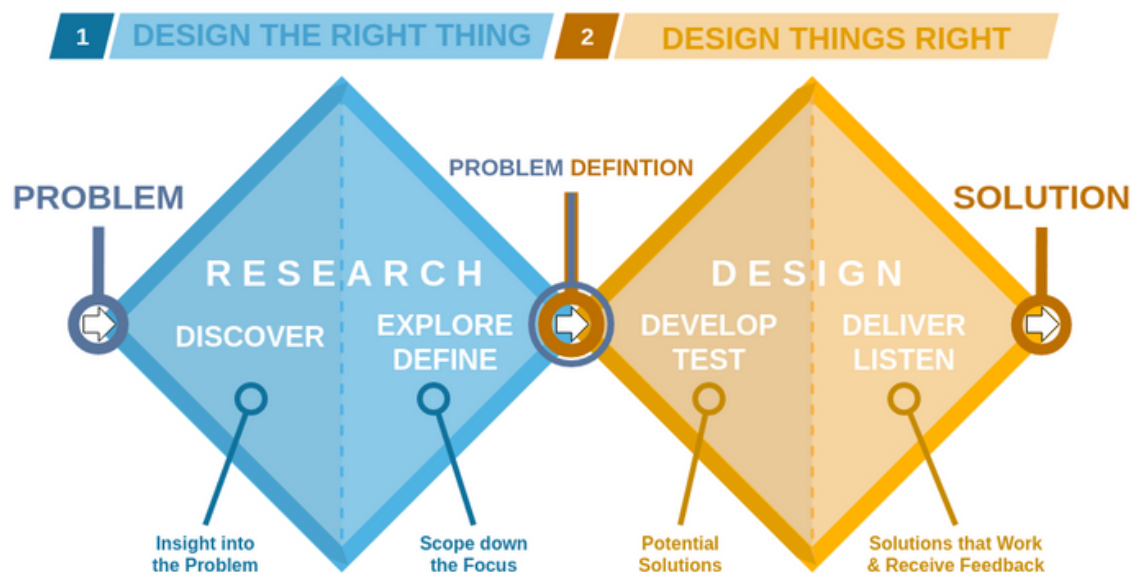

Figure 6. "Double diamond (design process model)" (Google images from Wikipedia, 2022)

Interdiciplinarity and Project Barriers

Incorporating diciplinary backgrounds

The different interdisciplinary backgrounds have contributed in various ways, but it is most prominent through the common background in social sciences.

The project is heavily influenced by the common background in social sciences, focusing on people in relation to all societal processes. By having this as a ground for the project work, it was known early on that the projects approach would be impacted by that perspective.

In the different stages of group work, it was clear how the background in social sciences formed perspectives, including thorough analysis and need for precise definitions. This is exemplified by the way that Testpunkt is a theoretical prototype, but with no less chance of becoming something physical with the theory as a strong foundation and support.

Project Barriers

In the beginning of establishing a challenge this project would focus on, there were multiple conversations on the topic of innovation and its need for being a fast paced process. The projects key contact Lone Jessen discussed the difficulties of acquiring a space for testing out innovation; the main issue being the long process of being granted a space after application. She mentioned that there was a need for the innovations to be tested out, as well for the process of acquiring ground for testing to be faster, in order to match with the fast pace of innovation.

The reason for the slow process of gaining a space for testing is the silo structure of the municipality and the many things they need to take into account when granting permission for innovation to be tested out in the public space. This was an obstacle the project was well aware of, but through meetings with sectors of the municipality and other stakeholders, it was more pronounced. Changing the whole system of managing public space was not possible, nor wanted by the project.

This was a barrier that Testpunkt tried to take into account, hence the solution of being able to apply for a space in the city based on it being predefined for testing by the municipality. In this way there is an upkeep of the managing standard in the municipality, taking security into account and giving the possibility for innovation to be tested out slightly faster than before. In theory this would result in a better dynamic between innovation and the municipalities managing process.

week

39 Group formation and Topic layout

Choosing a topic
Creating a understanding of task
First draft and feedback

40-44 Research period

Discovering challenges
First meeting with city contact Lone Jessen
Creating an broader understanding of the topic
Meeting with Siri Holmboe Høibo, DOGA

45-46 Presentation and Concept creation

Meeting with Pål Erik Olsen from Oslo Science City
Meeting with Thomas Bergøy Johansen from the Department for Business Development and Public Ownership
Creating a concept and feedback
Conversation with Øystein Aurlien from Tullinsamarbeidet

Presentation at Designit Oslo
Mentorship with Nima
Finalizing the concept
Meeting with Lone Jessen

47-48 Meetings and Finalizing project

Meeting with Andrea Nylund, Oslo Business Region
Meeting with Institut for X
Thea Wiig presentation workshop
Meeting with Lone Jessen
Meeting with Gro Sandkjær Hanssen

Final feedback meeting
Observing the Strategisk Samarbiedsforum for Kunnskapshovedstaden
Report writing

49-50 Final deliverables and Showcase

Final meeting with Lone Jessen
Project presentation to teaching staff
Presentation workshop with Jennifer Valle
Final deliverables

Showcase
Debrief
Meeting with the Department for Business Development and Public Ownership

8. VISION STATEMENT
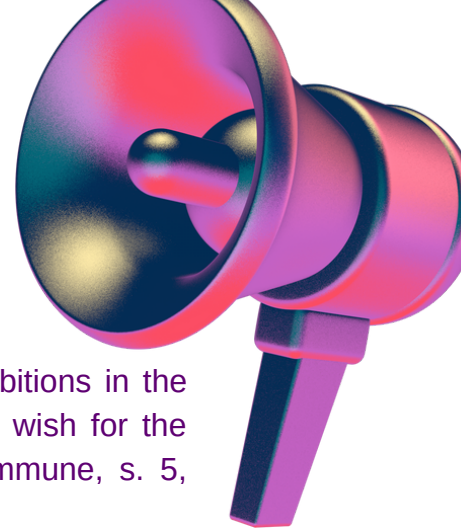
Testpunkt is a theory based prototype project. It builds on the ambitions in the Campus Oslo strategy of 2019, where the B4 ambition states the wish for the establishment of innovation districts as testing arenas. (Oslo Kommune, s. 5, 2019)

The vision of Testpunkt is to contribute with a possible solution as to how the innovation districts and Oslo, could become an arena for testing out innovation, by focusing on accessibility and inclusion of people.

By having this focus, Testpunkt aims to alter the portrayal of innovation from being exclusive and technological, to being inclusive and varying in solutions. On the topic of defining and redefining; Testpunkt would also like to become a contributing factor in the ongoing workings of defining test arenas in the context of Oslo.

PROJECT OUTCOME

The outcome of Testpunkt was a meeting with the Department of Business Development and Public Ownership where the project group presented a proposal on how the B4 goal in the Campus Oslo Strategy can be concretized, through the Testpunkt solution. The solution represents a take on what test arenas in the context of Oslo can be, with background in theories, conversations with multiple stakeholders and information that has been mapped out. This can be valuable for the Department, Strategisk Samarbeidsforum for Kunnskapshovedstaden and Punkt Oslo for the further process of establishing test arenas.

A part of the proposal includes a collaboration between the Department of Business Development and Public Ownership and the Agency for Urban Environment and the project group started the process by mapping out their common interests in order to establish a common ground and a starting point for a future collaboration. The Department of Business Development and Public Ownership also suggested using Testpunkt (meaning both the project group and the project itself) as a meeting point between the two stakeholders. As the project was met with interest and sparked discussion, it is considered to fulfill the purpose and the project group will be available for future inquiries.

9. NEXT STEPS AND RECOMMENDATIONS

Systemize innovation

Systemize innovation as a separate category for renting urban space and collect information on who's using the space and for what, to further develop the city as a test arena (See Appendix A7)

Use common interests

Use the common interests between the stakeholders in order to build a common ground for cooperation across different actors, sectors and agencies to happen. To use Oslo as a test arena for new solutions is mentioned in several strategies across the municipality. Even though the stakeholders might have different mandates, they also work towards an overall goal of developing the city in a sustainable way.

Map out locations

The work of mapping out locations suited for housing test sites needs to be done in collaboration with responsible agencies, to get an overview of the regulations and considerations connected to the physical space. To get to know the inhabitants and neighborhoods of Oslo better, in order to integrate solutions into the urban context, the city districts (Bydelene) is a good place to start.

There have been many learning opportunities throughout the whole length of the project. One of the main ones is that knowledge can be easily dispersed through human connections. It is extremely valuable to exchange experiences of things that worked and things that did not. It is such exchanges that directed this project. All such encounters guided Testpunkt and were beneficial to all its members.

Another important lesson has been in the way problem-solving should be approached. Precisely, how important it is to get a theoretical foundation on the topic of the problem. Getting to the why of a problem is something that has been put in focus and valued majorly throughout the project. With a deeper understanding of the inner workings of innovation districts and their effects on the city, the project has been able to move forward and resulted in Testpunkt.

In addition to that, a lesson that is worth mentioning is one connected to feedback. Feedback has been received throughout the project extensively. It has been a crucial component of this project work and it is hard to underestimate the value people brought to Testpunkt with their critical contributions.

It is difficult to say at the moment if the theoretical assumptions are correct. Testpunkt is a solution that must be tested out in real-life conditions, but the extensive research done by the project group including a broad spectrum of perspectives, it lays the ground for trying it out and collecting results.

Remaining questions

The completion of the project still left a few questions unanswered. Will Testpunkt be implemented on a city level? How impactful will it be if implemented? Who will take stewardship? Although it is not possible to see the future, there is hope that the questions will be answered eventually and Testpunkt will come to life.

11. CONCLUSION

A common argument for innovation districts is that in order to stimulate and encourage innovation, institutional conditions are needed. The project's argument is that physical arenas are crucial for innovation to be tested.
The project Testpunkt tries to bridge the two logics of innovation and municipal land-use decisions by introducing pre-approved sites that can be used for the purpose of testing out new ideas.

Testpunkt aims to show how common municipal goals could be turned from ambition to action, by forming a picture of what a future test arena in Oslo could look like. By prioritizing inclusion and accessibility when planning for these arenas, the project intends to broaden the concept of innovation within the "smart city"-discourse, making room for a more socially sustainable approach.

The concept of Testpunkt includes a prototype map to show how it could be made accessible, while also presenting a possible solution as to how Testpunkts can be applied for through an existing application portal. The last component of Testpunkt is a model for collaboration.

The hope for the future is for the city of Oslo to be a space where new solutions and business are promoted through initiatives like Testpunkt.

12. ACKNOWLEDGEMENTS

An acknowledging thank you to all of our key actors, partners and supporters. Without your input, perspective and help, the project would not have taken the form it has today.

We would like to extend our thanks to our city contact **Lone Jessen** for giving us a starting point, motivating us and for the willingness to take our project further. Thank you, **Malin Gjellestad**, and the Department of Business Development and Public Ownership for taking interest in our project and providing important information, as well as accepting a meeting to propose our project. We thank you for the opportunity to observe the *Strategisk Samarbeidsforum* in action. We thank **Andrea Nylund** and **Kristin Andresson** from Oslo Business Region for invaluable input and positivity towards our project. Also thanks to our contact from Institute for X in Aarhus, **Mads Peter Laursen**, CEO of Institut for (X). The knowledge we gained and used to shape our context had a significant impact on our end result.

Jennifer Vallee, CityStudio Oslo Project manager
Per Gunnar Røe, CityStudio Teaching staff and Academic leader
Gro Sandkjær Hanssen, CityStudio Teaching staff
Tin Phan, CityStudio Teaching staff
Erling Dokk Holm, CityStudio Teaching staff
Edda Eline Fuhr, CityStudio Oslo alumni and CityStudio assistant
Thomas Johansen, Department of Business Development and Public Ownership
Nima Shahinian, Designit Oslo
Pål Erik Olsen, Oslo Science City
Matti Lucie Arentz, Bureau Detours Oslo & xMunchx
Øystein Aurlien, Tullin Samarbeidet
Maren Jørgensen Dahll, Agency for Urban Enviroment
Siri Holmboe Høibo, DOGA
Sofie Ringdal, CityStudio Alumni

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Figures / tables

Figure 1. Scenarios for temporary use: "Relationship between temporary uses and urban regeneration (author proceedings)", Bragaglia, F., & Caruso, N. (2020, Juni 5). Urban Research & Practice. Hentet fra Temporary uses: a new form of inclusive urban regeneration or a tool for neoliberal policy?: https://doi.org/10.1080/17535069.2020.1775284

Figure 6. "Double diamond (design process model)" (Google images from Wikipedia, 2022)

Oslo Opera photo Tobias Bjørkli: https://www.pexels.com/photo/architectural-photography-of-white-building-2360668/

14. APPENDIX

Appendix A: Main sources and inspiration

A1: Institut for (x)

Institut for (x) serves the role of an organization and a platform that has taken physical place in the City of Aarhus as a new city part established at an old industry area (Godsbanearealene). The district serves the role of an urban laboratory and a public space that they invite people to co-create. The (x) refers to the mathematical principle where the x is unknown and can potentially mean anything; therefore the institute can be an "Institut for music" or "Institut for Architecture", depending on which content the area is filled with. (X) doesn't refer to themselves as a innovation district, but the CEO Mads Peter Laursen can confirm that by gathering many creative people in one place the outcome was definitely innovative.

The institute is collaborating with the municipality and Mads Peter could tell that he thought the municipality gave Godsbanearealene to them in the first place to promote awarness to the area; similar to the NL scenario in the taxonomy of temporary use. After the institute showed the social values that were created at Godsbanen, the municipality could see that the initiative was giving more back to the city than money; a good city life. Institut for (x) inspired this project, illustrating how the social impact of innovation represents a value in itself.

A2: Kreativ Byudvikling Speciale

The master thesis "Kreativ byudvikling" has analysed Institut for X's in relation to city planning perspectives in the municipality of Aarhus. The master thesis includes a product development where the authors present the concept kreative frizoner ("creative freezones") which "is to designate special zones in the city where one is exempt from the requirement to report, apply for permission and comply with regulations that are otherwise required in the rest of the city." (Højgaard & Mosegaard, 2017, pg. 4).

The project group wasn't familiar to the master thesis when the Testpunkt solution was conceptualized and later discovered that the group had many similar ideas to what Højgaard & Mosegaard's kreative frizoner represents. The master thesis therefore confirms the relevance of the chosen solution and underpins some of the same ideas and points that the group prepared.

The project group later learned from Mads Peter Laursen from (x), that the concept of creative freezones was something that Institut for (x) tried to established in Copenhagen, before the establishment of the area at the old Godsbane-area.

14 APPENDIX   34

A part of instituationalize and incorporate innovation into the municipal systems, is through Map of Innovations. Today, Arrangementskontoret is developing a map-solution to make it easier to find suitible outdoor areas to host events, as well as an overview map to help people navigate themselves through their system. This information has been helpful in order to understand and get an overview over the existing systems and plans regarding land-use in the municipality today.
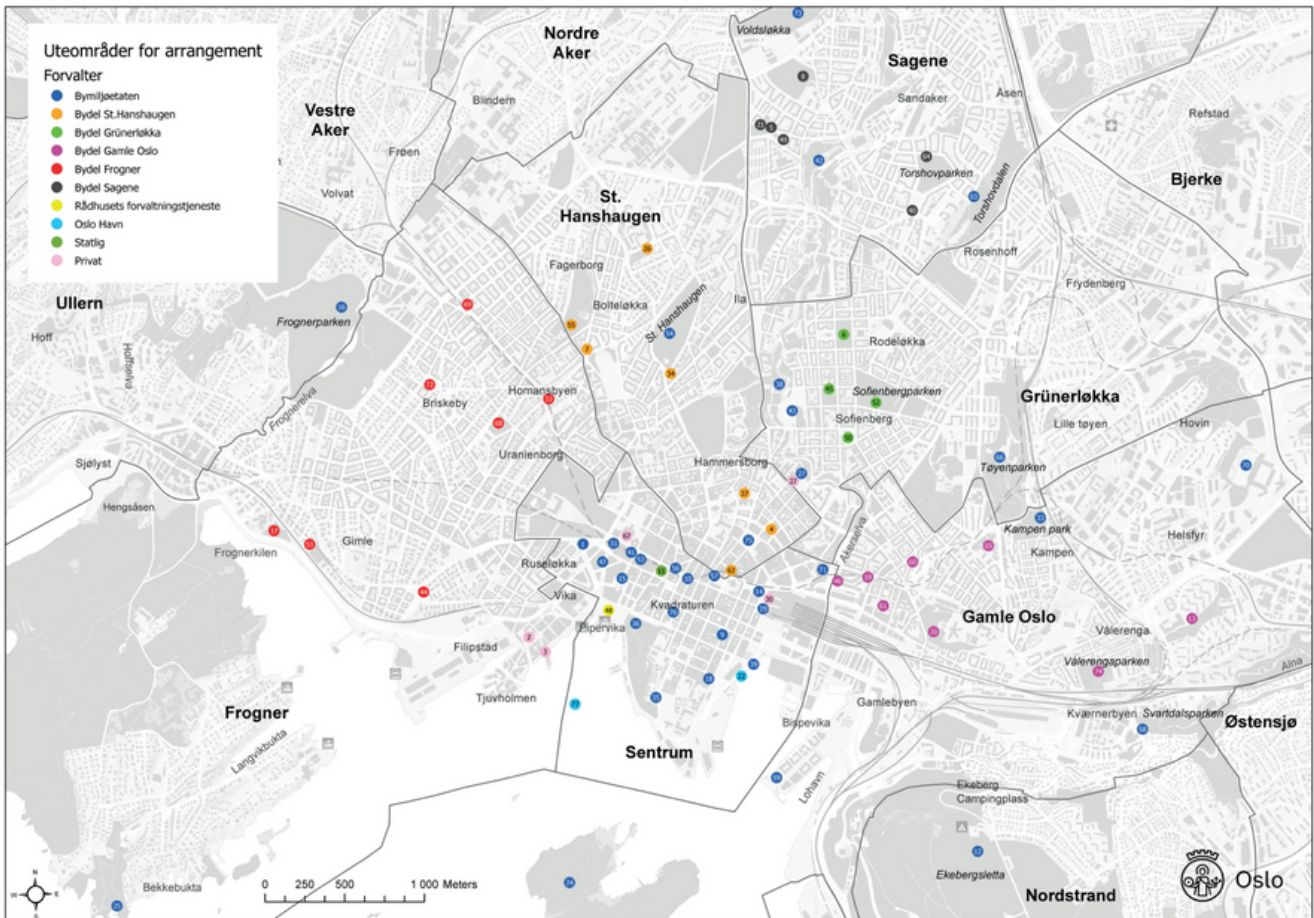
A4: Agency for Urban Environment x Bilfritt Byliv

When the municipality closed of the main street in Grønland, the Agency for Urban Environment was responsible for the geographical delimitation of the measurements:

Hvem er ansvarlig for prosjektet?

Prosjektet gjennomføres som en del av Program for bilfritt byliv. Bymiljøetaten har ansvaret for geografisk avgrensing av tiltakene, sikring av mobilitetsbehov, trafikale konsekvenser og skilting. Plan- og bygningsetaten ved Bykuben har ansvar for bygging av de fysiske tiltakene, aktivisering og medvirkning i gata. SLA, Fragment og Sweco har vært samarbeidspartnere og leverandører i prosjektet.

Obtained from: https://www.oslo.kommune.no/slik-bygger-vi-oslo/midlertidige-bylivstiltak-i-gata-gronland/

A5: Oslo State of the City 2022

Annually, Oslo Business Region published an outside-in review of Oslo made by The Business of Cities in London, based on data from 330 global benchmarks and indexes. Oslo State of The City 2022 analyzes how Oslo is progressing on innovation, city development, sustainability, and preparedness for the future. The following statements from the report underpins the proposal of Testpunkt:

Looking at the innovation area of the report, it states that "A spatial strategy for innovation should be developed that takes into account the real progress and potential of different places." (pg. 32)

Further on, a suggestion is to strengthen Oslo's Innovation Narrative through a map that "communicates the different types, stages and opportunities these locations present" (pg. 43)

"Cities will increasingly succeed not only through the number of events they host, but in staging the inspirational environments, convivial public spaces and seamless ways of using urban spaces [...]" (pg. 57).

In 2022, the Old Munch Museum at Tøyen opened up for housing temporary local content, to test out different ways to use the building.

Extract from the decision to make the old munch museum available for new use:

Kulturetaten

Oslo

Notat

Vår ref. (saksnr.):	Saksbehandler:	Dato:
22/285 - 51	Ingeborg Apall-Olsen,	29.06.2022

Direktørens vedtak- tildeling av lokaler i forbindelse med aktivisering av Gamle Munch 2022

Det gamle Munchmuseet på Tøyen, omtalt videre som gamle Munch, skal høsten 2022 tas i bruk av nye aktører. Kulturetaten har fått i oppdrag fra Byrådsavdeling for Kultur, Idrett og Frivillighet å bidra i en prosess for å finne midlertidige leietakere for anlegget. Det er perioden 16. august og ut desember 2022 som i første runde skal aktiviseres. I samarbeid med andre kommunale virksomheter; Oslobygg KF, Bydel Gamle Oslo og Deichman har Kulturetaten arbeidet fram en prosess for å sikre midlertidig aktivitet høsten 2022.

Utlysning av leie av lokaler på Gamle Munch ble publisert på Oslo kommunes nettsider og via sosiale medier 19.05.22. Ved søknadsfristens utløp 12.06.22 var det kommet inn 44 søknader. En søknad kom inn etter fristens utløp og er ikke vurdert.

Utvelgelseskriterier

Målet med denne første aktiviseringsperioden er å få teste ut ulike måter å bruke bygningen på. Det overordnete målet er å sikre en god sammensetning av ulike aktiviteter og aktører. Utlysningen var rettet mot lokale aktører (organisasjoner, lag, foreninger og sosiale entreprenører), aktører som rekrutterer og involverer innbyggere fra bydel Gamle Oslo og byomfattende kunst- og kulturaktører. De overordnete prioriteringene for tildeling er:

- Aktivitet med lokal forankring.
- Tilbud for og med barn og unge.
- Kunst- og kulturaktivitet skapt av profesjonelle aktører
- Aktivitet som har fokus på sosial bærekraft og samarbeid med lokale aktører

Obtained from: https://www.oslo.kommune.no/natur-kultur-og-fritid/lokaler-og-uteomrader-til-lan-og-leie/gamle-munch-pa-toyen/

Extract from an OP-ED written by a series of actors that got the chance to fill the old museum with new life, sent to the project group by email from Matti Lucie Arentz representing xMunchx. Published in Vårt Oslo Friday the 9th of December 2022:

Kunst, kultur og nabolag i det gamle Munchmuseet på Tøyen

Vi vil begynne med å berømme byrådet, Kulturetaten og Oslobygg med det modige valget å åpne opp lokalene til det tidligere Munchmuseet på Tøyen og la det fylles med liv fra dag én.

I sommer, straks etter at Munchmuseet var ferdig flyttet ut av lokalene på Tøyen, utlyste Kulturetaten muligheten for midlertidig bruk av bygget. Utlysningen var todelt. På den ene siden kunne byens kunst- og kulturaktører søke seg inn i de større lokalene for perioder på tre uker. Det ble også rettet en egen utlysning mot lokale aktører for kontor- og sambruksarealer gjennom hele perioden. Dette har vist seg å være en oppskrift på suksess.

Prøveperioden åpnet med at Oslo arkitekturtriennale fylte lokalene med utstilling og aktiviteter fra august til slutten av oktober. Triennalen hadde Oppdrag Nabolag som tema, og inngikk et samarbeid med Forandringshuset for å lage nabolagskafeen Gamle Munch Kaffebar, som er drevet av lokal ungdom gjennom Ungjobb, og full av folk hver eneste dag. Triennalen samarbeidet med flere lokale aktører som Tøyen boligbyggelag om Tøyen boligkonferanse, Tøyen foreldregruppe med det sosiale entreprenørskapet Somali Food, som jobber med inkludering av kvinner i arbeidslivet, Tøyen orkester som fikk spilleoppdrag og Tøyen legoklubb som lagde en åpen og kreativ byggeplass med lego for store og små.

Dette ga prøveperioden en spennende, inspirerende og varm start med masse aktivitet.

Samtidig med triennalen flyttet lokale aktører som Nedenfra, Tøyen Unlimited, Tøyen Sportsklubb, og mange flere organisert under paraplyen XmunchX, inn og begynte å gjøre seg kjent med mulighetene i bygget.

– Hver dag er full av øvinger, workshops, skapende prosesser og synergier. Men...

OPPROP: Vi er svært glade for at Oslo kommune har åpnet opp for utprøving av muligheter i det gamle Munchmuseet, og ber om at denne...

These are the categories that are listed for renting city space from the municipality today:

Når må du søke om å leie areal?

Du må søke om å leie areal av kommunen hvis du på offentlig grunn skal ha

- uteservering
- vareutstilling
- salgsplass
- standsplass
- arrangementer
- konserter/festivaler
- demonstrasjon/markering
- filminnspilling/fotografering
- arrangere løp eller ritt

Hva vil du gjøre
Velg kategori

○ Minikonsert utendørs

○ Standplass

○ Uteservering

○ Testpunkt

Neste

These are the categories included in the Byleie-application today, with our category of Testpunkt added by us, to illustrate how it can look in the future.

Proposed application portal Byleie.no, with added "Testpunkt" category

Appendix B: Illustrations and project visuals

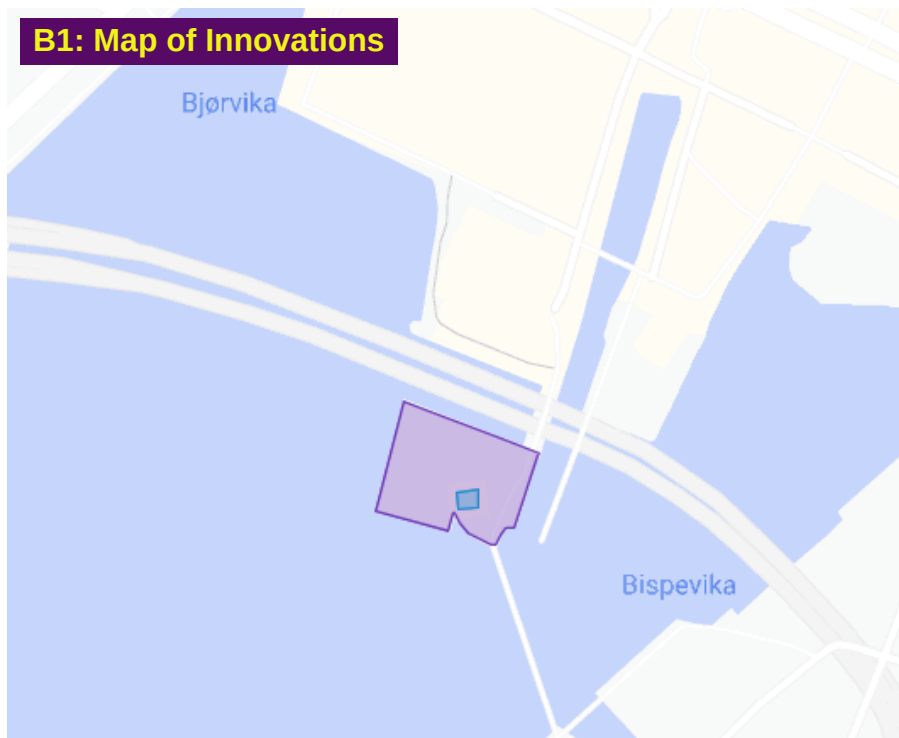The prototype Map of innovations, shows you Testpunkter in the city, using two layers.

The purple layer is used to show the Testpunkt in the city, containing a description of the site and the department that manages the space.

The blue layer shows sites in Oslo that has previously been used to pilot and test. The function is to inspire people to innovate as well as the function of a registry for the municipality.

Figure 3. Map of innovations: Potential Testpunkt locations in Oslo

B2: Map of Innovations

To the left you can see some of the information that we have included when you click on the purple layer "Testpunkt". It will also direct you to Byleie, where we propose that you can send in the application for renting the space.

Testpunkt 7: "Honnørbrygga pilot"

1 av 1
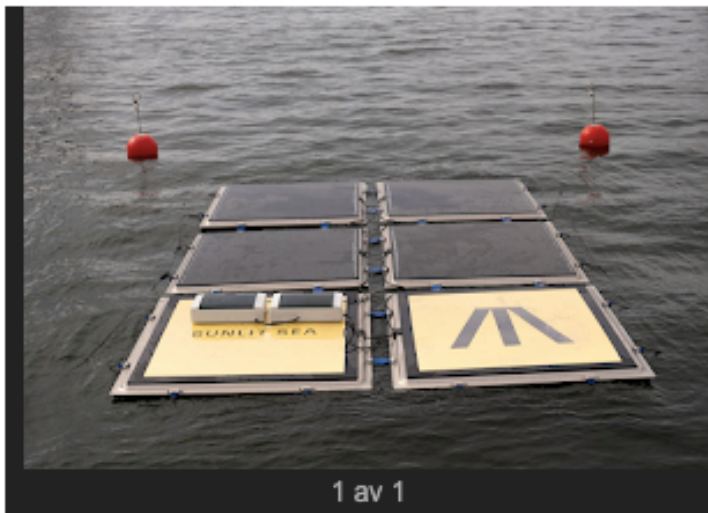
Her tok "Honnørbrygga pilot" plass. Dette var et pilotprosjekt av Sunlit Sea, der de testet ut flytende solcellepanel på vannet. Piloten ble uttestet våren 2022.

https://www.byleie.no/

These are extracts from the Registry layer from the map, with Information on a previously used test site.

Testpunkt 6: "Bilfritt byliv"

1 av 2 ›

Kirkegata ble mellom juli og oktober midlertidig gjort om til bylivsgate der fokuset lå på å gi mer rom til mennesker, opphold og grønt. Gaten er et symbol på hvordan den kan brukes i fremtiden, og som en satsing på bilfritt byliv i Oslo.

https://www.byleie.no/

Link to prototype map: *Map of innovations*

https://www.google.com/maps/d/u/0/viewer?mid=1kXFUEOIK8dgIGjpe04YAM-R8QtnN4-0&ll=59.9178760490975%2C10.736223699999993&z=14

14 APPENDIX