# DEMYSTIFYING THE INNOVATIVE CHARACTER OF THE MARINETERREIN

## A COMMUNICATION INTERFACE TO STRENGTHEN THE RELATIONSHIP BETWEEN INNOVATORS AND CITIZENS



### BACKGROUND THE MARINETERREIN TRANSITION

A new chapter is beginning for the Marineterrein, a former shipyard from the Golden Age. For decades, the Marineterrein used to be a **walled military base** where regular Amsterdam citizens where not welcome. In 2025, after more than 350 years, something special happened: **the gate opened for the public**. With the withdrawal of the Royal Netherlands Navy, the area is gradually returning to the city of Amsterdam. In recent years, there has been an important focus on weaving the area into the urban fabric of Amsterdam.

And with success. The Marineterrein has quickly won over the hearts of Amsterdammers. Offering a unique setting with its tranquil and secluded green waterfront and public swimming area, it has become a **popular destination for swimming, exercising, and relaxation**. It has transformed into a important communal location where different subcultures meet, strongly contributing to **social cohesion** of the city.
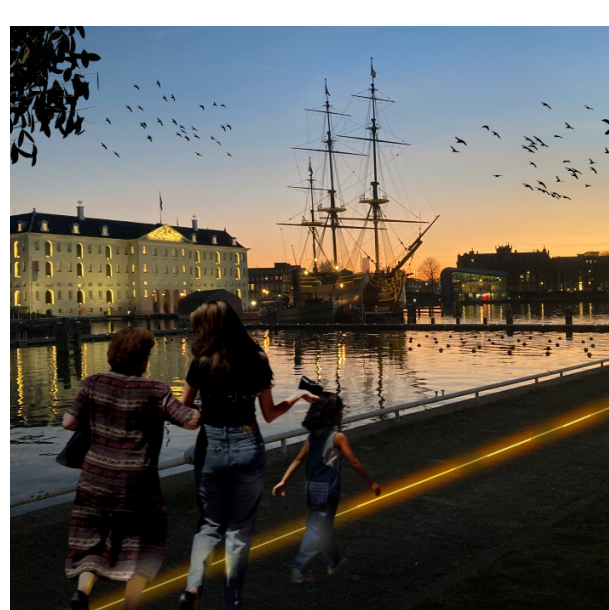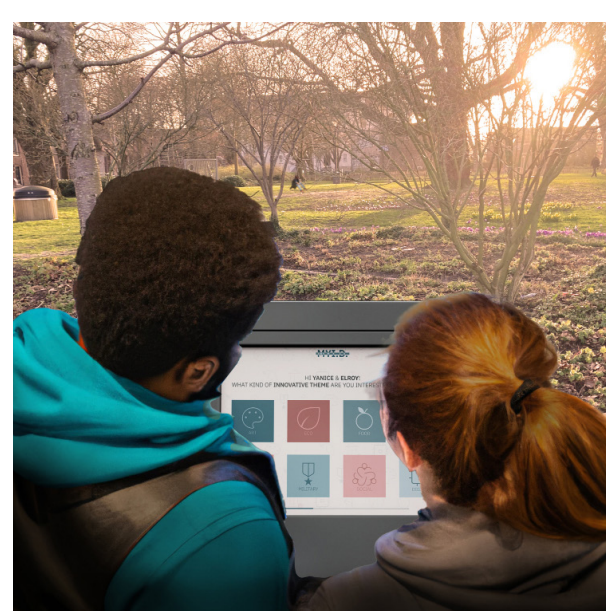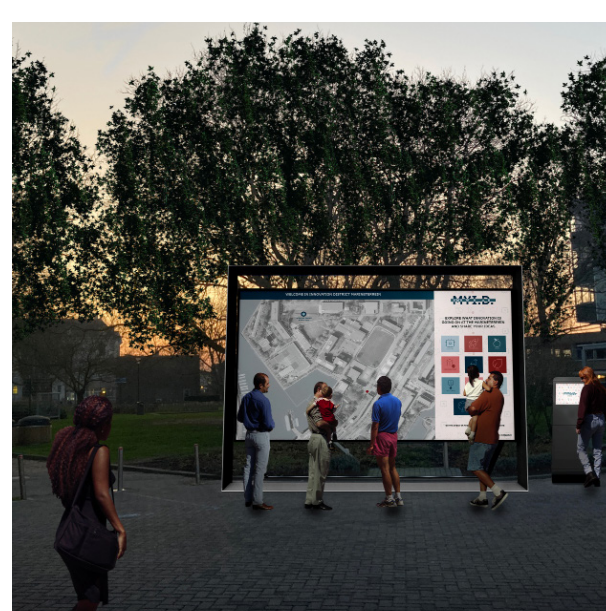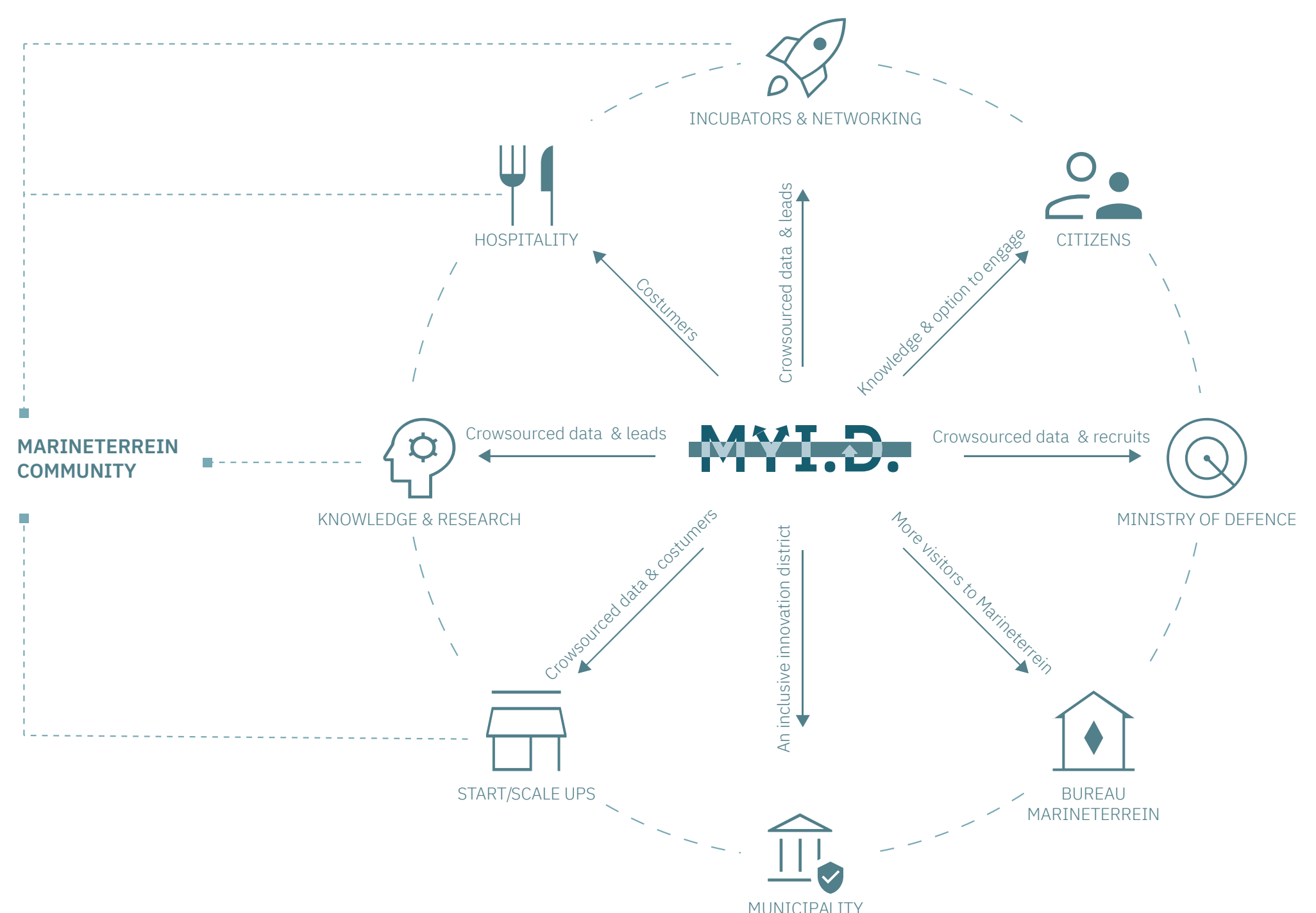
In addition to being an inclusive place, the Municipality of Amsterdam sees the area as their new **innovation district**. This creates an interesting tension.

### CHALLENGE A INCLUSIVE INNOVATION DISTRICT

Literature indicates that innovation districts tend to rapidly gentrify both economically and socio-culturally. Often innovation district become **enclaves for the "knowledge class"**. The emergence of a monoculture poses a serious threat to the inclusivity of the Marineterrein by deterring many other target groups and resulting in exclusivity.

To mitigate this threat, involving citizens in experimentation and innovation development may be necessary. **Citizens engagement in open innovation** can lead to an enhanced sense of involvement and ownership. Engaging citizens is also beneficial for the Marineterrein Community. With crowdsourced data, companies can develop innovations that are more responsive to local needs and have a higher potential for implementation. If citizens en innovators work as a collective, innovation does not deter, but can promote inclusiveness.

Unfortunately, at the current Marineterrein, many citizens are unaware of the innovation that is going on and **the interface between citizens and innovators is in a poor state**. Companies tend to operate behind closed doors, leaving citizens with no space to provide feedback or engage in a dialogue about innovation. The undesirable scenario of the Marineterrein drifting away from the rest of the city seems to become a reality.



### A DESIGN SOLUTION MY.I.D.

My.I.D. is a design concept for a communication interface that might be a first step to engage citizens in open innovation.

Visitors can choose from **eleven knowledge routes** to explore the innovative nature of the Marineterrein. Each knowledge routes highlights a different innovative element of the Marineterrein, ranging from bio-innovation to cultural innovation. Along the routes, visitors encounter **inspiration points** that tell stories of innovative projects or experiments that the companies are working. Visitors get the opportunity to not only listen to the story but **share their own thoughts**, **concerns or wishes regarding the innovation**. The companies receive the responses to understand citizens' opinions and ideas, and this **cross-pollination could result in new collaborations or synergies**. My.I.D. is primarily aimed at citizens, but also employees of the Marineterrein Community may find it interesting to discover what the other companies are working on.

In that way, My.I.D. aims to **improve the mutual understanding and relationship between and among citizens and innovators**.

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