Course title	Sustainable Media Lab		
Semester	Fall and Spring (semester 1 and 2)		
Inholland faculty	Faculty of Creative Business		
Language of instruction	English		
Cycle	First cycle/undergraduate/Bachelor level		
Inholland location	The Hague		
Code subjects Codes and title of subject and assessments are subject to change.	**Code**	**Subject title**	**ECTS**
	3822SMLE1Z	Sustainable Media Lab multidisciplinary project	30
	Code	**Assessments**	**Study hours**
	3822SMLE1A	Sustainable Media Lab group project	420
	3822SMLE1B	Sustainable Media Lab individual portfolio	420
Number of ECTS	30		
Lecturer(s)	Lab lead: Ben Wagner Professor of Media, Technology and Society		
Course content	**Want to learn more about the media we use every day? In the Sustainable Media Lab, you will learn to build creative spaces and develop media eco-systems that can stand the test of time.** **What is the Sustainable Media Lab?** What could more sustainable media systems look like? At the Sustainable Media Lab, we bring together leading researchers, experts, and practitioners to explore the possible answers to this question. And you can be part of this. Rapidly changing technical, legal, and societal environments require a different way of thinking about media, its technical entanglements, and its role in society. In doing so, the Lab enables new ways of thinking about the role of technology in society. By re-imagining human interactions with socio-technical systems, we believe it is possible to build more sustainable media ecosystems.		

What will you be doing?

At our lab, located at the heart of The Hague, you work together with other students and with professional partners to solve a so- called 'wicked problem' – a challenge these partner organizations cannot resolve by themselves. With your contribution you create value for the future: a safer and fairer world in a digital age.

You will work with inspiring organizations from the media, social justice, and technology sectors. Examples of our current partners include Greenhost, Hivos, Gemeente Den Haag, Beeld en Geluid, Waag, The Hague Humanity Hub, Just Peace Month, and more.

In this module, the curriculum is integrated with the media, technology, and societery research programme led by our enthusiastic professor Ben Wagner. We follow the design thinking process of professor Guido Stompff, which is divided into 5 phases (climbs): discover, framing, develop, deliver, document. Each phase results in (intermediate) products and will be reviewed by the partner, coaches, experts and researchers.

Examples of issues

From the intensification of fake news to the ways in which AI can pose a threat to our human rights, we are excited to explore the many wicked problems that affect our media systems in an agile and design-oriented way.

You will deliver practical solutions to help reimagine and potentially solve these complex challenges related to media, technology, and society. Examples of challenges you can work on, include:

- A podcast concept in which adolescents of The Hague's could become more educated on current issues in media and technology.
- A guerilla marketing campaign about responsible digital infrastructure aimed at young entrepreneurs.
- A guidebook and workshop about how artists, activists, and consumers can create and purchase NFTS in a more ethical way.

Good to know

Sustainable Media Lab is a living lab, a place for innovative education. Want to know more? Read here what it means to be part of a living lab.

- On average, you will be on location four days a week, to work on relevant real-world challenges and practical cases.
- No need to study for exams: your knowledge and skills will be tested with a group project and an individual portfolio.

Learning outcomes	We work with three overarching learning outcomes or competences. These are:
	1. Experimenting Based on analysis and via a process of successive iterations and development loops, the student designs and realizes creative solutions for complex problems from the urban area. This is done in collaboration with partners from the professional field and other disciplines from the creative sector. 2. Interdisciplinary collaboration The student brings in their own (professional) expertise and appreciates and uses the perspective. The active role in teamwork and constructive work ethic has led to a collaborative solution-oriented result. 3. Professionalization The student proactively manages their professional development by making content related choices and formulating personal learning issues and (SMART) learning objectives. Feedback received on professional conduct results in adequate self-reflection. The learning objectives are: • Independently initiating and achieving innovative cooperation with external partners that result in a prototype of an economic and/or societally relevant product or service. • Developing innovative and relevant solutions for your collaborating client's complex, wicked problem, in a multi-disciplinary environment, based on creative analysis. • Critically reflecting on underlying conceptual perspectives and premises of a professional practice, using relevant scientific theoretical concepts. Formulating possible alternative points of departure and establishing the resultant consequences for society and/or professional practice.

Mode of delivery, planned activities and teaching methods	Creative Future lab and its partnerships provide you the context in which you can learn. Both individually and as a team. The lab educational approach is based on authentic leadership, design- driven research and self-directed learning. It is believed that design thinking can solve complex problems and is educated to many professionals nowadays, also within Inholland. We guide students with a structure and tools and we send them off on a learning journey. Our working method is inspired by the metaphor of a climbing wall: you climb towards the next boulder in order to get to the top. In line with our defined design thinking framework, we work with four big Climbs. Every Climb consist of a diverging and a converging phase.
Prerequisites and co-requisites (if applicable)	• You are at least a third-year Bachelor student, or an Associate Degree student in the final phase of the study • You are enthusiastic, creative, innovative and can work autonomously • You can handle uncertainty and see this as a chance to learn • You are passionate to tackle complex challenges together with stakeholders and peers • Your development is self-directed supported by setting your own educational goals • You choose your own educational path supported by a teachers' coaching and within the opportunities of your team • You are open for new and pioneering forms of education and assessments: showcase portfolio and conscious reflection in and on action.
Recommended or required reading and/or other learning recourses/tools	N/A
Assessment methods and criteria	You will work on a group project and your individual portfolio. In your individual portfolio you will have freedom to explore yourself. Through regular coaching sessions and feedback, you will gain a deeper insight into your own sense of identity and purpose.
More information	Website: https://www.sustainablemedialab.eu/ E-mail: sustainablemedialab@inholland.nl