

Network of Living Labs

@openlivinglabs #LivingLabs

Paolo Aversano

Network and Project Development



Living Labs

A Living Lab is a **real-life** test and **experimentation** environment.

where users and producers **co-create innovations**.

In a trusted, open ecosystem that enables **business and societal innovation**



Living Labs

Living Labs underline the crucial role of **users** as **co-creators**, beyond considering them as mere consumers or informants (Schumacher & Feurstein, 2007).



From **Finland**: <https://www.youtube.com/watch?v=gky8q7LrEuk>

What is ENoLL?

European Network of Living Labs, Brussels based international non-profit organisation, facilitates the cooperation and the exploitation of synergies between its 340+ members worldwide.

Within ENoLL, the whole innovation cycle i.e end-users, SMEs, corporations, citizens, public sector, NGOs, academia and the wider research communities form a dedicated network of thematically organised Living Labs.

Linked with European Commission policies and initiatives and especially recognized value in Digital Agenda for Europe (through Smart Cities, Future Internet, Design, Social Innovation, Culture, Health, eGovernance, ...)



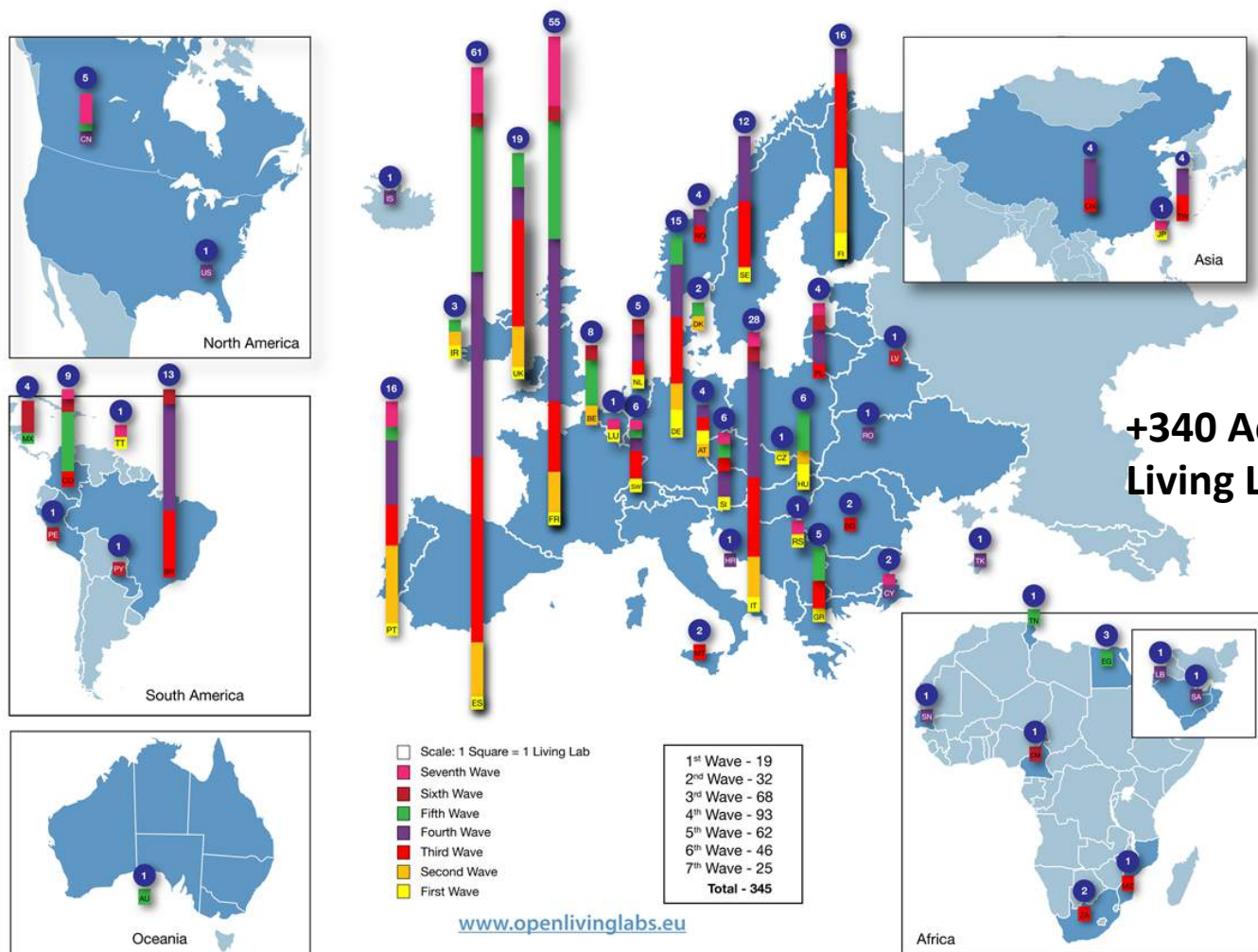
Short history of ENoLL...

ENoLL was founded in 2006 as an informal network in the framework of the Finnish EU-Presidency

Grown into a non-profit international association representing a diverse community of over 340 ENoLL accredited Living Labs globally

Association founded in 2010 with ENoLL office in Brussels facilitating knowledge exchange, joint actions and project partnerships between members

Community



**+340 Accredited
Living Labs**

Diversity

Network

Why ENoLL?

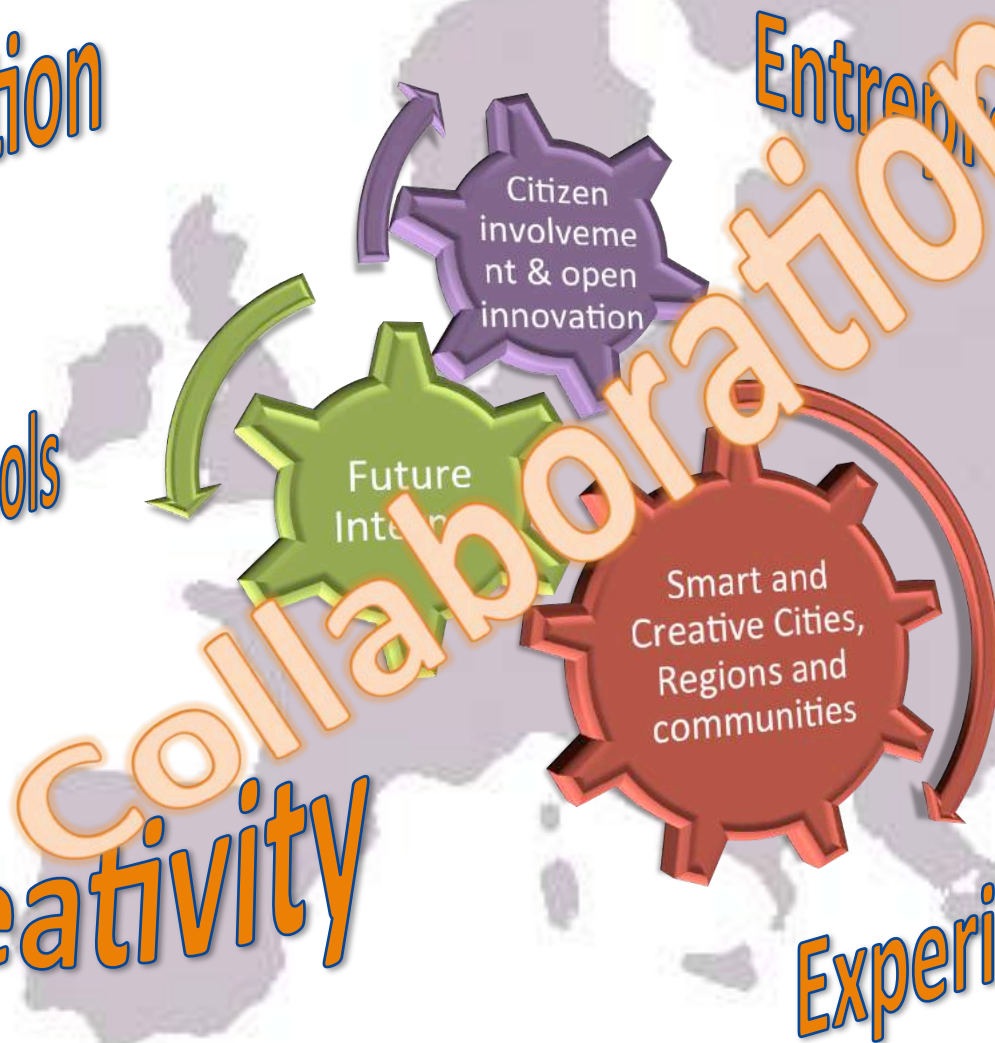
Social Innovation

Methodologies and tools

Entrepreneurship

Creativity

Experimentation



ENoLL: Supporting organisation to the Open living labs community

- ENoLL Office in Brussels facilitates knowledge exchange, joint action and project partnerships between the members
- Community management, communications, dissemination
- Services to members
- Policy influencing
- Engagement with other networks and initiatives
- Worldwide reference point for #livinglabs
- Partner in key strategic initiatives and projects of strategic importance and benefit to the whole network (14 projects)
- Partnerships with organizations like the World Bank

ENoLL in projects

WHY?

- To contribute to **building ENoLL assets**, sometimes also targeted by ENoLL working groups;
- To **support joint activities in-between ENoLL members**, typically gathered in groups or sub-networks related to ENoLL thematic domains;
- To **contribute to meet one or several ENoLL objectives** as per bylaws:
 - ***Promote and enhance user-driven innovation ecosystems.** More precisely the Living Labs concept globally, i.e open innovation environments in real-life circumstances, in which user-driven innovation is fully integrated within the co-creation process of new services, products and societal infrastructures;*
 - ***Share information on best practises related to Living Labs;***
 - *Offer a platform for active, dynamic and impact yielding networking on innovation co-creation;*
 - ***Influence policies on a European level** to best foster innovation co-creation among all interested parties and at various operational levels: local, regional, European and global;*
 - **Influence the development of cross-regional instruments** to enable and speed up cooperation, piloting and methodology creation of the Living Lab concepts

Mediterranean Living Labs

Mediterranean Living Labs

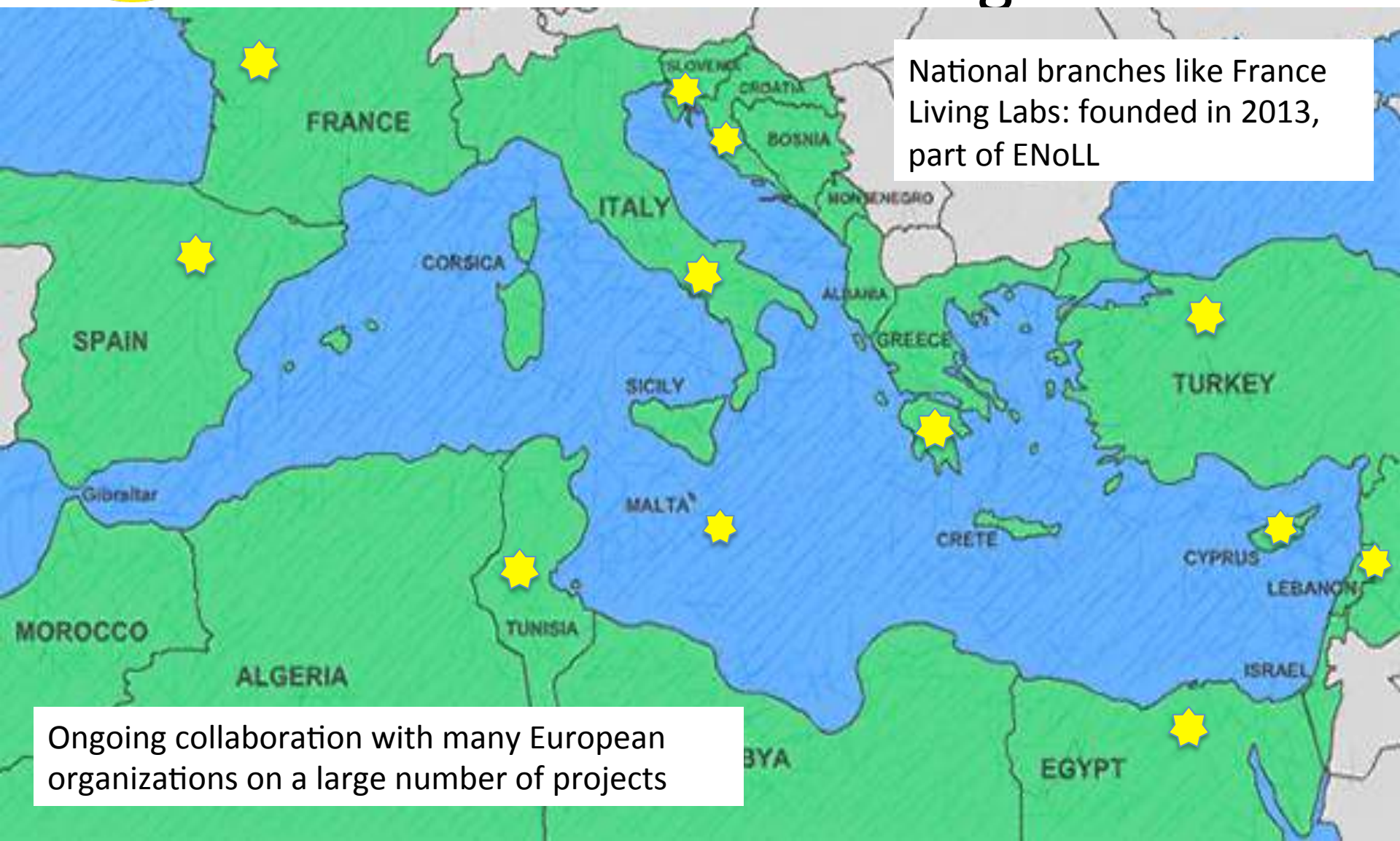
12 Mediterranean countries are represented within ENoLL. Some of them have a strong, leading role within the network: Spain, Italy, France

Growing relevance of Turkish members: OpenLivingLab Days 2015 organized in Istanbul

ENoLL seen as the playground where strategic international alliances can be drafted, built, reinforced



Where are Our Mediterranean Living Labs?



National branches like France
Living Labs: founded in 2013,
part of ENoLL

Ongoing collaboration with many European
organizations on a large number of projects

Mediterranean Living Labs – public support mechanisms

The Italian Apulia region has set up several financial tools available to Apulian small and medium enterprises (SMEs) working with co-design methodologies and aiming to cluster researchers, companies and groups of citizens to develop new products/services.

Community



LivingLabs^{ict}
Apulia innovation in progress

Mediterranean hot spots

No champions or hot spots in the Mediterranean area?

A few good examples at regional (Apulia, Italy) and urban level (Barcelona and Santander in Catalonia and Spain).

General challenge: giving continuity to clever ideas and ad-hoc funds

LL funds mechanisms vary sensibly: local, regional, national, **European** + private funding

Living Lab as a service

THE IDEA

Using Living Lab methodologies and user involvement to support SMEs developing new products/services or operating in new markets

Connecting businesses and Living Lab operators

Crucial for internationalization

More and more important phenomenon in countries like Belgium and Finland, likely to grow exponentially during the coming 5 years.

A new European initiative introducing the FIWARE technological platform to Creative Industries and supporting the development of new creative applications. 60+ applications will receive funding ranging from €10k to €50k to develop a prototype, of which 18+ will be selected for additional funding of up to €100k for commercial development and acceleration.

Application open for start-ups, SMEs and web entrepreneurs.

To Become part of ENoLL



European Network of Living Labs
The 8th Wave

**Join the Open Living Labs community!
Wave of Membership Applications
to be announced soon**

Evaluation Criteria

Operations:

- Evidence of expertise gained from the LL operations
- Business-citizens-government partnership - strength & maturity
- Organization of LL governance, management & operations
- Interest and capacity to be active in EU innovation system

Openness:

- Level of own commitment to open innovation process
- IPR principles supporting capability and openness
- Openness towards new partners and investors
- Channels (web etc.) supporting public visibility and interaction

Resources:

- Availability of required technology and/or test beds
- Business model for LL sustainability
- International networking experience and capability
- People/positions dedicated to LI management & operations

Users & Reality:

- Measures to involve users
- Reality of usage contexts, where the LI runs its operations
- User-centricity within the entire service process
- Quality of user-driven innovation methods and tools

Value:

- Evidence of co-created values from Res Dev and Innovation
- Values/Services offered/provided to LL actors
- Full product lifecycle support - capability and maturity
- LL covers several entities within value-chain(s)

Our event: OpenLivingLab days

The Summer School is the annual event of the worldwide Living Lab community organised by ENoLL. This 4-day event reaches a worldwide, varied audience and aims to give participants a wider insight about models and technologies related to Living Labs.

200+ participants in 2014,
25 new members joined
our community.

Our event in a few shots:

[http://vimeo.com/
channels/
161484/100688682](http://vimeo.com/channels/161484/100688682)



OpenLivingLab days 2015



Istanbul: August 25-28th

ENoLL Summer School + Open Living Lab Summit

Paolo Aversano

Paolo.aversano@enoll.org



@openlivinglabs

info@enoll.org

www.openlivinglabs.eu