Capacity Building Session: RRI: Tools for Enterprises and Stakeholders, 14th March 2018, Zadar (Croatia)

LIVING LABS as one of examples of RRI toolkit (Practical training)

Barbora Špádová, Czech Centre for Science and Society

OBJECTIVES

- EXISTING LIVING LABS
- CASE STUDIES
  - AUTONOM'LAB: Care(e)rs Rally
  - CITYLAB: Southampton
- LL INDICATORS
- GROUP WORK

- Italy

Italy	X-Lab
Italy	Leaning Lab
Italy	Space2Land Living Lab
Italy	Frascati Living Lab
Italy	ITL - Living Lab for Logistics
Italy	Telemedicine Living Lab
Italy	C.LAB - Piedmont Community Labs
Italy	Living Lab of the Prato Textile District
Italy	IDEaCT - Interaction Design and Communication Technologies
Italy	eGSI - eGovernment Services Intermediation
Italy	Torre Guaceto Living Lab: the living lab in the Natural Reserve
Italy	Enerlab
Italy	eToscana
Italy	WB@W
Italy	Research Innovation Centre
Italy	Territorial Living Lab (TLL PREALPE)

- Germany

Germany	Knowledge Workers Living Lab
Germany	Future Care Lab
Germany	PRAXLABS: Creating innovative technologies in practice
Germany	iRegion Karlsruhe - creating the net economy
Germany	Mobile City Bremen
Germany	The Virtual Dimension Center (VDC)
Germany	ViRaL Cooperation Lab
Germany	Ambient Assisted Living Environment
Germany	WILL - Workability and Innovation LivingLab
Germany	Nuremberg Mobile Application Centre (NuMac)
Germany	EXPERIMENTAL FACTORY MAGDEBURG
Germany	FZI Living Lab Ambient Assisted Living
Germany	DAILL - Distributed Artificial Intelligence Living Lab
Germany	Bremen Ambient Assisted Living Lab
Germany	Hamburg Living Lab

- Hungary

Hungary	Győr Automotive LL
Hungary	Well-being Living Lab Nagykovacsi
Hungary	Innovative Learning Solutions (Flexilab)
Hungary	Creative Knowledge Centre (CKC) Living Lab
Hungary	Homokháti Rural Living Laboratory
Hungary	Green Living Lab

- Poland

Poland	e	Poznan Living Lab
Poland	e	Krakow Living Lab
Poland		Turecki Living Lab (TUR-LL)
Poland		International Centre for Decision Sciences & Forecasting (CDSF)
Poland		Kielce Technology Park Living Lab

Examples of successful LLs

- AUTONOM'LAB (2010, France, Limousin)
  - Domain: HEALTH AND AGEING
  - Topic: Innovation to respond to the social and economic challenge of living longer
  - Co-operation: industrialists
    researchers
    communities
    associations

    → regional innovation network

    → acting for autonomy for the elderly and people with disabilities
  - Aim: new goods and services co-produced with users and professionals → "open innovation"

Examples of successful LLs

- Care(e)rs Rally (AUTONOM'LAB)
  - Objective:
    - to allow people interested in home care jobs to discover the realities of these professions through role-playing workshops and discussions with experienced professionals
  - One of the solutions experimented:
    - organization of a rally (people applying for these jobs often do not know the reality and their difficulties)
  - End-users:
    - final beneficiaries + home care professionals
  - involvement of other stakeholders:
    - academia + public sector + private entities

Examples of successful LLs

- Care(e)rs Rally (AUTONOM'LAB)
  - EXPLORATION
    - diagnostic phase → different categories of users were associated → participation in the co-creation of the solution
  - EXPERIMENTATION
    - rally → 7 topics (defined by the partners): employers, job reality, working conditions, beneficiaries, training, ...
    - tested during one month in 2016 (220 people; 42 workshops)
  - PROJECT OUTCOME & EVALUATION
    - according to the results, the participants were very satisfied at the end
    - a kit of developing the methodology to adapt the rally to other territories was created

Examples of successful LLs

- CITYLAB
  - Domain: SMART CITIES
  - Horizon 2020, Mobility for Growth
  - Topic: Reducing impacts and costs of freight and service trips in urban areas
  - Budget 4 Mill Euro
  - 1 May 2015 – 30 Apr 2018
  - 25 partners, 7 countries
  - CASE “SOUTHAMPTON”

CITYLAB - City Logistics in Living Laboratories

LL INDICATORS

- (1) User Involvement
- (2) Service Creation
- (3) Infrastructure
- (4) Organization and Governance
- (5) Innovation Outcomes
- (6) Methods and Tools
- (7) SME Innovation

LL INDICATORS

- (1) User Involvement
  - focal point of mature Living Labs
  - iterative approach of LL → user involvement crucial
  - finding out what the relevant experiences, methods and tools, that LL benefit from, are
  - questions:
    - How to organize user involvement?
    - How to find the right users?
    - How to motivate the users?
    - How to get access to large user groups?
    - How to analyze large amounts of data?
    - …

LL INDICATORS

- (1) User Involvement
  - 0 → end-users not involved in LL activities
  - 50 → users involved partially,
    → methods for user involvement established
  - 100 → end users involved over the whole innovation prosess,
    → cultural and legal differences are known,
    → data collected automatically

LL INDICATORS

- (2) Service Creation
  - value added components → sth. new and needed
  - 3 categories of required services:
    - supporting collaborative innovation
    - supporting validation and demonstration
    - specific to stakeholder requirements

  - 0 → technical and customer services installed
  - 50 → value-added services (e. g. business support) implemented
  - 100 → technical-, customer- and intra-network services deployed

LL INDICATORS

- (3) Infrastructure

  = basic facilities, services and installations required for the operation of Living Labs

  - questions:
    - 1) Which infrastr. are chosen to be used?
    - 2) Which infrastr. are candidates to achieve the LLs' self-sustainability?
    - 3) Which infrastr. are more apt to evolve and adapt than others?

  - 0 → no specific LL infrastructure exists
  - 50 → collaborative infrastructure installed
  - 100 → standardized infrastructure implemented

LL INDICATORS

- (4) Organization and Governance

  = the way LL is organized and managed at different levels:

  - operational
    - working practices for the day to day management,
    - dissemination and external communication,
    - the way projects are organized and funded, etc.
  - strategic
    - the way stakeholders are involved,
    - financing,
    - management structure,
    - driver (community, research, bussines/industry, …)
    - etc.

LL INDICATORS

- (4) Organization and Governance

  - 0 → no organizational structures and management structures defined

  - 50 → contractual agreements with partners,
    → 3rd party funded

  - 100 → business models defined,
    → management structures established,
    → LL is self-sustaining

LL INDICATORS

- (5) Innovation Outcomes
  - LLs' strategic market position
    - target market for innovation outcomes:
      - creating value for industry, specific industry sectors, SMEs, society, etc.

  - 0 → no specific actions to facilitate innovation are taken
  - 50 → target markets specified,
    → value for stakeholders visible
  - 100 → patents are held,
    → innovation-supportive environments created,
    → intellectual property rights (IPR) principles are established

LL INDICATORS

- (6) Methods and Tools
  - different Methods and Tools
    - integration of the project in the LL infrastructure
    - co-creation of a product, service or application development
    - standardization data preparation (comparability with the results of the other LLs)

  - 0 → no methods and tools for user integration are deployed
  - 50 → traditional market research methods (e. g. interviews, focus groups) are implemented
  - 100 → community-building methods and tools are installed

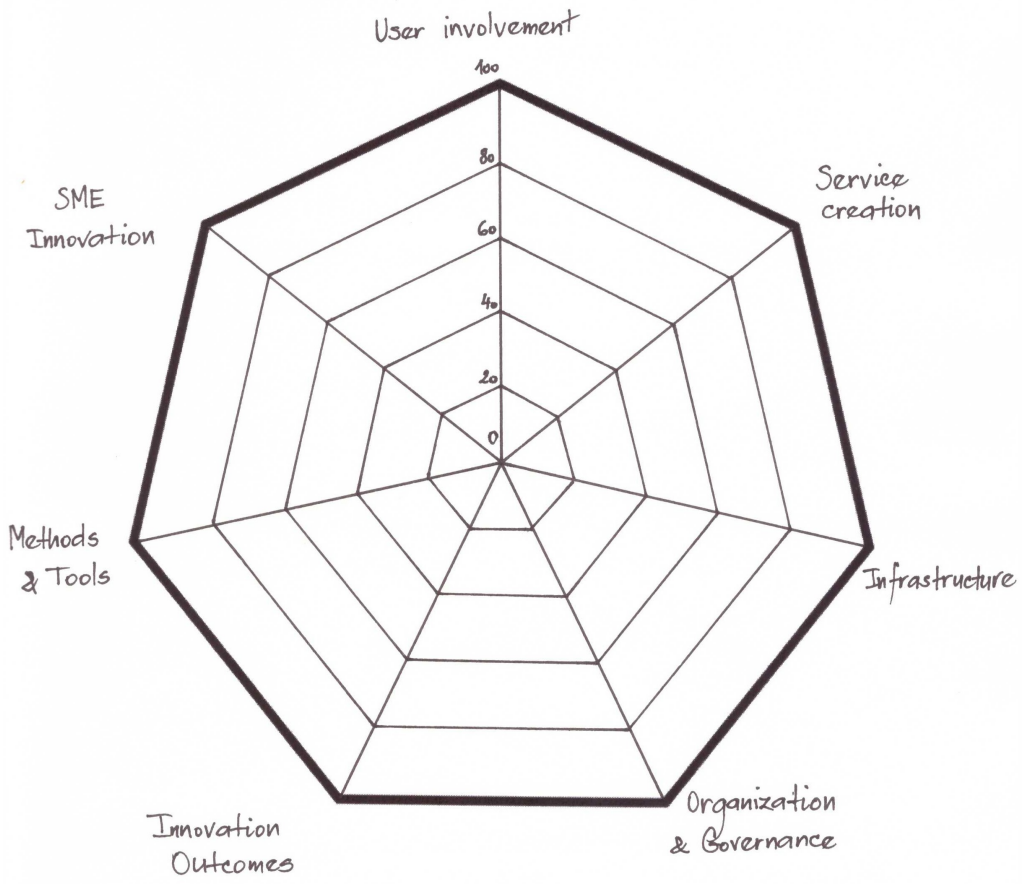
LL INDICATORS

- (7) Supporting SME Innovation
  - LL concept → based on Information and Communication Technology-based services and innovations, → offers the new organizational dimension, processes, services and ICT-infrastructures → to improve SME competitiveness and innovation potential
  - SME as a protagonist on the innovation process

  - 0 → SMEs not involved in LL activities
  - 50 → SMEs partially integrated in LL activities
  - 100 → SMEs integrated in LL activities, → business models are aligned

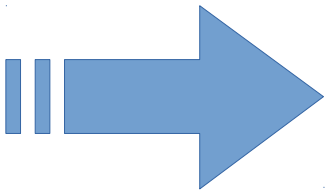
LL INDICATORS

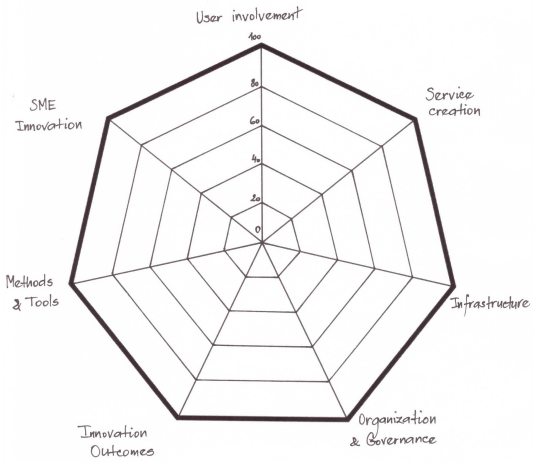
- spider-web diagram:



GROUP WORK

- Climate Change
- Eco-tourism
- Health and Ageing
- Enviroment and Education
- Media and Creativity
- Micro-SME networks
- Mobility
- Smart Cities
- Rural development
- Waste management
- ...





THANK YOU FOR YOUR ATTENTION

Barbora Špádová (CCSS)