



Living Lab Community Building SMEs and Living Labs

**ENoLL and Future Internet
Launch Event for the 4th wave of Living Labs**

13-14 April 2010 - Valencia, SPAIN



Roberto Santoro, ENoLL Vice President, ESoCE Net President

ESoNET European Society of Concurrent Engineering

- Established in 1994 as Non-profit-making organisation
- Sustainable knowledge community for Concurrent Enterprising

Over 500 members

50% Academic 50% Industrial

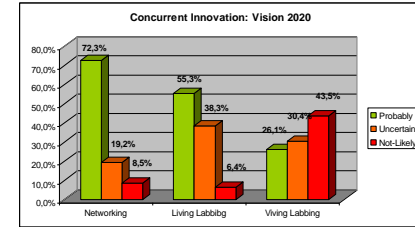
35 Countries worldwide



Concurrent Engineering-Enterprising-Innovation
Community based Living Labs
Collaborative Networks
User and Professional Communities

WWW.ESOCE.NET
Rsantoro@esoce.net

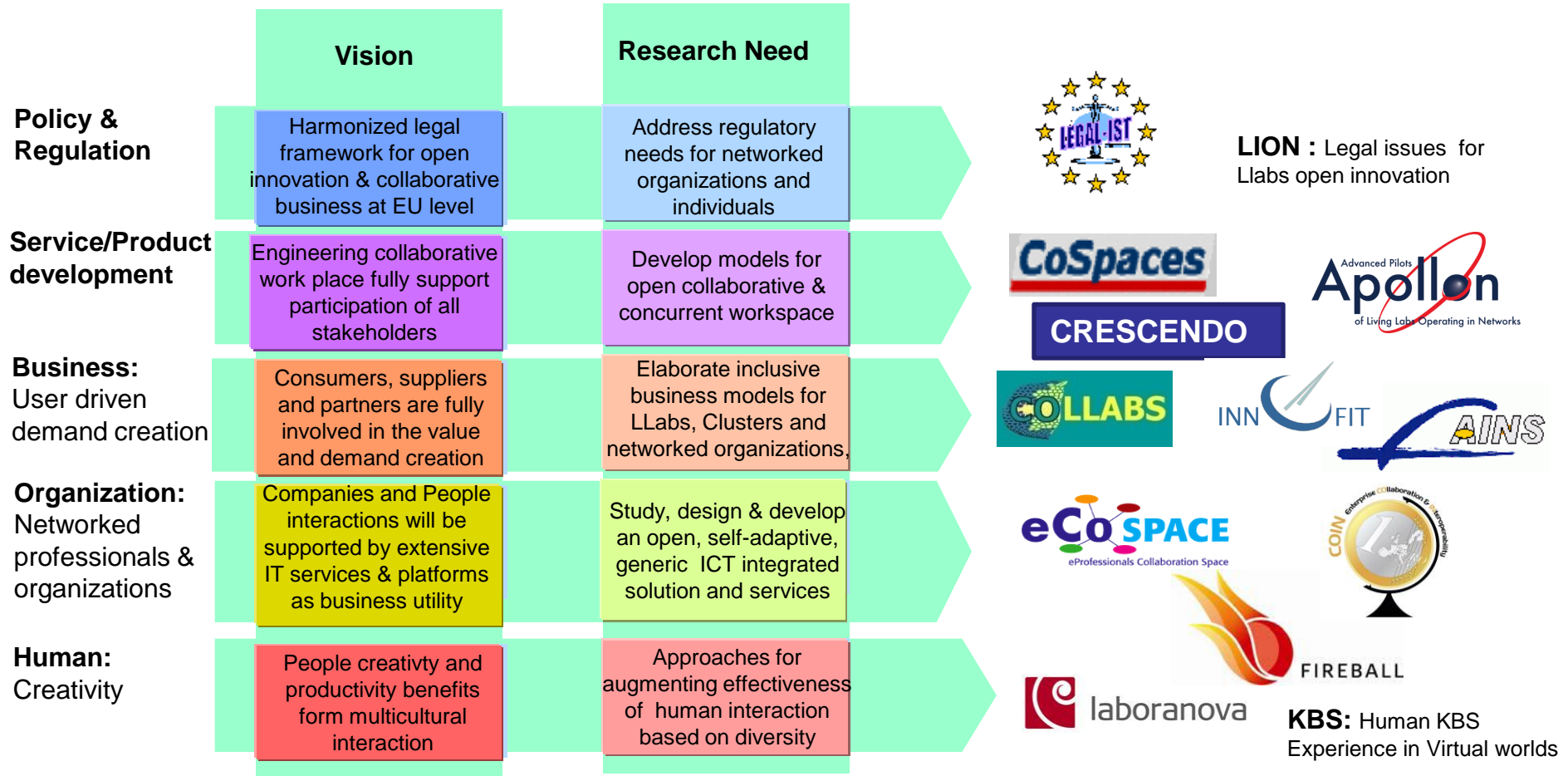
ESo NET From Vision to Action



CI area

Roadmapping process

Projects



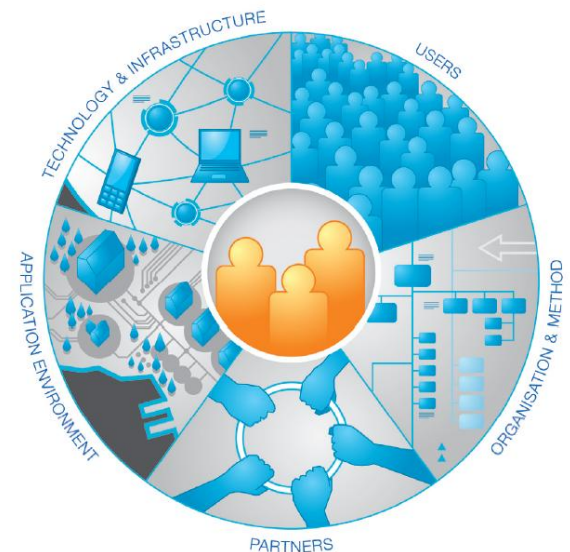
Living Labs and User Driven Open Innovation

European
Network of
Living Labs

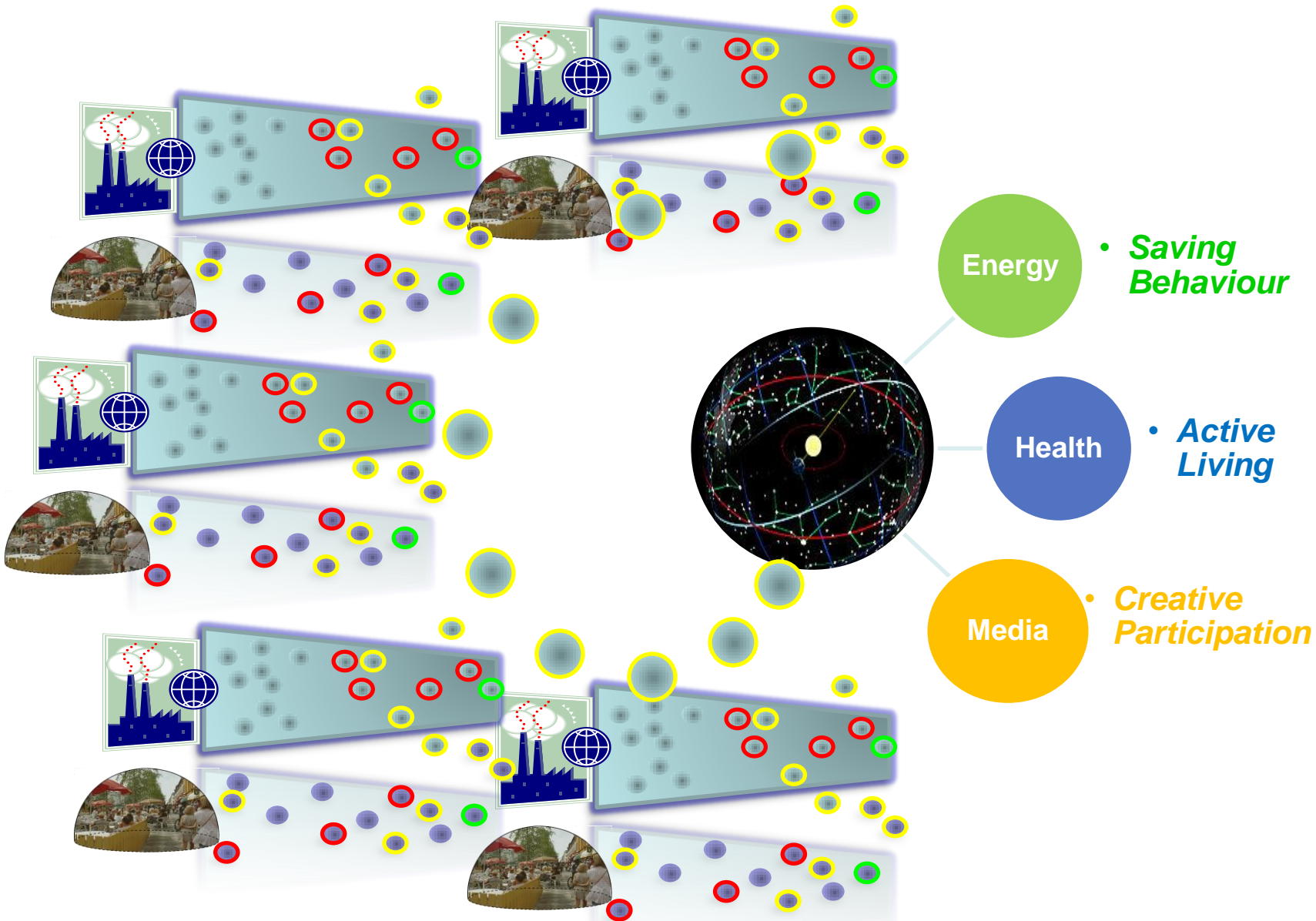
Living Labs are User Driven Open Innovation Platforms where stakeholders have formed a Public-Private-People-Partnership (PPPP) of firms, public agencies, universities, institutes and users all collaborating for creating, prototyping, and validating new service-products and societal infrastructures in real-life contexts. Such contexts are cities, villages and rural areas as well as industrial plants.”

A Living Lab empowers users to drive research, development and innovation for ICT based services addressing major socio-economic issues (energy and environment; well being, e-health and inclusion; media and creativity; logistics and manufacturing regional development...)

- *Bringing users early into the creative process, accessing the Collective Intelligence*
- *Bridging the innovation gap between technology development and the uptake of new products and services*
- *Allowing for early assessment of the socio-economic implications of new technological solutions*



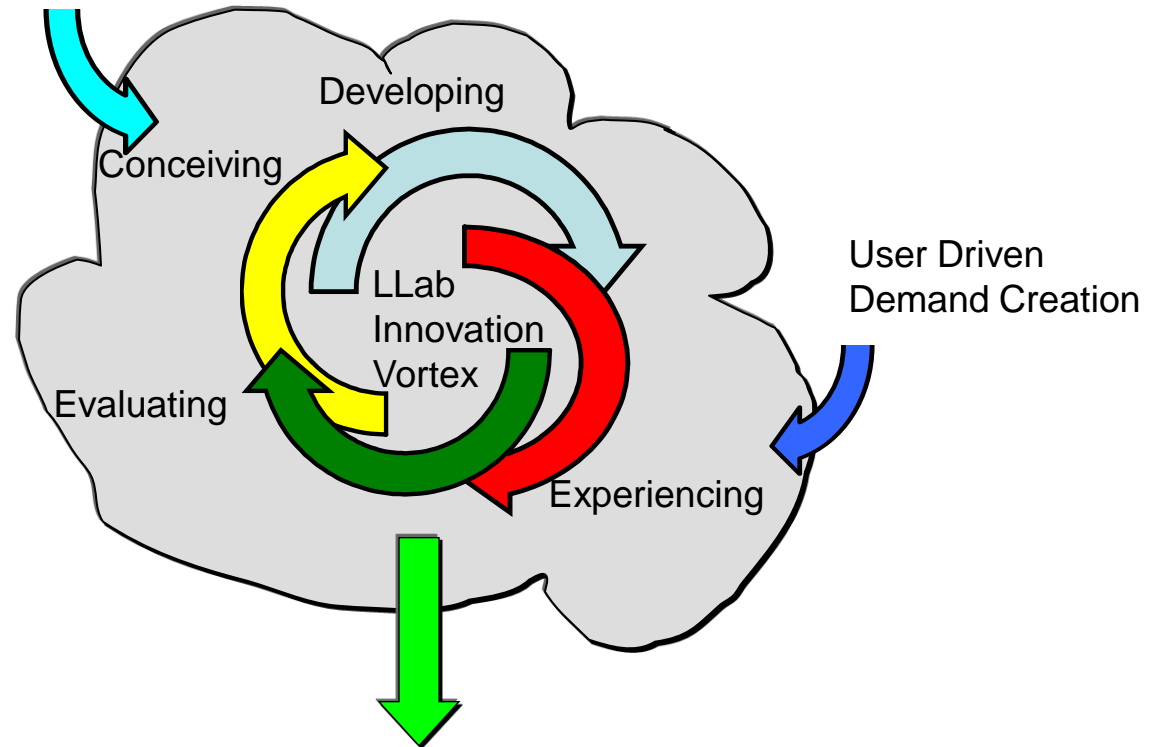
Open Innovation and LLABS Co-Creating “SMART” COMMONS



LLAB Concurrent Innovation Vortex for Reality Breeding: From Promising Ideas to solve user needs to validated opportunities for the ICT service market

Improved capacities for SMEs, including micro-entrepreneurs, to develop, validate and integrate new ideas and rapidly scale-up their services and products from their local region to other regions with different characteristics

Ideas Competition



User Driven
Demand Creation

Validated Opportunity

- Service/Product
- Market demand
- Collaborative Enterprise

SMEs and Living Labs

- SMEs can engage with Living Labs
 - Access and Share knowledge by registering to ENoLL thematic domains
 - Take opportunities to be actively involved in ENoLL pilots
- New Benefits for SMEs
 - Access Living Labs community
 - Living Labs are your new market
 - “Reality check” and Commercial viability
 - Access network of clusters
 - Complement your capabilities with new partners
 - Set up Collaborative developments for new products/services

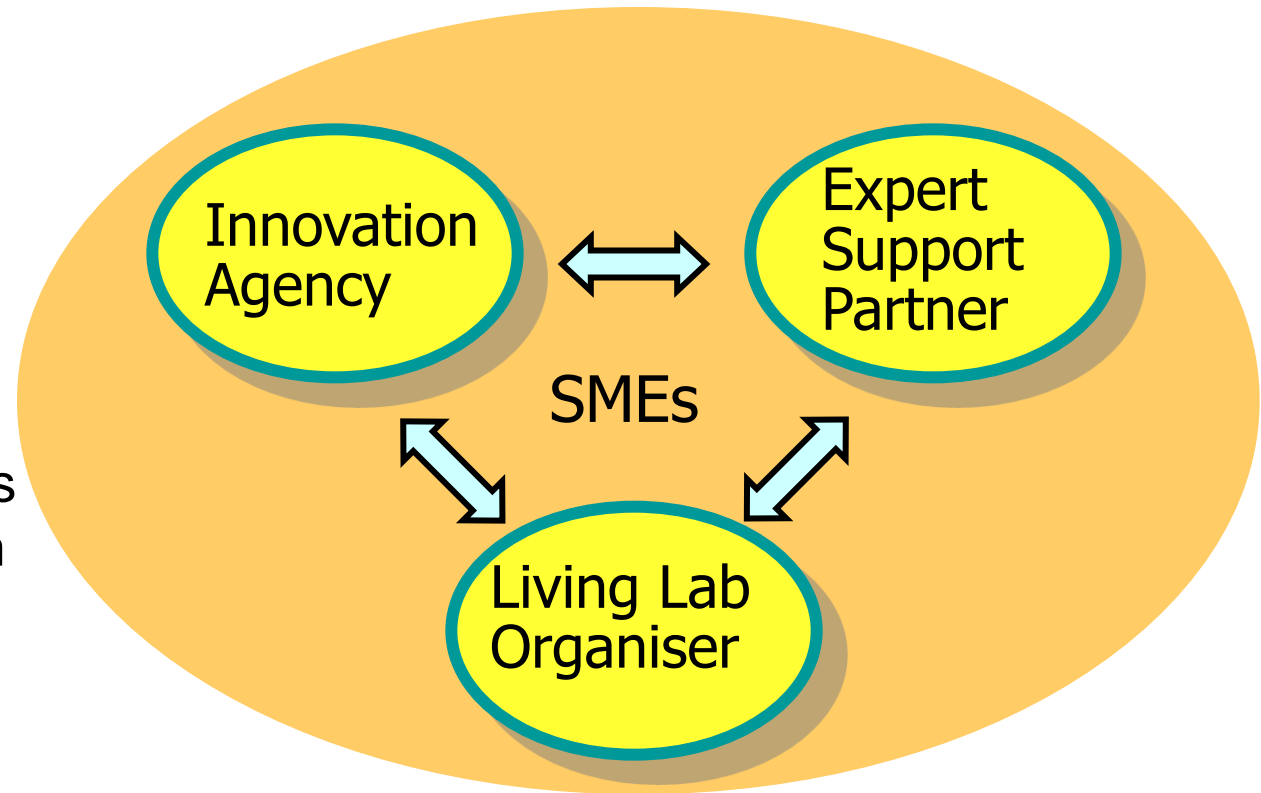


Living Labs Services for SMEs Innovation

CO-LLABS CIP project apr 2008- jul 2010

Coordinated by ESoCE Net

The over-all objective of the CO-LLABS Thematic Network is to achieve a European-wide adoption of ICT-based Living lab services and practices to allow SMEs to improve their innovation processes and become part of “open innovation” environments

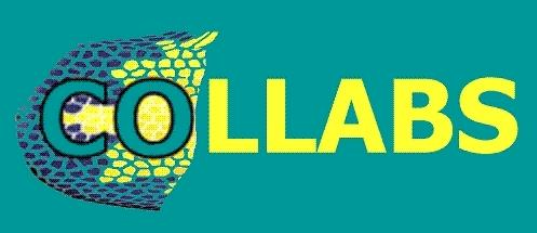


Supporting Enroll Development and Policy Linking
Catalizing Multi Site Collaborative Pilots



Main Results

- **Best practices** on how Living Labs and Experience research services are supporting SMEs innovation: identification, evaluation and exchange of such practices within and across European regions.
- **Pilots development** of SME-oriented Living Lab initiatives in domains of e-business, e-inclusion, e-health, and stimulating the collaboration among Living Labs, innovation agencies and business stakeholders to develop these pilots.
- **Living labs business models and governance** structures development for networks of Living labs supporting SMEs.
- **Network mobilisation, exploitation and dissemination** to create an active community stimulating SMEs for open innovation and exchange experience in how to use the living labs concept for SME innovation.
- **Policy initiative development** to stimulate Living labs, Innovation Agencies and Research organisations to work with SMEs on open innovation.
- **Joint action plan** to establish self-sustainable pilots and ensure viability of the CO-LLABS / ENoLL network after its formal project duration.



Regional living lab policy for the benefit of SME

Région

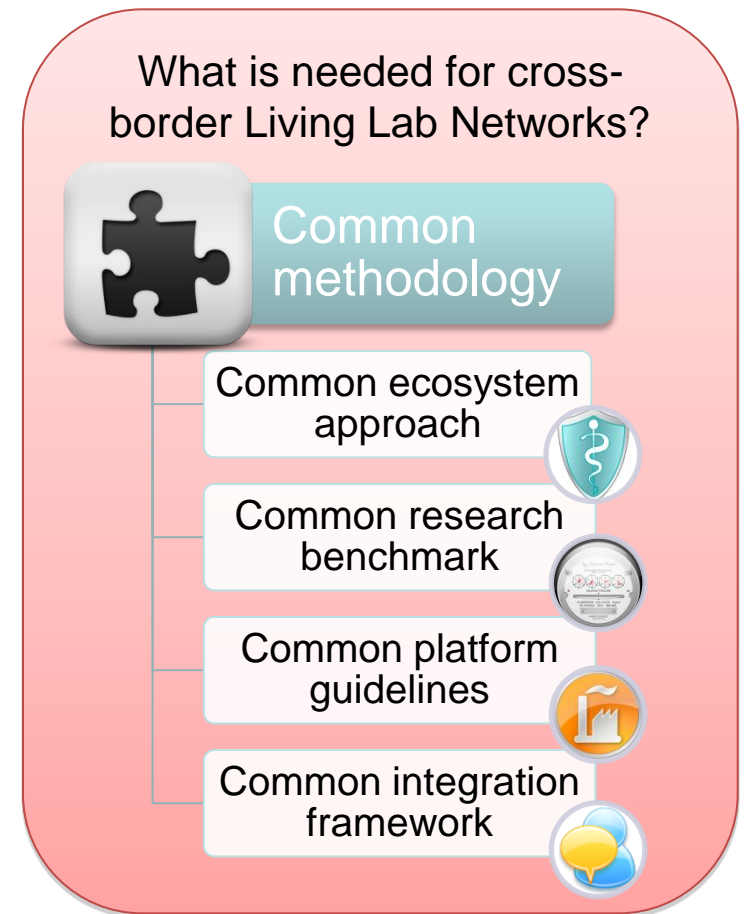
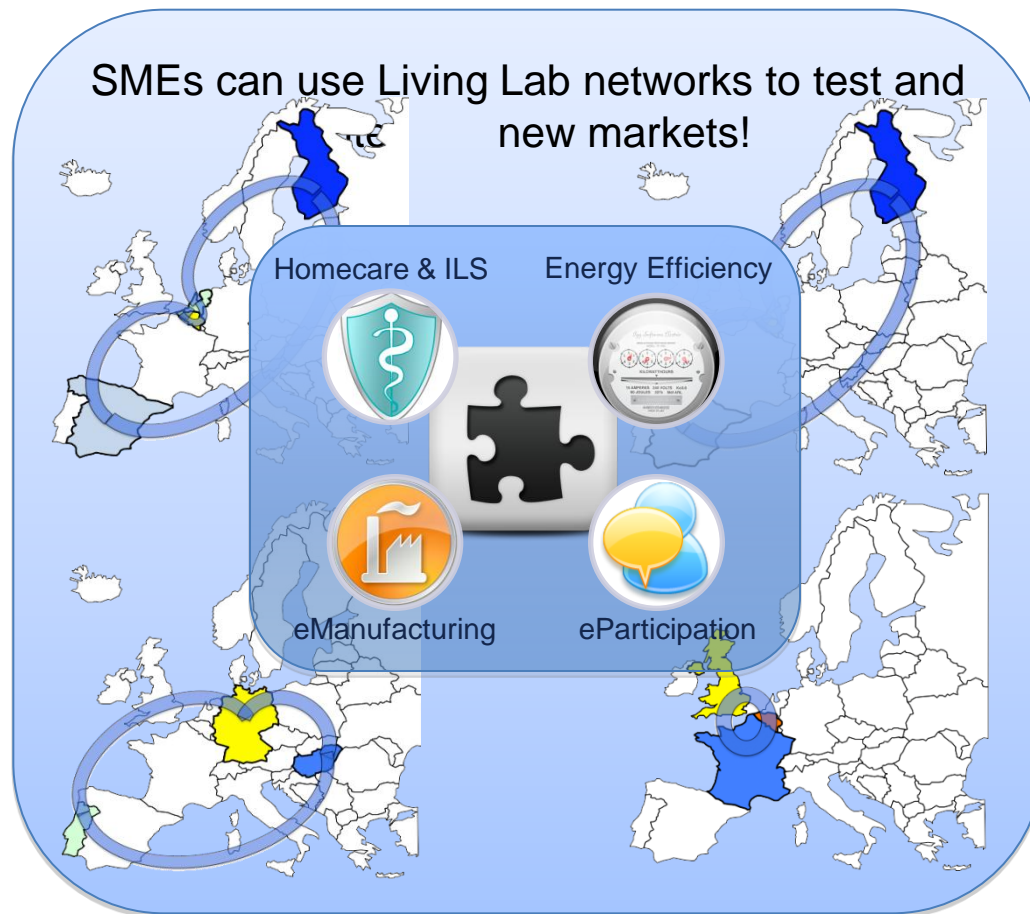


Provence-Alpes-Côte d'Azur

- ***Enhancing regional innovation systems to foster SME innovation: the role of living labs as part of regional policy instruments***
 - *Establish a Functional Region Model*
 - *Leverage Network Scale Factors for ensuring Sustainability*
- ***Towards a set of recommendations and a way forward***
 - *Constitute a Group of Regional Living Lab Policy Innovators*
 - *Develop a joint action plan for validating emerging policies*
 - *Functional Region Model*
 - *Sustainability and Impact Indicators*
 - *Consensus Building and Consolidation*
 - *Regional Living Lab Policy Prize*

APOLLON:

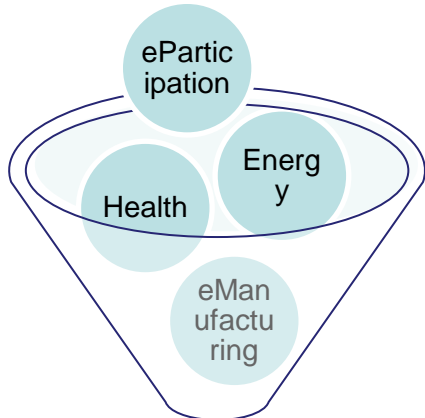
Advanced Pilots of Living Labs Operating in Networks



The APOLLON objectives:

- ⇒ Demonstrate the value for SMEs of a European network of local open innovation platforms
- ⇒ Set up thematic networks of Living Labs across Europe
- ⇒ Develop a common approach for cross-border Living Lab experiments

Impact Creation Strategy



APOLLON

Methodology, Tools and Guidelines

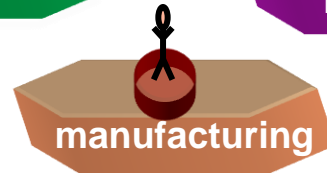
Cross-border thematic domain Networks

Domain Networks and Services by ENoLL

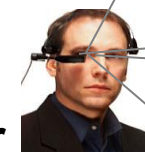


LLABs

Scale-up cross-border projects



SMEs access other markets



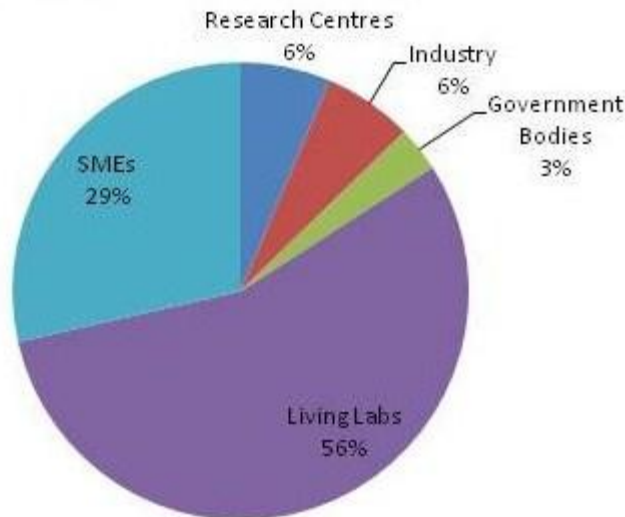
Code	Quantite	Statut	Statut	Statut
101	1000	1000	1000	1000
102	2000	2000	2000	2000
103	3000	3000	3000	3000
104	4000	4000	4000	4000
105	5000	5000	5000	5000
106	6000	6000	6000	6000
107	7000	7000	7000	7000
108	8000	8000	8000	8000
109	9000	9000	9000	9000
110	10000	10000	10000	10000



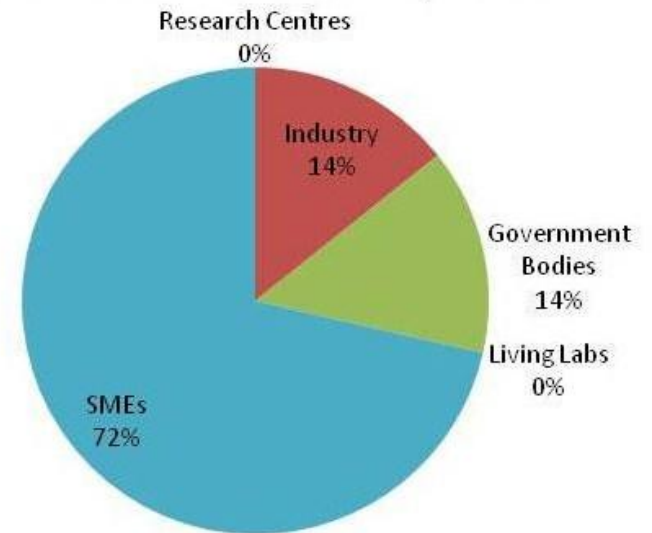
APOLLON Partners

Supporting Partner: 68 organisations (58 at the project kick-off) from 23 European Countries signed a letter of support, committing to one or several vertical domains.

Supporting Members composition



Associate Members composition

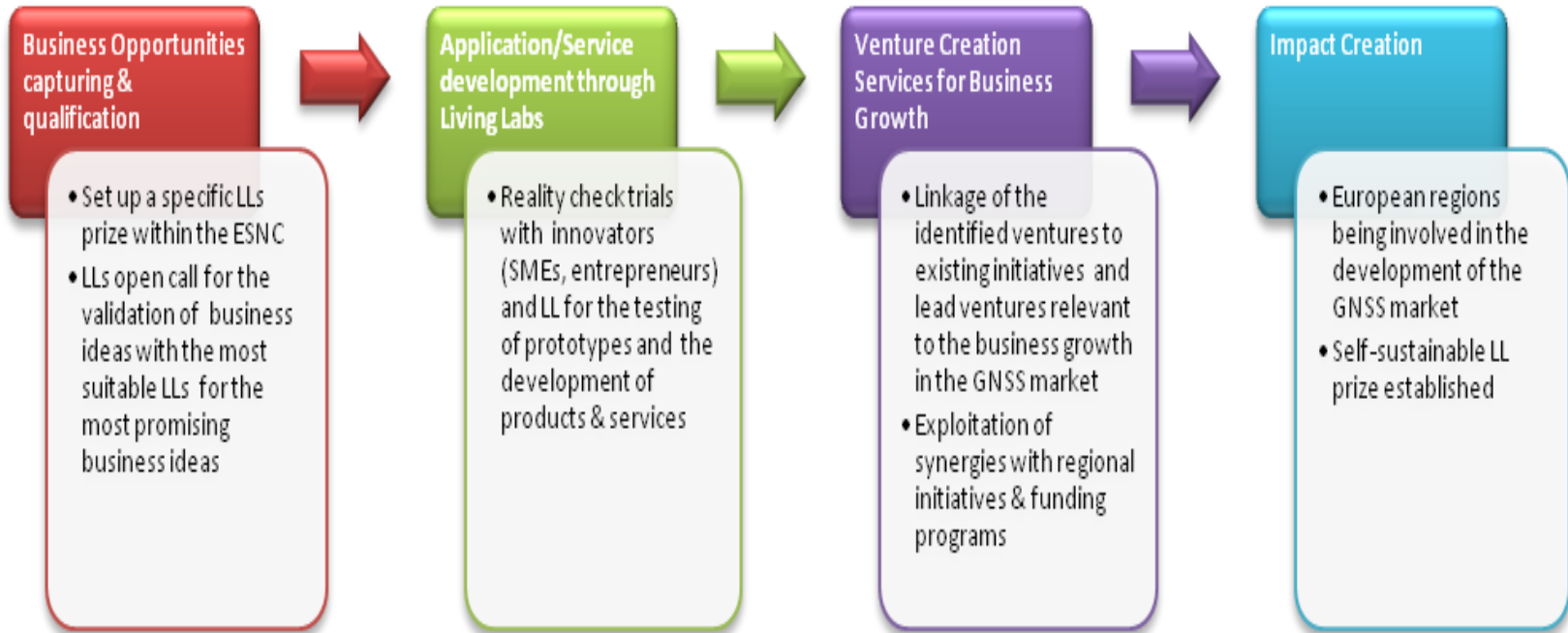
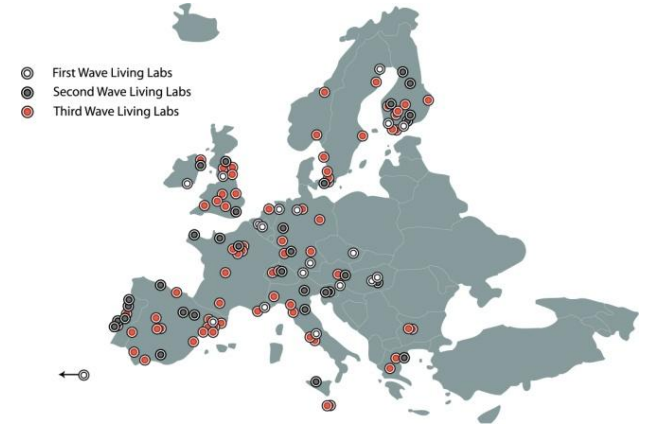
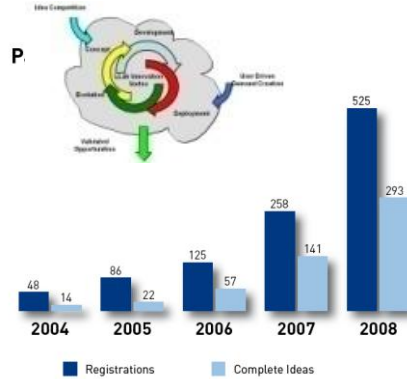


Associate Partner: 17 organisations (0 at the project kick-off) from 7 European Countries are in the process of becoming Associate Partners.

Living Labs Summer School 2010
Theme: Collaborative Innovation through Living Labs
22-27th August 2010, Sophia Antipolis, France

- Map the domain of living labs
- Build bridges between the many disciplines in which living labs are rooted
- Collect and disseminate original experiences and insights from practitioners
- Build and strengthen international networks, **LL, SMEs and Industry**
- Methodologies used for developing and operationalising LL
- Models of Innovation for deployment in cities and regions
- Integrating users into innovation process
- ...

Galileo Advanced INnovation Services



- The GNSS Living Lab Prize will award three winners, who will get the opportunity to conduct a “**reality check trial**” in a suitable Living Lab with the involvement of relevant user communities and potential future customers.
- The nominated innovators will thus benefit from the:
 - validation of their ideas
 - user-oriented engineering of their products and services
 - development of their entrepreneurial team
 - intensifying of their network of industrial relationships
- In addition the winners will receive a prize money of EUR 10.000 each
 - Theme 1: **GNSS for health, ageing and inclusion**
 - Theme 2: **GNSS for energy efficiency and environment**
 - Theme 3: **Media and Participation**

- 3-5 March: Official launch of the European Satellite Navigation Competition;
- 1st May to 31st July: Ideas submission;
- 1st August to 30 Sep: Ideas evaluation;
- 3rd week of October (TBC): Award ceremony in Munich;
- 4th week of October 2010, calls for proposals open to Living Labs to ensure the best possible breeding environment for the winning ideas
 - Guaranteed access to users communities, relevant to the winning ideas;
 - Potential for adoption;
 - Capability of attracting additional resources for undertaking the „reality checks“ activities, to ensure that the required mobilisation of resources is achieved.
- 1st December 2010 to 31st January 2011; Submission of proposal from Living Labs, for adopting and implementing the winning ideas;
- 1st of April 2011 (TBC): Start of the trials in the selected Living Labs.

JOIN The Open System of Living Labs Communities !

European
Network of
Living Labs



1. Individuals can register at any time at <http://www.ami-communities.eu>
2. Public Institutions and Industrial Organizations can apply as associated member, LL-Partners of ENoLL at <http://www.openlivinglabs.eu>
3. Express your interest to become APOLLON Supporting Partner <http://www.apollon-pilot.eu/contact.html>

Win 10.000 EURO <http://www.gainsproject.eu>

