

European Network of Living Labs: Business Plan for Network Efficiency

**Shared Innovation Services, Human-Centric Methodology and
Technology Requirements**

Joint workshop of the CWE portfolio of CAs and IPs

Turku Archipelago

October 11-13, 2006

Main expected outcomes:

- a value proposition document for the Network of Living Labs
- a Living Lab business model
- a draft of how to achieve a common reference architecture for Living Labs

Wednesday 11.10.2006

Turku Archipelago, Islands of Korppo, Nauvo, Parainen

**Transportation to the Turku Archipelago is arranged on Oct 11
Reservations for guests are made at Hotel Kalkstrand, Parainen**

**Please contact Marlene Karlsson by Oct 5,
For workshop registration and hotel reservation in Parainen
marlene.karlsson@parnet.fi**

12.00	Trasportation to the Turku Archipelago (Bus and Boat)
13.30 – 18.15	Action in the Turku Archipelago Rural Living Labs sites in Korppo and Nauvo
	Turku Archipelago Living Lab Technology Infrastructure
	Examples of Applications and Services for SMEs
	Innovative Public Services Applications
18.15	Dinner at Restaurant L'Escale
20.15	Transportation to Hotel Kalkstrand, Island of Parainen

12.10.2006	
Workshop Venue at Hotel Kalkstrand, Parainen	
8:45-12:30	Presentation of all IPs and horizontal instruments on the role of LLs for their methodological approach Point of View of each IP and CA on Concept of LL and how LL benefits the research questions, methodology, business and service as well as technology development in view of an open reference architecture Chair: Olavi Luotonen EC
9.00	C@R: Mariluz Guerrero / Javier Garcia (tbc)
9.20	CoSpaces: Terrence Fernando asked to present by videoconference tools
9.40	eCoSpace: Olivier Rerolle
10.00	Laboranova: Alexander Hesmer (tbc but unlikely)
10.20	WearIT@work: Michael Boronowski (tbc, if there is a flight out Thurs)
10.40-11.00	Coffee
11.00	CLOCK: Veli-Pekka Niitamo, Nokia
11.20	CoreLabs: Mikael Börjeson, CDT
11.40	OCA: Carlos Ralli (tbc but unlikely)
12.00	Conclusions: Olavi Luotonen, Seija Kulkki CKIR, Mikael Börjeson
12.30	Lunch
14.00-15.30	Shared Methodological Approaches: Human-Centric Methodology Producing Technological Requirements Chair: Christian Merz , SAP
14.00	CoreLabs results, philosophy of LL methodology tools MB, PH or video
14.30	Methodological approaches: RLL requirements for reference architecture Christian Merz, Seija Kulkki, Carlos Ralli (tbc),
15.00	Discussion on future actions: Orchestrating shared actions towards methodological and technological requirements resulting in open reference architecture Mikael Börjeson, Carlos Ralli (tbc)
15.30	Coffee
15.30-17.15	Innovation Services - Getting Living Labs Ready for Network Efficiency in the European Network of Living Labs Chair: Richard Straub, IBM
15.30	Different Types of Innovation Services: Miguel Ponce de Leon, Claire Fahy, TSSG (tbc)
15.45	Different Models of Incubation for Rural Areas: Fredrik Husberg, Rudi De Louw, Mariluz Guerrero/Javier Garcia
16.45 – 17.30	Discussion on future actions: Innovation Services, Service and Business Development for Commercial and Public Sector Innovation Richard Straub
17.15-18.00	Conclusions from day's discussions: Steps towards network efficiency: building of LL ready for network efficiency and value proposition of ENoLL: Seija Kulkki and Mikael Börjeson
19.00	Dinner

Friday 13.10.2006 Kalkstrand Hotel, Parainen	
8.45 – 12.30	Value Proposition and Business Plan for ENoLL – Preparation for Launch of ENoLL in November 2006 Chair: Mikael Börjeson, CDT
9.00	Engagement Plan for Launch of ENoLL Kari Mikkela, CKIR
9.45	Discussion on steps to take within actions of IPs and CAs
10.00	Coffee
10.30	Elements building the business plan for network efficiency – outcome of workshop leading to Launch of ENoLL and including first steps towards European Innovation System Seija Kulkki and Richard Straub
11.00	Concluding remarks by IPs and CAs representatives
11.30	Summary of Future Actions: Richard Straub, Mikael Börjeson , Seija Kulkki
12.00	Lunch and End of Workshop

Practical information:

Meeting Point at Forum Marinum on Wednesday, October 11 at 11.45 am

Forum Marinum is located near the harbour area at 15 min walk, or a 5 min taxi drive, from Turku City Centre

For those arriving to Turku

Flights to Turku Airport:

with SAS via Stockholm or Copenhagen

with Finnair via Helsinki

Turku Airport to Turku city centre: 7 km

For those arriving to Turku already on Oct 10

We suggest you make a reservation with either

Scandic Plaza: www.scandic-hotels.com/plazaturku,

or, Radison SAS Marina Palace: <http://turku.radissonsas.com/>

For those arriving to Helsinki

Flights to Helsinki Vantaa Airport:

Expressbus runs a shuttle to Turku from Helsinki Airport - every hour

Helsinki – Turku: 165 km, traveling time 2hrs 45 min

**Fast train connections to Turku from Helsinki city centre - every hour
Travelling time 1 hr 47 min, the last connection leaves at 23.03**

Fast train timetable for Wednesday morning:

Helsinki main station 7.38 – Turku main station 9.55

Helsinki main station 9.03 – Turku main station 11.00

Helsinki main station 10.09 – Turku main station 11.58. (should you come with this train please inform us, the bus leaving from Forum Marinum can arrange to drive past the rail way station at 12.05)

Transportation to the Archipelago

On 11th October transportation will be arranged to the Turku Archipelago.

The bus will start from Turku, Forum Marinum at 12.00.

Please be at Forum Marinum at 11.45 and make sure you do not miss this bus, there is no public transportation you can use to reach the islands where the Living Labs demonstrations will take place

You can have some lunch at Restaurant Daphne in Forum Marinum starting at 11:00, and a light meal is planned at the Archipelago Centre at 14.15.

Dress warmly and comfortably, a windbreaker or winterjacket will make your visit at the archipelago enjoyable even in the cool sea breeze.

Hotel and Conference Venue

Hotel rooms will be reserved at the conference venue.

Hotel Kalkstrand in Parainen, www.strandbogroup.fi

Please contact Marlene Karlsson at marlene.karlsson@parnet.fi by October 5.

Feel free to contact us for any questions concerning the workshop.

Welcome to Finland and the Turku Archipelago!

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