

Draft Programme Outline

Living Labs Open Innovation Community interactive day

Brussels, Belgium, 16th October 2007
10h00-18h00

Venue: IBBT-iLab Open Innovation Centre Brussels (OICB), Vrije Universiteit Brussel
Address: Pleinlaan 2, 1050 Brussels, Belgium.
Registration and opening at Auditorium Q.D.

For Building Q, see campus maps and general directions of Campus Etterbeek:
<http://www.vub.ac.be/english/infoabout/campuses/index.html>

This event is organized by these Living Labs related projects, funded by the European Commission: CoreLabs, CLOCK, OpenFutures, Collaboration@Rural, CoSpaces, ECOSPACE, Laboranova and WearIT@Work.

General Objectives

- To discuss user driven open innovation in the context of Living Labs and the Renewed Lisbon Strategy.
- To present and discuss the draft *Living Labs Research and User-driven Innovation* Roadmap. Open ways for its European wide implementation, including the technological and socio-economic research needs and funding support mechanisms.
- To present exhibit and discuss best practices operation cases of Living Labs tools, methodologies, services and sustainability. Address different profiles of Living Labs and their geographical collaboration: Cross border, European and global dimension. Extract lessons for the final *Living Labs Research and User-driven Innovation* Roadmap, as coordinated by CoreLabs & CLOCK EU Coordination Actions.
- Contribute to the enlargement, strength and sustainability of the European Living Labs Community. This will bring together the existing European Network of Living Labs, the proposers of the 2nd Wave and other interested actors namely the Partner Network under creation.

The Living Labs Open Innovation Community interactive day will bring together people interested in Living Labs and open innovation to:

- Exchange results from ongoing Living Labs related activities within the European Network of Living Labs, the Coordination and Specific Support Actions (Clock, CoreLabs and OpenFutures) and the Integrated Projects (C@R, CoSpaces, Ecospace, Laboranova and WearIT@work).

- Make these results *visible* and as *concrete* as possible.
- Discuss *what's next* in the context of the Living Labs as they relate to regional, national and European policy.
- Facilitate meetings for knowledge sharing, opportunity creation and partnering amongst Living Labs Open Innovation Community members.
- Bring participants of new Living Labs into the community.

The event will use the draft *Living Labs Research and User-driven Innovation Roadmap* as the focus of discussions, enabling the collective intelligence of the community members present to enrich and formalize it as a structured document.

Exhibition: Marketplace for ideas and innovations

Location: Q.FOYER

An exhibition of Living Labs results, success stories, demonstrations and work-in-progress will provide opportunities for partnering and co-creating new initiatives and synergies with open innovation thought leaders, industry representatives, EC officials and Living Labs coordinators, stakeholders, catalysts and facilitators.

It is possible to visit this exhibition and marketplace at various moments during the day:

- 09.00 – 10.00 hr
- During the lunch break
- During the afternoon coffee break

09.00-10.00 Participants can visit the exhibition

Location: Q.FOYER

09:30-10:00 Registration

Location: Auditorium Q.D

10:00 –11:00 Opening Session

Location: Auditorium Q.D

Chair: *Hank Kune, OpenFutures SSA*

Welcome by the chair

Welcome by our host: **Open Innovation Centre Brussels**

Pieter Ballon, Programme Manager, IBBT-SMIT, Vrije Universiteit Brussel

The draft *Living Labs Research and User-driven Innovation Roadmap*

Mikael Börjesson, Coordinator, CoreLabs EU Coordination Action; CEO, Centre for Distance – Spanning Technologies CDT, Lulea University of Technology

Alvaro de Oliveira, Strategy Board Chair & Policy Coordinator, CLOCK EU Coordination Action; CEO, ALFAMICRO

New perspectives from 2nd Wave candidates.

Short presentations of 4 candidate Second Wave Living Labs

The Harmonization Cube

Daan Velthausz & Ingrid Mulder, CoreLabs CA; Telematica Instituut

Practical details about the day

OpenFutures SSA

Interactive workshop programme In 3 rounds

Facilitated workshops in 3 parallel streams.

Diverse facilitated workshops provide opportunities for knowledge sharing and knowledge creation around the practical results of Living Labs and the Living Labs related projects funded by the European Commission.

The workshops will be offered in the following streams:

- **Policy, Business Models & Sustainability.** Chair: Alvaro de Oliveira, Roberto Santoro, Joze Gricar
- **Users, Buyers, Citizens as Drivers.** Chair: Veli-Pekka Niitamo
- **ICT Research & Development: Results and Future Needs.** Chair: Mikael Börjeson

Each workshop of 80 minutes will provide:

- Practical examples of how Living Labs and the European Commission projects deal with these issues;
- Facilitated opportunities for workshop participants to discuss, enrich and take these issues forward based on their own knowledge, experience, interests and needs.

Results of the workshops and discussions will be fully documented, in order to capture all input for completing the draft *Living Labs Research and User-driven Innovation Roadmap*.

11.15-12.35	STREAM 1 Policy, Business Models & Sustainability Issues about European Innovation in the Context of the Lisbon Strategy for Growth and Jobs to succeed in the age of globalization	STREAM 2 Users, Buyers, Citizens as Drivers Issues about User Involvement	STREAM 3 ICT Research & Development: Results and Future Needs Issues about Infrastructure
	Location: L2.210	Location: Q.D	Location: D.2.01
12:35-14:00	Lunch		
	Possibility to visit the exhibition		
	Various activities relating to partnering network and to the marketplace for ideas and innovations will be organized.		
14.00-15.20	STREAM 1 Policy, Business	STREAM 2 Users, Buyers,	STREAM 3 ICT Research &

Parallel Workshops round 2	Models & Sustainability Issues about Service Creation Location: L2.210	Citizens as Drivers Issues about Innovation Outcomes Location: L2.217	Development: Results and Future Needs Issues about Methods & Tools Location: D.2.01
15.35-16.55 Parallel Workshops round 3	STREAM 1 Policy, Business Models & Sustainability Issues about Governance and Sustainability Location: L2.210	STREAM 2 Users, Buyers, Citizens as Drivers Issues about Network Synergies Location: L2.217	STREAM 3 ICT Research & Development: Results and Future Needs Issues about Interoperability in different Domains Location: D.2.01
16.55-17.20	Coffee break		
17.20-18.00	Closing session Location: Q.A		

Veli-Pekka Niitamo, Chair, Living Labs Portfolio Leadership Group; Director, mWork Research, Nokia Business Infrastructure

- Summary of the results of the workshops today
- The future of the European Network of Living Labs
- The future of the Open Innovation Community
- How to organize the future

A related European Network of Living Labs event will be held in Brussels on 17th October 2007

**Co-Creative Research, Development and Innovation to
Connect the Lisbon Strategy to People:
Launch of the 2nd wave of the
European Network of Living Labs**
see: www.openlivinglabs.eu

A cluster meeting of the Living Labs portfolio will be held on the 15th October and continued on the 17th October afternoon. This meeting is for the Living Labs Portfolio Leadership Group and for project participants, as registered by the related eight EU project coordinators.