

Framework for Living Labs Pilots development in CO-LLABS

CO-LLABS Workshop on Setting Up Widescale Living Labs Pilots

ENOLL Open Innovation Community Interactive day, Brussels, Monday 7th April, 14.00 – 17.00

1. Pilots preparation workshop 7th April 2008

During the ENOLL Open Innovation Interactive Day, 7th April 2008 in Brussels, CO-LLABS will organize a workshop on Setting Up Widescale Living Labs Pilots (14.00 – 17.00). We will use this workshop to present and discuss pilots ideas within the ENOLL.

This document provides a reference framework for defining successful CO-LLABS pilots. The Annex contains the description in CO-LLABS workplan of pilot development activity. A series of initial pilot ideas have been brought together in Annex 2 of the Workplan.

For the Workshop on 7th April, we request presenters of pilots the following:

- 1) To prepare a short 10' presentation of the pilot, following a template proposed below
- 2) To prepare a short 1-2 page description of the pilot (same template) for wide distribution.

2. Criteria for pilots in CO-LLABS

One of the key objectives of CO-LLABS is the development of pilots on Living Labs supporting SME innovation. Thus, CO-LLABS fulfills a “breeding” or “brokering” role identifying and elaborating new socio-economic and business pilots of innovative and attractive ICT-services and products. The general pilot characteristics are as follows:

- Pilots are concrete, realistic and feasible; at the same time innovative
- Orchestrate collaboration across the value chain, include business players, cities, governments, associations, and users
- SME involvement
- Target SME innovation on basis of Living Labs services
- Are able to attract funding from different sources (EU programs, business, governments, regions)
- Are attractive at the regional and interregional level.
- Are highly innovative, and are targeting a clear customer base.

3. Target domains

It is very important that CO-LLABS pilots development target domains of SMEs innovation in or across regions, which have a good chance of success to attract funding. Target domains and pilots ideas could fulfill the above mentioned criteria.

Target domains currently are (see matrix page 3):

- eHealth
- ICT and Environment
- Tourism
- Mobility
- Energy
- Rural
- Media
- Life/Wellbeing
- eBusiness.

Funding could come from DG Enterprise (CIP, Lead Market Initiative), DG Regio (INTERREG), European Regional Development Fund. However, funding could also very well come from regional stakeholders such as companies and associations, innovation agencies, and regional or national innovation funds.

The priority areas of ICT-PSP could be a point of departure for developing business ideas concerning e-government services (including e-procurement), inclusion (accessability, ageing, social integration), e-health. The Lead Market Initiative (DG Enterprise) mentions e-health as an attractive domain as well. Another program to be considered is the European Regional Development Fund (ERDF).

Besides these programs there could be many more interesting business ideas and programs at the regional level, e.g. in ICT-services to support manufacturing, process industry, automotive, transport etc.

4. Template for pilots definition

- 1) Socio-economic or business challenge
 - Description of pilot objective and intended business / societal impact.
 - Domain and scope (e-health, transport, e-inclusion, business innovation etc)
 - Justification of the business case of the pilot; expected business and societal impact (cost reduction, better living etc)
- 2) Impact of pilot on SMEs
 - Value created for / impact on SME business
 - Impact on regional innovation system.
- 3) Funding opportunities and policy context
 - Lead market Initiative
 - CIP-ICT PSP
 - Regional Development Fund
 - Regional or national priorities in EU member states
 - Business funding
- 4) Description of the pilot
 - ICT-based services and products
 - Living lab infrastructure
 - Expected pilot outcome
 - Organisational setting: partnership / stakeholders (business – governments – associations – Living labs)
 - Involvement of SMEs in the pilot
 - Potential European or global partnership
- 5) Implementation plan
 - Resources needed
 - Attracting interest of potential funders
 - Implementation plan
 - Lead consortium

5. Building regionally-based consortia

The CO-LLABS consortium consists of 13 clusters of partners: Living labs, innovation Agencies, Expert partners. These clusters are supported by Supporting partners.

Several pilots ideas have been selected during the preparation of CO-LLABS. The next page depicts in a matrix the portfolio of pilots. A reasonable approach is to start developing the pilots based on this matrix.

During the ENOLL workshop 7th February 2008 Stream 2 Setting up Wide Scale LLABS Pilots, we will target the Business Innovation Areas first and identify business opportunities that fulfill the criteria. We then will elaborate the pilots ideas in relation to specific regional interest and support. This way we will create regionally based seeds of business pilots and at the same time create an initial inter-regional pilots network for each business area.

6. BSCW-web based infrastructure to support pilot development

In close cooperation with the ECOSPACE integrated project, BSCW-based a shared workspace will be made available to support the development of pilots. ECOSPACE will develop dedicated services and tools to support the process, and will monitor and evaluate the utilization of the workspace. More information will follow.

CO-LLABS initial portfolio of pilots

	Consortium partners			Business Innovation areas									Supporting partners		
Regions	Living lab	Innovation	Expert	eHealth	Environm	Tourism	Mobility	Energy	Rural	Media	Life/wellbeing	Business	Living lab	Innovation	Expert
Italy		BIC Lazio	ESoCE										Frascati LL		ESA
Germany	MTRC		BIBA											BIG Bremen	
Spain	I2CAT		ESADE											CIDEM	
Sweden	Botnia LL		CDT											VINNOVA	
Austria		WISTO	FHV										LL Vorarlberg		
Netherlands	Leiden LL		CETIM											Leiden	
Belgium		IBBT											iLab.O		
Finland	Arabianra		CKIR											SITRA	For. Virium
Slovenia			Maribor										eLiv. Lab	ICT T.Netw.	
Portugal	Inteli		Alfamicro										RENER		
Hungary			Szeged										R.LL	NOST	
Czech			Wireless										WirelessLL		
France	Sentier		ESoCE											Min. R&I	

ANNEX: Pilots in the CO-LLABS work plan p.35-36

Focus is on Pilots identification and specification of SME-oriented Living Lab initiatives in priority domains of the CIP ICT-PSP programme such as e-business, e-inclusion, e-health, and stimulating the collaboration among living labs, innovation agencies and business stakeholders to develop these pilots. This activity line will carry out multiple activities, such as the identify suitable candidates for large-scale Living Lab pilots, the assessment and selection of specific pilots for deployment, the integration of the relevant stakeholders into the pilots, the development of formal, binding business arrangements between the stakeholders of each pilots, and the preparation of the launch of the large-scale pilots as independent, sustainable business entities.

Pilot candidates will be selected that focus on SME innovation interests and address the pan-European thematic or at least will interest several countries and regions. Also, we aim to set or extend examples that could be benefited from elsewhere. Therefore we propose to select pilot areas where projects already have been developed with success. Also pilot areas should be linked to EU priorities at EU, national and regional level, ensuring potentially an inflow of funds. Additionally, we select pilots that could benefit from the Living labs approach where large groups of citizens or businesses co-innovate.

Annex 2 to the CO-LLABS Workplan presents initial descriptions of pilots to developed and validate further during the CO-LLABS project. They include:

1. Pilot on Mobile services for SMEs – Mobile Bremen Living Lab.
2. Pilot on e-Invoicing and e-procurement in Cross-Border regions'
3. Pilot on Intelligent Traffic in City Environments – Helsinki
4. Pilot on Living labs targeting efficient Public Transportation
5. Pilot on Sustainable Energy – Portugal
6. Pilot on SME Innovation in rural and regional areas
7. Other pilot proposals tourism, e-mobility, e-health.

The proposal development team has already met a high interest from many supporting parties and others to participate in pilot development. For example, the Helsinki City Board has expressed its high interest in working with CO-LLABS in creating user-developer communities and establishing research and innovation activities in several pilot areas, among which Intelligent Traffic, Preventive Wellbeing and Public Services development. There is also a clear interest within the European network of Living labs, for example Helsinki, Barcelona, Brussels, Paris, Lisbon, Rome, to conduct user-centric research and innovation through Living labs in the fields of public services such as traffic, wellbeing and energy efficiency. This is planned for mobilizing the local SMEs as well as universities, research institutes and development and innovation agencies to share their ideas, efforts and resources for new service, business and technology development that also brings new spin-offs and helps SMEs to become more rapidly internationally oriented. It is also clear that cities are interested in experimenting together in new forms of public media, dialogue with communities and citizens, e-Governance as well as e-Democracy.

In all these areas the project will promote workshops with the different living labs and SME stakeholders arriving to a common project proposal that later on will be presented to the rest of stakeholders in COLLABS. The aim is of course the materialization of the resulting proposals in truly pan-European living labs projects.