

Framework for Living Labs Pilots development in ENoLL – Working document

Workshop on Setting Up Widescale Living Labs Pilots

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

1. LLABS Pilots Preparation Workshop 7th April 2008

During the ENOLL Open Innovation Interactive Day, 7th April 2008 in Brussels, a workshop will take place on Setting Up Widescale Living Labs Pilots (14.00 – 17.00). This workshop provides an opportunity to present, discuss and evaluate pilots ideas within the ENOLL.

This document provides a reference framework for defining successful pilots within ENoLL. It is “work in progress” and contributions for improvement are acknowledged. The new CO-LLABS project offers help in developing pilots (see Annex).

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 proposed pilot (same template) for wide distribution in advance of the workshop.

2. Criteria for LLABS pilots in ENoLL

One of the key objectives of ENoLL is the development of pilots on Living Labs supporting open innovation. Thus, ENoLL 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 can be defined 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
- Business involvement, among which SMEs
- Target business 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 of LLABS pilots

It is very important that ENoLL pilots development targets domains of business innovation, which have a good chance of success to attract funding. A regional emphasis could be beneficial. Target domains and pilots ideas could fulfill the above mentioned criteria.

Target domains currently could be the following:

- 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. An initial template for ENOLL 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 communities and consortia to develop and implement pilots

The process of developing business pilots could be a starting point to attract stakeholder attention and create an initial community of interest and consortium. Because of the local and regional importance of Living labs, the consortium would bring together regional stakeholders for open innovation (business, governments, research organizations, innovation agencies).

During the ENOLL workshop 7th April 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.

Annex: Pilots development in CO-LLABS

See: <http://www.ami-communities.eu/wiki/CO-LLABS>

CO-LLABS stands for: "Community-Based Living Labs to Enhance SMEs Innovation in Europe". It is a Thematic Network in the ICT-PSP program (CIP) under theme 4.1 Sharing Experience on ICT Initiatives for SMEs. CO-LLABS starts 1st of March 2008 and has a 28 month project duration until 30 June 2010.

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 capabilities and processes and become part of "open innovation" environments. Thus, this proposal addresses Work Programme Objective 4.1b "to improve the capacity of businesses and in particular SMEs to benefit from ICT-based innovations in their products and services".

To that end CO-LLABS Thematic Network brings together a selection of Europe's most advanced Living Labs on the one hand and regional SME-innovation oriented organisations on the other to exchange practices of LL support services, and identify and develop specific pilots in domains such as e-health, e-business and e-inclusion. The work will be grounded in thorough understanding of current Living labs practices and experiences and strengthened by creating better insight in successful business models of future SME-oriented Living labs. The Thematic Network will support interaction with policy makers at regional, national and European level to establish consensus on the Living labs approach as a cornerstone of European innovation policies, in particular at the regional and cross-regional level.

The underlying motivation is that Living Labs provide services to SMEs that would otherwise not be available to them. Focus is on how SMEs and their business partners can be involved in Living Labs in the best way in order to collaborate in open innovation, and on sharing experience among Living Labs initiatives and beyond as regards SME involvement in co-creation of Living labs practices.

One of the activities within CO-LLABS is to undertake regionally-based 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. To this end, CO-LLABS will establish regionally based partnerships of Living Labs, Innovation agencies and Expert organisations.