



# CO-LLABS

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## **4TH WORKSHOP ORGANISATION**

**(2-DAY CO-LLABS WORKSHOP,  
JUNE 23<sup>RD</sup> - 24<sup>TH</sup>, 2009, NOORDWIJK, THE NETHERLANDS)**

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0.4	16.10.2009	H. Schaffers, ESoCE Net	Minor modifications

## Executive Summary

In the first six-month period (WP1) of the CO-LLABS project, two workshops were organised. The 1st workshop took place on 6th April 2008 aligned with the 7th April Living labs Open Interactive Day. The 2nd workshop took place on 6th October 2008 and was aligned to the Open Days 2008, to which CO-LLABS organised a showcases corner and contributed a public workshop.

In the second six-month period (WP2) of the CO-LLABS project, the “Living Labs Community Networking and CIP/FP7 proposals development” workshop took place on January 15th 2009 in Brussels. This workshop played a fundamental role in shaping CO-LLABS current activities and driving successive decisions. Additionally, CO-LLABS organised a Living Lab Pilots workshop during the ESoCE Net Industrial Forum, 1-2 December 2008 in Rome.

During the third six-month period (WP3, from April 2009 to September 2009), CO-LLABS has organized its fourth event: a two-day public workshop on 23rd and 24th June in Noordwijk, The Netherlands, as part of the ICE 2009 conference. The present deliverable presents the workshop organization and results and explains how the workshop contributed to the development of a vision, strategy and policy agenda on how the concept of living labs could be set to work for the support of SME innovation.

This deliverable also adds a short description of FIRE and Living Labs Conference - “Future internet by the people”, held on 1-2 July, 2009 in Luleå, Sweden, where CO-LLABS has contributed a Living Labs workshop.

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# 1. Introduction

A total of six workshops has been foreseen in the Description of Work as a key element of the CO-LLABS project dissemination and networking efforts.

Two workshops were organised in the first six-month period (WP1) of the CO-LLABS project: the 1st workshop took place on 6th April 2008 (1st Workshop organisation - Public kick-off, 6th April 2008, and Living Labs Open Interactive Day, 7th April 2008) and the 2nd workshop on 6th October 2008 (2nd Workshop organisation - Internal Progress Meeting & Open Days 2008 Public Workshop). Details for these events are available on the deliverables D1.1 and D1.2 respectively.

Additionally, CO-LLABS organised a Living Lab Pilots workshop during the ESoCE Net Industrial Forum, 1-2 December 2008 in Rome.

The 3rd workshop, scheduled in the second six-month period (WP2) that spans from October 1st 2008 through March 31st 2009, took place on January 15th 2009 in Brussels. Details of this “Living Labs Community Networking and CIP/FP7 proposals development” workshop can be found on the D2.1 deliverable.

The subject of the present deliverable is the 4th CO-LLABS workshop titled “Living Labs and SME Innovation in European Regions”. This has been a two-day workshop taking place 23-24 June 2009 in Noordwijk, The Netherlands, as part of the International Conference on Concurrent Enterprising, ICE 2009 Conference. CO-LLABS also contributed to the FIRE and Living labs conference, held on 1-2 July, 2009 in Luleå, Sweden.

Based on our experiences so far, we are convinced that the idea of associating CO-LLABS workshops to well established European events is a very effective approach. It stimulates exchanges with various communities, and results in a large audience. Thus it contributes to the CO-LLABS main objective of achieving a European-wide adoption of ICT-based Living Lab services and practices to allow SMEs to improve their innovation capabilities and processes and to become part of “open innovation” environments.

## **2. The 4<sup>rd</sup> CO-LLABS Workshop, 23<sup>rd</sup> - 24<sup>th</sup> June 2009**

### **2.1 Introduction**

The 4<sup>rd</sup> CO-LLABS workshop has taken place on 23<sup>rd</sup> and 24<sup>th</sup> June 2009 in The Netherlands. The workshop was part of the three days 15<sup>th</sup> International Conference on Concurrent Enterprising (ICE 2009), named “Collaborative Innovation: Emerging Technologies, Environments and Communities”.

The 2-day CO-LLABS workshop was aimed to bring together policy representatives, researchers, innovation agencies and living labs initiatives to discuss policies, strategies, innovation instruments and innovation initiatives to boost rural and regional innovation through Living Labs approaches. The workshop focused on the evaluation of the benefits of the living lab approach for regional, SME oriented innovation and was aimed to identify the conditions to be established in order to integrate living labs successfully into regional innovation policies and benefiting SME innovation. In this chapter all relevant information related to the 4<sup>th</sup> CO-LLABS workshop is reported.

### **2.2 Workshop organisation**

#### **2.2.1 4<sup>th</sup> CO-LLABS Workshop as part of ICE 2009 event**

The ICE conference is a premier forum to enable practitioners, researchers as well as tool vendors to present, demonstrate and share the results and achievements of their work in the broad domain of Concurrent Enterprising. The 15<sup>th</sup> edition of the ICE conference took place in Leiden (NL) from 22<sup>nd</sup> to 24<sup>th</sup> June 2009 and focused on “Collaborative Innovation: Emerging Technologies, Environments and Communities”. Among the main topics were: Co-creation, Co-Innovation and Open Innovation; Collaborative Environments; Collaborative Value Systems and Clusters; Creating Demand for Innovations; Knowledge Workers Productivity and Creativity; Legal Issues (IPR) in Living Labs; Living Labs for Innovation and Regional Innovation Systems; and Virtual Enterprises, Organizations and Communities.

We decided to embed the 4<sup>th</sup> CO-LLABS workshop in the ICE 2009 Conference because of its theme relevance and the multi-national character of the event. It represented also a valid opportunity to mobilize the network, build consensus and exploit and disseminate an active community stimulating SMEs for open innovation and exchange experience in how to use the living labs concept for SME innovation.

#### **2.2.2 CO-LLABS workshop objectives**

The 2-day CO-LLABS workshop aimed to bring together policy representatives, researchers, innovation agencies and living labs initiatives to discuss policies, strategies, innovation instruments and innovation initiatives to boost rural and regional innovation through Living Labs approaches. The workshop focused on the evaluation of the benefits of the living lab approach for regional, SME oriented innovation and was aimed to identify the conditions to be established in order to integrate living labs successfully into regional innovation policies and benefiting SME innovation. The workshop had not just presented “feel good” stories, but drew from practice and present practical lessons to be learned for enhancing SME innovation. Part of the workshop was focused on the identification and discussion about ongoing project funding opportunities e.g. at CIP, INTERREG or FP7 level.

### **2.2.3 Workshop themes**

The workshop concentrated on the role of Living Labs to boost rural and regional innovation for SMEs and establish forms of open innovation. We did so in concentrating on the following four themes:

- Best practices of living Labs supporting business innovation
- Living labs pilots at regional level boosting SME innovation and entrepreneurship
- Policies and new instruments including living labs to stimulate SME innovation at regional level
- Business models for open innovation and future sustainability of living labs.

#### **1) Business models for open innovation and future sustainability of living lab**

Results of the current CO-LLABS study into best practices of living labs supporting SMES have been presented.

#### **2) Living Labs pilots at (inter-)regional level**

The discussion focused on ongoing initiatives and opportunities, as well as lessons learned from emerging initiatives, to create living labs pilots fostering SME innovation. Key topics were:

- How may Living labs pilots contribute to open innovation, business creation and entrepreneurship, and how will they support SME innovation
- How are living labs pilots possibly crossing territorial and sector dimensions
- How could living lab pilots be linked with or related to national and regional initiatives
- What are the opportunities in next European calls, and how may CO-LLABS prepare the way.

#### **3) Policies and New instruments to stimulate SME innovation**

Emphasis was in particular on the role of innovation and policy stakeholders in enhancing the innovation environment, and how collaboration between these agencies, research institutes and living labs could be grounded in successful business models. Several representatives of Innovation Agencies in European regions presented their regional innovation system in particular discussing the role of living labs and innovation policies. There has been discussed the opportunities for living labs and conditions to be created in order to successfully integrate living labs approaches into the regional innovation policies.

#### **4) Business models for future sustainability of Living Labs**

Key topics were:

- Sustainable business models for regional collaboration among living labs, regional stakeholders, SMEs
- Examples of viable business models presented by CO-LLABS partners.

## **2.3 Workshop programme**

### **2.3.1 Agenda**

Table 1 and Table 2 report the agenda of day-1 and day-2, respectively, of the 4th CO-LLABS Workshop “Living Labs and SME Innovation in European Regions” that took place

on 23rd and 24th June 2009 at the Grand Hotel Huis ter Duin in Noordwijk, The Netherlands. The programme of Tuesday 23rd June has been partly organized jointly by CO-LLABS Thematic Network of Living Labs (<http://www.ami-communities.eu/wiki/CO-LLABS>) with the Dutch Orange Living Lab (ORANGE). The workshop was concluded with a planning session directed to the CO-LLABS consortium and supporting partners.

11.00 – 11.45	<p><b>Introductions (Chair: Hans Schaffers, ESoCE Net, and Martijn Kriens, iCrowds)</b></p> <ul style="list-style-type: none"> <li>• Jean-Pierre Euzen, European Commission; welcome</li> <li>• Hans Schaffers, ESoCE Net: CO-LLABS Network of Living Labs</li> <li>• Martijn Kriens, iCrowds: Dutch Orange Living Labs</li> <li>• Veli-Pekka Niitamo, NOKIA: Living labs towards maturity</li> </ul>
11.45 – 13.00 DOLL + CO-LLABS	<p><b>Living labs innovation support practices (Chair: Martijn Kriens, iCrowds, and Hans Schaffers, ESoCE Net)</b></p> <ul style="list-style-type: none"> <li>• Jens Schumacher &amp; Karin Feurstein, FHV: Living labs best practices collected by the CO-LLABS thematic network</li> <li>• Ger Baron, Amsterdam Living Lab: Amsterdam Smart City Initiative</li> <li>• Els van der Kar, ExSER: Living labs and Service Innovation</li> <li>• Miranda Janse, Rotterdam Climate Campus: Sustainable energy innovation projects</li> </ul>
13.00 – 14.00	<i>Lunch Break</i>
14.00 – 14.45 DOLL + CO-LLABS	<p><b>Innovation Policies and Living Labs (Chair: Hans Schaffers, ESoCE Net)</b></p> <p>Living labs and innovation policy: experiences from European practice</p> <ul style="list-style-type: none"> <li>• Peter Nõu, VINNOVA</li> <li>• Jarmo Eskelinen, Forum Virium</li> <li>• Petra Turkama, HSE-CKIR</li> <li>• Rodolphe Uhlmann, Region Provence Alpes Cote d’Azur: PACALABS initiative</li> </ul>
14.45 – 15.30 DOLL + CO-LLABS	<p><b>Living Labs and innovation in cities and regions (Chair: Martijn Kriens, iCrowds)</b></p> <p>How could the living lab concept enrich regional and local innovation policies. Presentations from the Netherlands</p> <ul style="list-style-type: none"> <li>• Marieke van Putten, Procurement Expertise Centre: Living labs and innovative procurement</li> <li>• Remco Hoogendijk, Oost NV: Field Lab Client Centered Care</li> </ul>
15.30 – 16.00	<i>Break</i>
16.00 – 17.00 CO-LLABS	<p><b>Towards successful living lab pilots (I) (Chair: Jens Schumacher, FHV)</b></p> <p>What are successful living lab pilots supporting SMEs, and why have been successful.</p> <ul style="list-style-type: none"> <li>• Artur Serra, i2CAT: Cultural Ring Living lab Barcelona</li> <li>• Patricia Frittmann, USZ: Homokháti living lab</li> <li>• Petr Horak, Czech Living lab Wirelessinfo</li> <li>• Luigi Fusco, ESA : Digital Aerospace Business Ecosystems</li> </ul>
16.00 – 17.30 ORANGE	<ul style="list-style-type: none"> <li>• Panel discussion ORANGE Living Lab Network</li> </ul>

**Table 1 - Program of Day 1 -Tuesday 23rd June 2009**

09.00 – 10.30	<p><b>Towards successful Living labs pilots (II) (Chair: Roberto Santoro, ESoCE Net)</b></p> <p>What are successful living lab pilots supporting SMEs, and why have been successful.</p> <ul style="list-style-type: none"> <li>• Jens Eschenbacher, BIBA: Logistics Living Lab Bremen</li> <li>• Luigi Fusco, ESA-ESRIN: Frascati Living lab and environmental management pilots</li> <li>• Julien Valero, Silicon Sentier: Quartier Numérique</li> <li>• Annika Sällstrom / Anna Ståhlbröst, CDT: Botnia Living lab benefiting SMEs.</li> </ul>
10.30 – 11.00	<i>Coffee break</i>
11.00 – 12.30	<p><b>Business models for future sustainability of living labs (Chair: Annika Sällstrom, CDT)</b></p> <ul style="list-style-type: none"> <li>• Hans Schaffers, ESoCE Net and HSE-CKIR: Living labs Business models framework and experiences from C@R</li> <li>• Annika Sällstrom, CDT: Business models case presentation: Botnia living lab</li> <li>• Esteve Almirall, ESADE: Living labs business models and policy implications</li> <li>• Anna Ståhlbröst, CDT: Sustainable business model for living labs to support SME innovation (brainstorm discussion)</li> <li>• Roberto Santoro, ESoCE Net: Living lab business models and sustainable services for ENoLL</li> <li>• Annika Sällstrom, CDT; Summing up</li> </ul>
12.30 – 13.00	<p><b>New initiatives and proposals in Living Labs supporting SMEs</b></p> <ul style="list-style-type: none"> <li>• Jesse Marsh, Atelier Studio Associato: MedLab: Regional and Territorial Thematic Domain Network</li> </ul>
13.00 – 14.00	<i>Lunch</i>
14.00 – 16.00	<p><b>CO-LLABS project planning meeting (Chair: Hans Schaffers)</b></p> <ol style="list-style-type: none"> <li>1. Living labs pilot development</li> <li>2. Policies to foster SME innovation: EU, national and regional synergies</li> <li>3. Good practices of living labs fostering SME innovation</li> <li>4. Business models for regionally based public-private partnership among living labs, innovation agencies and research institutes</li> <li>5. Living Labs, entrepreneurship and business creation</li> </ol>
16.00	Conclusion

**Table 2 - Program of Day 2 – Wednesday 24 June 2009**

### 2.3.2 Attendance

The 4<sup>th</sup> CO-LLABS workshop had about 50 participants from consortium partners, supporting organisations, and others ICE 2009 participants from many different countries. The workshop, in fact, was open for all ICE 2009 participants ([www.ice-conference.org](http://www.ice-conference.org)). Table 3 lists the workshop participants.

Name	Organisation	Country
Olivier Rerolle	CETIM	NL
Jean-Pierre Euzen	EC	BE
Hans Schaffers	ESoCE Net	NL
Iranda Janse	Rotterdam	NL
Jens Schumacher	FHT	AT
Joachim Heinzl	WISTO	AT
Jens Eschenbacher	BIBA	GE
Osami Niskjima	Panasonic	JP
Alvaro Oliveira	Alfamicro	PT
Veli-Pekka Niitamo	Nokia	FI
Luigi Fusco	ESA	IT
Jesse Marsh	Atelier	IT
Remco Hoogendijk	Oost NV	NL
Els van der Kar	EXSER	NL
Angelos Ktenas	EC	BE
André Loechel	LL Territories of Tomorrow	FR
Laura Garcia Victoria	LL Territories of Tomorrow	FR
Jurrian Meeter	Economic Affairs	NL
Jarmo Eskelinen	Forum Virium	FI
Ger Baron	AIM	NL
Marieke van Putten	Economic Affairs / PianOo	NL
Katalin Kovacs	Central Hungarian Innovation Centre	HU
Sabine Wildevuur	WAAG Society	NL
Raymond Morel	COM ICT SATW	CH
Peter Nou	VINNOVA	SV
Petra Turkama	HSE-CKIR	FI
Daan Velthausz	INVIVIO	NL
Teema Surakka	TKK/BIT Research Centre	FI
Osamu Tomisawa	Kochi University of Technology	JP
Jacky Chef	Promotech ECRIC	FR
Luis Lozano	Iavante Foundation	ES
Bidatzi Marin	Iavante Foundation	ES
Carlos Seaton	Global Metanoia	ES
Padio Raviolo	CSI-Piemonte C-Lab Health	IT
Julien Valero	Silicon Sentier	FR
Maurizio Camargo	ENSGS-INPL	FR
Rodolphe Uhlmann	Mediterranée Technologies	FR
Petr Horak	WIRELESSINFO	CZ
Mettina Veenstra	NOVAY	NL
Annika Sällström	CDT/Botnia LL	SE
Anna Stahlbrost	CDT/Botnia LL	SE
Karin Feurstein	FHV	AT
Ingrid Mulder	TU Delft	NL
Regis Decorme	CSTB-ICT Usage Lab	FR
Patricia Frittmann	University of Szeged	HU
Heiko Matheis	DITF-Denkendorf	GE
Artur Serra	I2CAT	ES
Alessandro Ristori	BIC Lazio	IT
Martijn Kriens	INVIVIO	NL
Roberto Santoro	ESoCE Net	IT

**Table 3: Participants CO-LLABS workshop**

### 2.3.3 Workshop outcomes

During the two-day CO-LLABS workshop, emphasis mostly was on new pilot opportunities, best practices of living labs, policies to enhance living lab innovation, and business models. Below we provide a short overview of the workshop topics and discussions.

#### Good practices of Living labs SME support

The workshop started by discussing the current good practice of living labs supporting SME innovation (Feurstein, Schumacher). See Chapter 3 for details. Our conclusion is that there is still a very heterogeneous status of the living labs in the European network of Living Labs. There is a considerable potential to improve the current living labs to maturity. Generally spoken, user-centricity is addressed by many living labs, but especially the objective of SME support needs more awareness, emphasis and effort. This implies that CO-LLABS should pay even more attention to the aspects of SME innovation support.

One concrete case of how a living lab supports SME innovation is Botnia Living Lab (Sällström). The Botnia Living Lab as part of CDT is a long term collaboration between the university, Telia Sonera, Ericsson and regional actors and IT SMEs. Botnia Living lab runs user driven open innovation cases with companies but also engages in transfer activities e.g. related to methods and tools for user engagement.

Conclusion from this part of the workshop is that we have to keep focused on good practices of living labs in SME innovation support. There is a lack, therefore also a need, for concrete cases demonstrating the involvement and engagement of SMEs, and the capabilities of living labs to support SMEs. So far, the promise of the concept of “open user driven innovation” definitely has not been realized in all cases. A lot remains to be done in order to increase the quality level of living labs towards maturity.

#### Living labs Smart City pilots

One of the issues presented was Living Labs and Smart Cities. The CatLab (Catalian Living Lab) project was presented as an example of a collaboration platform where many different parties are working together to engage in innovations related to new media. This activity supported by an advanced network infrastructure (GigaCat) acting as technical platform for such innovations. The “Cultural Ring” is meant as future Internet for arts, cities and citizens. La Xarxa Transversal was initiated: this is a network of local cities interested in sharing culture. For example through connecting metropolitan centers with local theatres, and sharing cultural events. Future projects are to establish collaboration with other European cities such as Manchester and Amsterdam, with Lazio (Italy), and with regions in France and with Mediterranean partners.

Another example elaborating the concept of Smart Cities was Amsterdam. They see the Smart City concept as an approach to designing and developing a program to reduce the city’s carbon footprint and achieve sustainability. A collaboration has been established including Smart Grid concepts, smart building concepts, smart metering, and best practices. Key areas are sustainable living, sustainable working, sustainable municipality and sustainable transport. An example is the sustainable living full-scale pilot for smart metering in one of the city areas.

The Quartier Numérique living lab in Paris (2<sup>nd</sup> District) offers an experimental testing environment to test technologies and services regarding Internet and mobility ([www.quartiernumerique.org](http://www.quartiernumerique.org)) to support tens of projects and more than 40 companies to create collaborative projects. Its main goal is to create ban “innovation-friendly” area.

We conclude from these presentations that the topic of Smart Cities is an extremely important one. We may expect a lot of innovation going on at the level of cities (and city networks). Living labs will play an important role as both instrument and approach to innovation. During the next period of work we will further explore this issue in CO-LLABS and look at connecting with Cities-innovation oriented networks.

### **Living labs rural and regional scale pilots and new prospects**

Examples were presented from various regions such as Homokháti (Hungary), Czech Wirelessinfo (Czech Republic), Southern France, Lazio and other. The Homokháti living lab provides a good example of how an initial innovation activity dedicated to agriculture management generates a technology and know-how base that is being used in other domains as well (tourism, eHealth). The Wirelessinfo living lab is consortium-based, focuses on GIS solutions and web technology to support SME innovation in a range of sectors (tourism, agriculture, environment). It has developed an interesting licensing policy which might stimulate SME innovation.

The role of living labs in regional development policy was covered also in relation to healthcare and food innovation (Hoogendijk). Regional assets were found to be important: clients, knowledge and industry. For Health, the Field Lab for Client Centered care was established in Eastern-Netherlands. This enables facility sharing, joint product development and long term commitment to focus on solutions for chronic diseases.

A promising initiative in Southern-France has been discussed (Uhlmann): PACA labs (Provence-Alpes-Côte d'Azur). This initiative aims to facilitate access to markets and market take-up, involving local authorities in the innovation cycle, and promote user driven open innovation. Funding opportunities apply to three stages: testing, open innovation, and "open innovation spaces". It has established a region-wide collaboration of authorities and business. PACAlabs brings together different funding streams (regional, ERDF, self-funding) and is built around call for proposals.

An interesting area to explore is the relation between living labs and digital business ecosystems. In one presentation this was applied to the space community (Fusco) to achieve a digital aerospace business ecosystem to serve SMEs in the Lazio region in Italy. Such a business ecosystem would be supported by an interacting environment for aerospace SMEs based on web 2.0 communication spaces, and on a virtual marketplace. An interesting element is the role of business incubation support provided by the ecosystem.

Our conclusion is that all the more the rural and regional scale is highly important for living labs. Living labs concept is capable to enhance and enrich current rural and regional innovation policies. There is a need to exchange concrete experiences and work on strategies and instruments of innovation that reflect the living lab concept.

### **Public procurement and innovation**

One of the contributions (Van Putten) highlighted the role of public procurement in innovation in The Netherlands. Public procurement must meet many challenges: business innovation, effective solutions, correct spending of taxpayers' money, and switch to sustainable products (many cities and provinces have adopted explicitly a new role as "innovative procurers". The SBIR instrument (pre-commercial procurement program) has been set up by the Economics Affaire ministry to support innovation-oriented procurement processes in between pre-commercial and commercial phases. It established interaction with the market but also aims to manage risk and stimulate innovation. The program stimulates the development of innovative solutions, stimulates innovation in (small) companies and also the valorization of knowledge. It works through making available budgets for a limited number of

feasibility studies and requesting for cooperation with knowledge institutes. In the next phase a budget is made available for the best 2 prototype systems with potential to enter the market.

Our conclusion is that public procurement increasingly can be seen as an arena of innovation. There exist already some interesting models for bringing in living labs concepts in the process of public procurement.

### **Living labs business models**

During the workshop it was notified several times that innovation projects often remain too fragmented, not achieving higher levels of scale and mass, and not being able to pass the stage of prototypes towards wider roll-out. Many factors play a role, and some of these factors include the lack of collaboration and wider levels of support from demand and supply side. Longer term viability plays an important role. This is the reason of importance of business models. Here we address the business model of a living lab as infrastructure (facility).

Various contributions addressed the role and importance of living lab business models (Almirall, Sällström, Schaffers). The contribution of Almirall which addresses open innovation business models is presented in Chapter 5, whereas contributions from Schaffers and Sällström have been presented in the D2.2. The contribution of Sällström describes the financial and business mode lying behind the Botnia Living lab. The multi-party funding model includes institutional funding, annual fees from CDT core partners, in kind from core partners, as well as direct charging. The contribution of Schaffers presents a framework for living lab business models which recognizes different types of living labs. Experiences from the C@R project were presented to argue that many living labs gradually must adapt their business model to become viable and sustainable.

The issue of living lab business models needs more attention and is also intertwined with regional innovation instruments and policies.

### **Innovation policies and living labs**

Besides living labs instruments having an explicit place in national policies (such as in Finland in its service innovation program, but in several countries comparable programs including roles of testbeds / living labs exist), focus was on how the living lab concept enhances rural and regional development policies. One of the cases were presented by Marsh was exploring the scope for Mediterranean living labs and role of policy actors (See also section 6.1). Also in other contributions (Uhlmann, Hoogendijk, Van Putten) the role of policy in making living labs more effective, and the other way around the potential of living labs to enhance policies, was made clear.

In this discussion regarding policies we should pay attention to the interlinkage between policies and living labs. On the one hand, policies may affect the effectiveness of living labs as innovation instrument. Here we should address the interlinkages and synergies between policies at different levels – EU, national, local) to enhance the effectiveness of living labs. On the other hand, the concept of living labs is capable to enrich policies. There is a need for more interactive, user driven policy instruments. In many cases, the concept of living labs and the traditional instruments for innovation policy are not well aligned.

## **2.4 Planning of next period**

In the near future all CO-LLABS members will start developing a Joint action plan and roadmap towards sustainability. In the mean time pilots will be elaborated in more detail and network will be more closely linked with interests of major stakeholders e.g. regional innovation policy and business actors.

## 3. FIRE and Living Labs, 1-2 July 2009

### 3.1 Introduction

The FIRE and Living Labs conference was held on 1st and 2nd July 2009 in Luleå, Sweden. The conference, held in association with the Swedish EU presidency in autumn 2009, has been organized by the European Commission DG INFSO, the FIREworks project, the CO-LLABS project and the Centre for Distance spanning Technology at Luleå University of Technology, in cooperation with the FIRE portfolio projects and the European and Swedish Network of Living Labs.

The general objectives of the event were:

- To address the cruciality of multi-disciplinary, experimental and participatory Future Internet research
- To demonstrate and promote the potential of the Living Lab approach within the Future Internet Research context;
- To share ongoing Future Internet research among the FIRE and Living Lab community for a common understanding
- To announce FP7 ICT call 5
- To discuss how Living Lab and FIRE can work jointly together for best value of Europe in the context of the Lisbon Strategy i2010.

The aim of the two day event was to address how FIRE and the Living Lab approach can work jointly together and to discuss if and how users can bring added value for Future Internet research to best contribute to European competitiveness and growth. The first day offered an overview of work in progress and results within the FIRE and Living Lab area. In addition ongoing Future Internet research in the US and Japan have been presented. During the second day more specific issues have shared and discussed in specific tutorials and workshops.

The motto of this conference was „Future Internet by the people“. The conference was a meeting-place of two strong communities: The FIRE community focusing on Future Internet Research and Experimentation and the Living Labs community with the mission to engage people, users as co-creators in the development of new successful products and services. One of the key points was that not technologies but users make a difference to society.

All relevant information regarding the FIRE and Living Labs event is reported in this chapter.

### 3.2 Conference overview

#### 3.2.1 Agenda

Table 4 and Table 5 report the agenda of day-1 and day-2, respectively, of the FIRE and Living Labs conference.

09:00 – 09:45	Opening Session
09:45 – 10:30	Living Labs Mobilising Europe
10:30 – 11:00	Coffee
11:00 – 11:30	Key Note
11:30 – 13:00	FIRE and related initiatives
13:00 – 14:30	Lunch
14:30 – 15:30	Living Labs on FIRE
15:30 – 16:15	FIRE today
16:15 – 16:45	Coffee
16:45 – 18:15	Carrying on FIRE
18:15 – 18:30	Conclusions
18:30 - ...	Social event and buffet

**Table 4 - Program of Day 1 at the House of Culture – Wednesday 1st June 2009**

09.00 – 09.30	Registration
09.30 – 11.00	Parallel meetings and workshops
11.00 – 11.30	Coffee
11.30 – 12.30	Parallel meetings and workshops
12:30 – 14:00	Lunch
14.00 – 15.30	Parallel meetings and workshops
15.30 – 16.00	Coffee
16.00 – 17.00	Parallel meetings and workshops
17.00 – 18.00	Closure
19:00 – ...	Social Event

**Table 5 - Program of Day 2 at Luleå University of Technology – Thursday 2nd June 2009**

### 3.2.2 Attendance

The Fire and Living Labs - “Future internet by the people” conference attracted a wide audience since it was attended by 332 delegates (experts mainly European, academics, industry from ongoing projects and authorities, European Commission and international organisations) from 192 different organizations in 30 countries. Most of them participated very actively and contributed to a fruitful collaboration.

### 3.2.3 Outcomes

Evidence shows that the awareness of Future internet research and Living Labs initiatives has increased broadly and significantly. Several new project plans and other initiatives are taken and immediate results from all the joint efforts at the conference can be seen already.

During the FIRE and Living Lab Conference, several presentations explored the interface between future internet research, activities related to experimental facilities and experimentally-driven research, and living labs. This is a promising area of collaboration between the different communities.

Increasingly the issue of involving SMEs in ICT RDI is stressed (FP7-ICT work programme). Advanced future internet testbeds might provide SME innovators the opportunity to develop and test their services and work together with other players. The concept of user driven open innovation in combination with Future Internet facilities provides opportunities to establish open innovation mechanisms which could be beneficial for SMEs. Evidently this is an issue that should get more attention within CO-LLABS.

Some of the living lab business models presented in the 4th CO-LLABS workshop have been discussed and analyzed more in detail and CO-LLABS members have further elaborated the basis for the community sustainability after the formal project duration, anticipating part of the Activity Line 4 foreseen in WP4 ( from M19 to M24). Moreover, the ENoLL 4<sup>th</sup> Wave has been announced, offering the opportunity to all organized partnerships with recognized capability to perform open user-centric research and innovation to become ENoLL members. The call will open on October 2009 and close on January 2010 and the 4<sup>th</sup> wave process will be principally very similar to the 3rd wave process.

The conference – subtitled “Future internet by the people” – has brought participants all forward in a recognition and understanding that R&D professionals and policy makers may not only have focus on creating a future internet for people. Rather, the focus could be on creating technology services and environments that will enable all people to take active part in creation of the future internet. Surely, this conference has ignited actions that will have a clear positive long-term impact on how future internet can/should/has to be evolved.

## 4. Conclusions

The Thematic Network nature of the CO-LLABS project requires the organisation of events where networking and disseminations occur in a context that facilitate the mobilising of constituencies, the strengthening of ENoLL and joint CO-LLABS / ENoLL policies, and also enable the discussion and elaboration of topics that are central to CO-LLABS such as living labs pilots development for SME innovation, new business models of living labs, and policies related to living labs innovation.

The experience gained in the first six-month period (WP1, from April to September 2008) was positive although the contours of the promotional and consensus actions were not yet well defined since at that time the CO-LLABS project was moving its first steps. In WP2 the decision to organise the workshop as an event organically inserted in a stream of events with strong European relevance was a successful one: the 3<sup>rd</sup> CO-LLABS project Workshop held on 15th January 2009 (“Living Labs Community Networking and CIP/FP7 proposals development” workshop) was a real operative tool to facilitate Living Labs community networking, raise consensus around CO-LLABS initiatives and, among such initiatives, focus on upcoming project opportunities related to Living Labs methodologies in the 2009 CIP and FP7 calls.

In the third period, the 4<sup>th</sup> CO-LLABS “Living Labs and SME Innovation in European Regions” workshop has contributed significantly to the advancement of the CO-LLABS project. Some of the highlights were the following:

- We have to keep focused on good practices of living labs in SME innovation support. There is a lack, therefore also a need, for concrete cases demonstrating the involvement and engagement of SMEs, and the capabilities of living labs to support SMEs. So far, the promise of the concept of “open user driven innovation” definitely has not been realized in all cases. A lot remains to be done in order to increase the quality level of living labs towards maturity.
- The topic of Smart Cities is an extremely important one. We may expect a lot of innovation going on at the level of cities (and city networks). Living labs will play an important role as both instrument and approach to innovation. During the next period of work we will further explore this issue in CO-LLABS and look at connecting with Cities-innovation oriented networks.
- All the more the rural and regional scale is highly important for living labs. Living labs concept is capable to enhance and enrich current rural and regional innovation policies. There is a need to exchange concrete experiences and work on strategies and instruments of innovation that reflect the living lab concept.
- Public procurement increasingly can be seen as an arena of innovation. There exist already some interesting models for bringing in living labs concepts in the process of public procurement.
- The issue of living lab business models needs more attention and is also intertwined with regional innovation instruments and policies.
- In this discussion regarding policies we should pay attention to the interlinkage between policies and living labs. On the one hand, policies may affect the effectiveness of living labs as innovation instrument. Here we should address the interlinkages and synergies between policies at different levels – EU, national, local) to enhance the effectiveness of living labs. On the other hand, the concept of living labs is capable to enrich policies.

There is a need for more interactive, user driven policy instruments. In many cases, the concept of living labs and the traditional instruments for innovation policy are not well aligned.

Moreover, a relevant contribute was given by the FIRE and Living Lab Conference, with special reference to the ENoLL announcement of the 4<sup>th</sup> Wave, and to exploring the collaboration across the different communities active in future internet research, experimental facilities and living labs, adding value to ENoLL challenges and opportunities as well.

## References

CO-LLABS

Project Full Title: Community Based Living Labs to Enhance SMEs Innovation in Europe

Grant agreement no.: 224797

### **Annex I: “Description of Work”**

2008-01-31

<COLLABS\_final\_negotiation.pdf>

CO-LLABS

**D1.1** (Dissemination level: Public)

Version: 1.2

**1st Workshop organisation (public kick-off, 6th April 2008, and Living Labs Open Interactive Day, 7th April 2008).**

2008-11-04

<COLLABS\_D11-V12.doc>

CO-LLABS

**D1.2** (Dissemination level: Public)

Version: 1.0

**2nd Workshop organisation (Internal Progress Meeting & Open Days 2008 Public Workshop).**

2008-10-08

<COLLABS\_D12-V10.doc>

CO-LLABS

**D1.4** (Dissemination level: Public)

Version: 1.0

**Plan for Dissemination**

2008-11-18

<COLLABS\_D14-V10.doc>

CO-LLABS

**D2.1** (Dissemination level: Public)

Version: 1.0

**3rd Workshop organisation (Living Labs Community Networking and CIP/FP7 proposals development, January 15<sup>th</sup>, 2009, Brussels)**

2008-11-18

<COLLABS\_D14-V10.doc>