



COLLABS and Provence-Alpes-Côte d'Azur invite you to a high-level discussion on:

“Regional living lab policy for the benefit of SMEs”

Alpes Méditerranée Euroregion Head Office

62, rue du Trône

1050 Brussels

27 January 2010: 9 a.m. – 6 p.m.

Event concept

The aim of this high-level discussion event is to draw attention to the innovation model combining regional policy, Living Lab concepts and user-driven innovation for the benefit of SMEs. In order to ensure coherence and exchange across Europe, several regions, understood here as “territories” have decided to initiate a dialogue with the European Network of Living Labs and the European Commission on how best to extend/ optimise/ promote these initiatives.

Regions constitute the key environment for SME innovation. Many cities, provinces and regions in Europe have developed policies and instruments to stimulate innovation and economic development, for example by strengthening clusters, creating infrastructure or networks. However, it is not enough to limit innovation to the support of technology. Innovation is increasingly changing from technology push models to market pull. The Living Labs concept responds to this transformation by offering user-driven and open, collaborative forms of innovation.

Several public authorities are backing the development of open innovation environments in order to foster regional development, including the development of Living Lab infrastructure. The European community of Living Labs is gaining in importance, with currently 129 Living Labs involved in domains such as energy, mobility, healthcare, e-government and farming.

It therefore makes sense to open a dialogue between these territories, the European Living Lab community and the European Commission in order to discuss the potential for regional living lab policies and programmes in the future European innovation policy.

Key topics to be discussed:

- Best practice examples of Living Labs supporting SME innovation in regional environments;
- Examples of regional living lab policies and programmes that stimulate SME innovation;
- SME-targeted innovation policies at European, national, regional or city-levels through a Living Lab approach;
- Synergies concerning user driven open innovation between EU level policies and policies at the regional level;
- A set of recommendations for a future European innovation policy.



Programme

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| 09.00 – 10.00 | Welcome coffee and registration |
| 10.00 – 10.10 | Introduction to the event: basic principles and outcome: Jean-Paul Judson (Méditerranée Technologies) |
| 10.10 – 10.30 | Back to Back: Part I: Living Labs Developing Living Lab policy: Per Blixt, DG InfSo Lessons learnt from COLLABS: Roberto Santoro, COLLABS project coordinator |
| 10.30 – 11.00 | Back to Back: Part II: Regional Living Lab Programmes Living Lab approach in regional innovation systems : Pierre Godin, DG Regio PACA Labs, France: Triple Helix Presentation from Conseil Régional PACA (Stéphane Martayan), Méditerranée Technologies (Rodolphe Uhlmann) and Telecom ParisTech (Laura Draetta) |
| 11.00 – 11.10 | Users and innovation labs in EU innovation policy: Charlotte Arwidi, DG Enterprise |
| 11.10 – 11.30 | Short Break (coffee will be provided) |
| 11.30 – 12.25 | Examples of Regional innovation systems and Living Labs: Barcelona, Spain (Joan Battle) Regione Piemonte, Italy (Susanna Longo) Ile de France, France (Philippe Roy) Region of Central Macedonia, Greece, and MedLab project (Panos Georgopoulos) |
| 12.25 – 13.20 | Living Labs in action: work done with SMEs + territorial innovation Andalucia Living Lab, Spain (Bidatzi Marin) Catalan Living Lab, Spain (Artur Serra) Helsinki Living Lab, Finland (Jarmo Eskelinen) TLL Sicily in the Sicily Region, Italy (Jesse Marsh) |
| 13.20 – 14.30 | LUNCH BREAK |
| 14.30 – 15.30 | Debate: Part I: Enhancing regional innovation systems to foster SME innovation: the role of living labs as part of regional policy instruments Moderator: Roberto Santoro. Panel: Hans Schaffers (COLLABS) & Stéphane Martayan (Conseil Régional PACA) |
| 15.30 – 16.30 | Debate: Part II: Towards a set of recommendations and a way forward Moderator: Hans Martens, European Policy Centre Recommendations from MedLab project and Silicon Sentier Living Lab, France |
| 16.30 – 16.40 | Discussion conclusions Anna Lisa Boni, Director of the Representation of Provence-Alpes-Côte d'Azur in Brussels |
| From 16.40 onwards | Networking drinks and reception |