



Trans-European Living Labs for an improved E-participation TELL ME

“Democratising Living Labs Innovation in Europe”: this is the ultimate goal of the TELL ME project initiative, aimed at deploying a pan-European service infrastructure for a “smart & easy” setup, maintenance and assessment of Living Lab trials in (and beyond) the areas of e-Government, e-Democracy and e-Services.

After the “Helsinki Manifesto” issued on 20 November 2006 put the “human-centric way” at the very centre of the measures needed “for turning the Lisbon Strategy into a living reality”, the topic of competitiveness and innovation in Europe has been enriched of a further dimension, namely, co-creative collaboration with the forthcoming users of the developing products and services. This is especially useful in the field of (private and Government) e-Services, where people can be considered “twice” as beneficiaries. On the one hand beneficiaries of public services *as such* – impacting *per se* on their lives and businesses – and on the other hand of ICT based or supported services, where the question becomes to which extent this novel user-centric approach can improve customisation (if not “tailoring”) to individual needs and requirements.

Some “champions” of this new dimension of innovation belong to the so-called ENoLL – European Network of Living Labs, already counting 19 good practices. In a purely business perspective, a Living Lab can be seen as a service providing organisation in the areas of R&D and innovation, based on the “co-creation” concept, which focuses on people in their daily living environments as active, if not decisive, contributors to products and services design, development and testing. In spite of limited experience it can be affirmed that **the cost of building up and maintaining a Living Lab from scratch** (i.e. deploying the communication and collaboration infrastructure, gathering and orchestrating the community of users, carrying out the requested evaluation services) **can be substantial**, thus preventing a long-term impact on the regional innovation systems.

Here is where the TELL ME initiative can fill the gap. Through the adaptation of a service already operational in Germany and other European countries, originally thought for the animation of democratic discussions and participative public opinion formation at local and regional level, the project will establish a cost effective solution for the networking and interaction of Living Lab trials' participants during the development and implementation of innovative projects.

TELL ME Objectives

- To assess the economic and commercial viability of the proposed service on a European scale, by means of an in-depth costs/benefits analysis of the service implementation, with specific (but not exclusive) regard to e-Government, e-Participation and e-Services
- To investigate the administrative viability of the proposed service, on a European scale
- To identify the conditions for the future, pan-European deployment of the service under a juridical and a financial perspective

The final TELL ME services will include:

- Full implementation of Living Lab trial management capabilities at local level, through:
 - installation, launch and maintenance of an IT platform for consensus reaching management, including four major support components for the modules: Argumentation and Mediation (A&M), Online Delphi Surveys (ODS), Subgroup Formation and Matchmaking (SFM) and Knowledge Management System (KMS);
 - on site training for staff;
 - provision of statistical reports and performance measurement parameters;





- periodic review meetings to improve quality of operation and increase take-up.
- Initial Living Lab and trial configuration covering the five steps of a well-proven methodology, namely:
 - Contextualisation
 - Selection
 - Concretisation
 - Implementation
 - Feedback
- Optional support in the integrated use of three social research methods, i.e. the Survey technique, the Delphi approach and the Mediation method.
- Optional support in the remote hosting of Living Labs facilities and the management of moderated online discourses, with the provision of unlimited bandwidth to allow up to the agreed number of users and trials per period.
- Optional support in the coordination, requirements gathering and training of the Living Lab stakeholders.
- Optional support in the content wrap-up and evaluation, under a business oriented and a generic innovation perspective.
- This feature list will be refined and/or further extended during the project's life.

Potential customers of the TELL ME services will be:

- a) **public or private organisations wanting to run a new Living Lab**, not necessarily in the e-Government, e-Democracy and e-Services areas only (this is something that will be explored during the market validation activities, but the TELL-ME service *per se* is not limited to any field of activity for a Living Lab);
- b) **entities already involved in the management of a Living Lab**, currently making use of alternative technologies and methodologies, and that might be attracted by the possible integration between the two aspects in a single, easy-to-use and cost effective facility.

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