

Theme 8: Open innovation, user experience and living labs

CIP ICT Policy Support Programme WP 2009

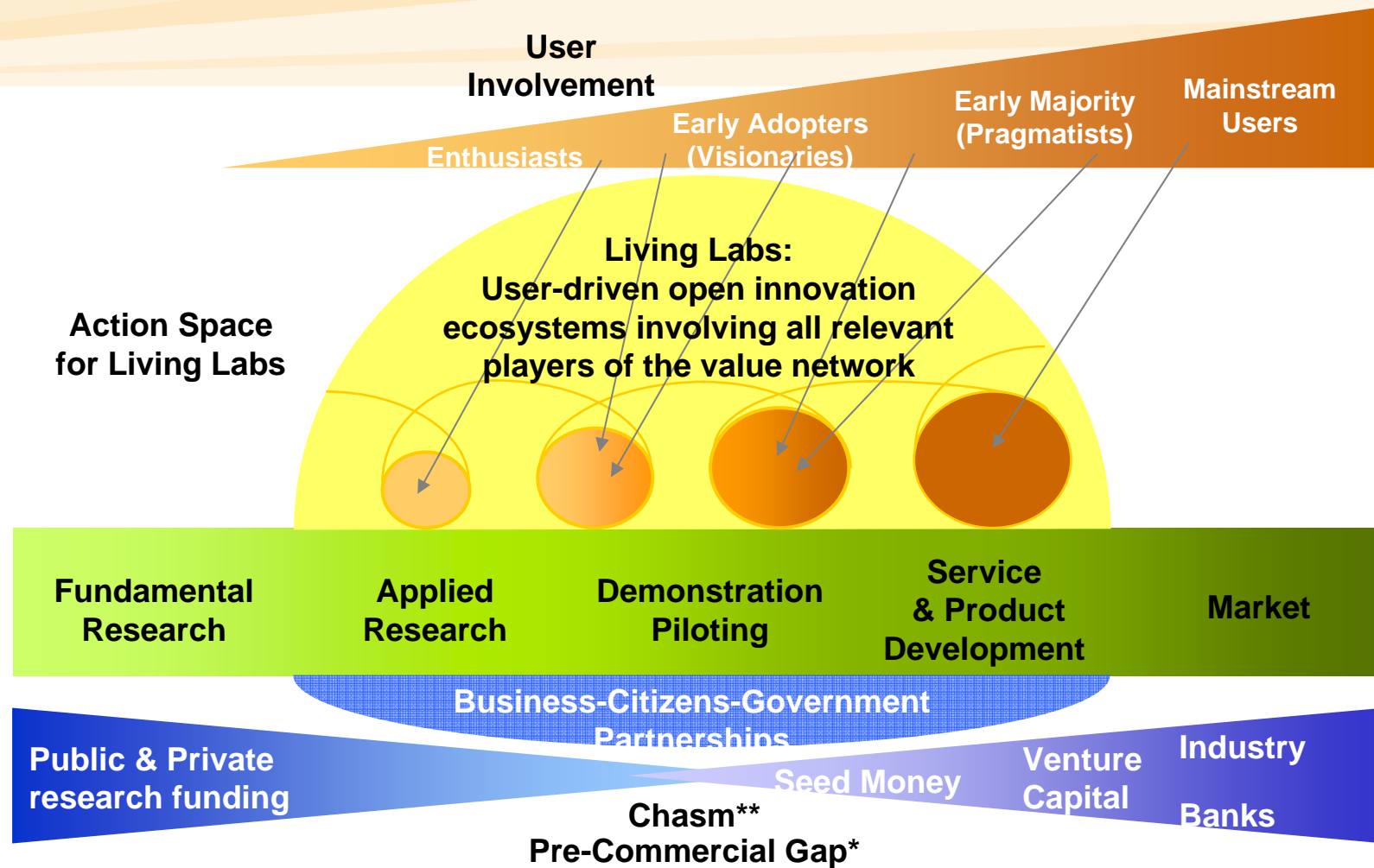
CIP-PSP Call 3 Info Day
January 2009

Dr Max Lemke, Deputy Head of Unit F4
New Infrastructure Paradigms and Experimental Facilities
European Commission - DG Information Society and Media
max.lemke@ec.europa.eu



European Commission
Information Society and Media

Action space for Living Labs along the technology adoption cycle



* MacDonald and Associates, 2004

** Geoffrey A Moore: Crossing the Chasm, 1999



The European Dimension: Living Labs across domains and regions



- ❑ **e-Wellbeing**
filling the gap between technology development and market entry
- ❑ **e-Democracy and e-Governance**
developing the role of e-Participation and e-Democracy toolboxes
- ❑ **e-Services in rural or developing areas**
linking local experimentation environments with global representation
- ❑ **ICT for energy efficiency**
supporting the citizens as energy users in applying innovative ICT



User-driven open innovation in the EU ICT policy framework

- ❑ User-driven open innovation policy is linked to the 2nd pillar of i2010: "Strengthening innovation and investment in ICT research".
- ❑ The support and promotion of user-driven open innovation is a horizontal activity in the EC cutting across DGs:
 - DG INFSO: CIP and ICT;
 - DG REGIO: Interreg IVc;
 - DG ENTR: Innovation Policy Activities
- ❑ Living Labs methodology applied across ICT-domains: Future Internet, Wellbeing, Governance, Energy Efficiency, ...
- ❑ The European Dimension in supporting and promoting user-driven open innovation is explicitly supported by dedicated activities under the CIP and ICT programmes 2009 – 2010



Opportunities for Living Labs in ICT & CIP

- **Objectives directly targeted at LLs**
 - **Piloting cross-border domain-specific networks of LLs ⇒ CIP-8.1**
 - Co-ordination of user-driven open innovation activities
⇒ **ICT-1.6**
- **LL involvement in ICT projects & CIP pilots**
 - Direct involvement of large user communities in experimentally-driven Future Internet Research
⇒ **ICT-1.6**
 - Bridging between research and take-up in ICT-applications research
⇒ **ICT Challenges 5-7**
 - Participating in Pilot B projects stimulating the uptake of innovative ICT based services and products
⇒ **CIP Themes 1,3,4,7**

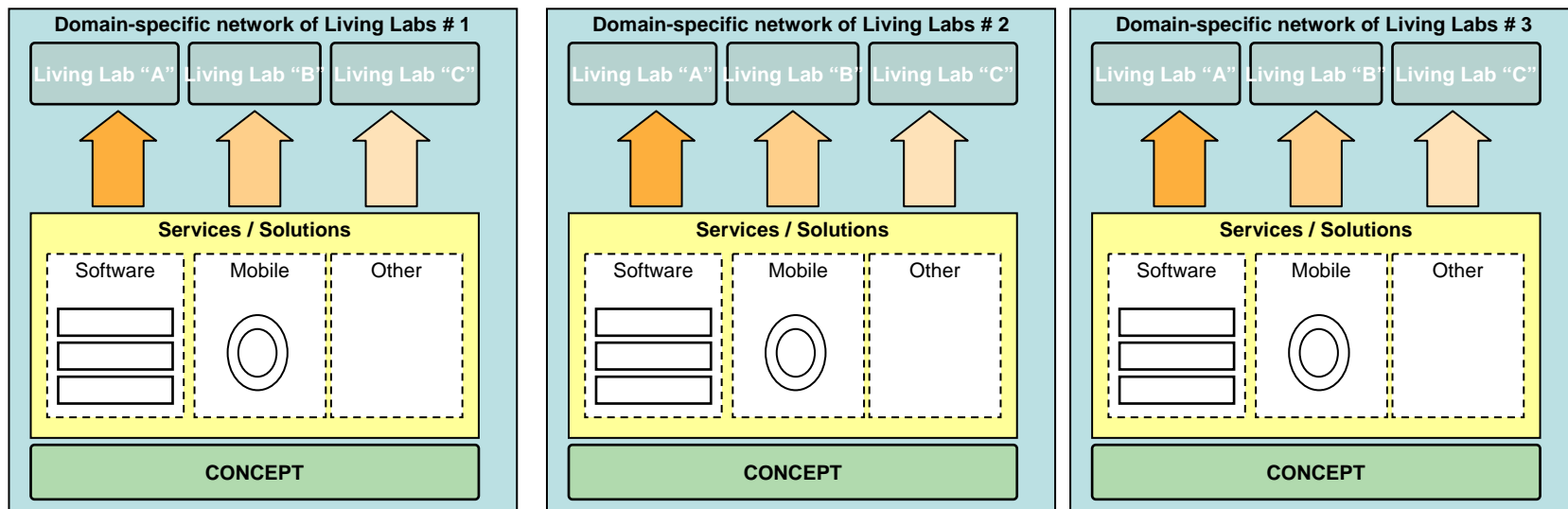


CIP ICT-PSP - Theme 8: Open innovation, user experience and living labs

- Bridging the innovation gap
- Demonstrating the validity of innovative services and business models
- The concept of Living Labs is developing in a fragmented way
- Need for grouping Living Labs across Europe for sharing practices and tools
- Facilitate the participation of SMEs and micro-entrepreneurs - as users and suppliers
- Call for one pilot B: Funding 4 M€.

Obj. 8.1 Sharing of best practices across European Living Labs involving SMEs as users & providers

Aim: Proving the concept of cross-border domain-specific networks of Living Labs



Pilot B will consist of 3 to 5 experiments of innovative solutions addressing different domains and involving users at the early development stages.

Potential domains for the pilot include for example:
eHealth/eInclusion, eDemocracy, and ICT for Energy Efficiency

Objective 8.1 Basis for each domain-specific experiment

- ❑ Networking and integrating **3 to 5 Living Labs (LLs) across borders** addressing a specific domain;
- ❑ **Sharing and integrating innovative ICT platforms and tools** targeted at the special needs;
- ❑ **Piloting innovative ICT based services** to prove the viability and added value of the concept.

Objective 8.1 Horizontal activities of the pilot B project

- ❑ Exploitation of synergies between the domain-specific experiments:
 - fostering the development of common methodologies and models,
 - the exchange of best practices,
 - and the promotion of user-driven open innovation methodologies.

- ❑ Focus on:
 - showing the added value of networking Living Labs with similar interests across borders;
 - demonstrating the value for SMEs, including micro-entrepreneurs, both as users and as providers;
 - demonstrating the added value for validating innovative service and business models.

Objective 8.1 Conditions and Characteristics

- ❑ **EU funding primarily foreseen for**
 - networking efforts;
 - adapting and integrating LL platforms, services, tools;
 - carrying out innovative ICT cross-border showcases;
 - development of common methodologies and models;
 - best practice exchange.
- ❑ **EU funding to be significantly complemented**
 - business-citizens-government partnerships;
 - build on existing or emerging infrastructures;
 - contributions by industrial stakeholders.
- ❑ **LLs within one domain-specific experiment**
 - based in different MS or Associated Countries;
 - may include one LL from an INCO country.

Expected impact

- **Reinforcement of the role of the user or the citizen** in the innovation lifecycle, stimulating and influencing more **rapid, high-quality and high-impact** service and product developments, facilitating technological and social innovation.
- Stimulation of business-citizens-government partnerships; **savings and increased benefits** for investment in ICT research and innovation.
- **Improved capacities for SMEs**, including micro-entrepreneurs, **to develop, validate and integrate new ideas and rapidly scale-up** their services and products from their local region to other regions with different characteristics.
- **Self-sustainability of networked Living Labs** and convergence towards a **common** quality model, methodologies and tools generalised from the sharing of best practice; **learning** about the interdependence of quality, costs and time in user-driven open innovation.

CIP-PSP Workprogramme 2009

Call 3: Opening 29/01/2009 – Closing 02/06/2009

ec.europa.eu/ict_psp

Theme 8: Open innovation, user experience and living labs

Unit F4 "New Infrastructure Paradigms and
Experimental Facilities"

ec.europa.eu/livinglabs

Contact for the Call:
olavi.luotonen@ec.europa.eu