

CLOCK

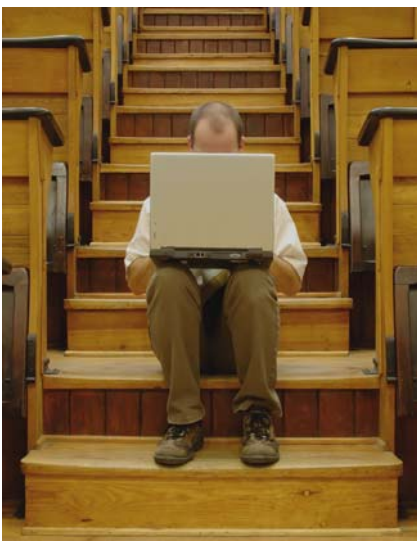


Scope

CLOCK is a Coordination Action focussing on Living Labs as a user centric design and development methodology. Three lines of action are being followed:

1) **Technology** – While CLOCK, as a Coordination Action, is not a project where hardcore technological research takes place, CLOCK provides support and coordination to other projects and groups doing this research, notably the Living Labs related Integrated Projects, the Open Collaborative Architectures (OCA) Group and the European Network of Living Labs (ENoLL). As part of its mandate CLOCK can make sure that the voice and needs of Living Labs are taken into account.

2) **Policy** - New information and communication technologies have unleashed new empowering opportunities. However, without policy guidance through EU Presidencies and the Commission, higher European innovation capability and competitiveness cannot materialize to its full potential. CLOCK



can play an important role in ensuring that Living Labs form a part of the policy agenda during Portuguese and Slovenian presidencies. CLOCK can as well play a role in positioning Living Labs for example on FP7, i2010, and regional policy agendas.

3) **Industry** – Without the active participation and support of industry Living Labs cannot flourish. CLOCK is working to promote the concept of Living Labs amongst European industry.

Type of project

Coordination action

Contract number

FP6 – 035296

Project coordinator

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Project website

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Community contribution to the project

840,000 Euro

Project start date

16 March 2006

Duration

21* months

Project activities

There are important developments in the ICT environment that stem not only from new technologies but from a new understanding of the open collaborative architectures (OCA) which enable new forms of horizontal collaboration in diverse areas where user innovation creates value through various ad-hoc and ambient networks for services.



The development of web 2.0 as a user centric innovation platform shows that although the technology has almost remained the same for internet access (with some minor incremental updates), the attitude of the user in relation to the medium has drastically changed. This change led from a consumer oriented approach to a co-creative approach up to currently established co-creative collaborative networking patterns.

Various vertical business sectors have expressed strong interest to create Open Services Architectures (OSA) or (SOA) to develop Service Integration with open standard architecture principles to create convergence in service sector and provide process efficiencies. This European level convergence would enable seamless interoperability not only between industries but also between public and private sectors which constitute biggest share of service creation in Europe (media, health sector, transportation, education

and training, construction and housing, etc.).

Special attention needs to be paid for these cross technology and cross business collaborative horizontal research needs that are well demonstrated. The Commission is supporting these needs of the Living Lab European initiatives with five current Integrated Projects, CoreLabs and CLOCK Coordination Actions and OpenFutures Specific Support Action. Living Labs and these projects work together in the Living Labs Portfolio Leadership Group and the OCA Working Group.

Benefits and results

Incorporating the user to the centre of the development process is vital to ensure that the SOA approach is successful in meeting the needs of people and thus fulfilling its business potential. For this reason fostering the creation of Living Labs and supporting them once created is so important. The CLOCK project, together with its sister Coordination Action CoreLabs, is playing a central role in advancing the Living Labs agenda and helping to create a climate in which Living Labs can flourish. CLOCK has been instrumental in creating the climate in which that the European Network of Living Labs can continue to do this important work in the future and thus ensuring that Living Labs fulfil their potential to really put the user at the centre of the development process.

Project partners

Organisation name	Country
ATOS ORIGIN Sociedad Anónima Española	ES
Lulea Tekniska Universitet	SV
Nokia Oyj	FI
Universitaet Bremen	DE
European Space Agency	FR
Alfamico	PT
University of Maribor	SL
Helsinki School of Economics (CKIR)	FI