



# Enterprise and Industry

## A brief Guide to Large-Scale Demonstrators

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## Once upon a time ...

### *Expert Panel on Service Innovation in the EU, 2010-2011*

2 new concepts:

#### **Transformative power of service innovation**

- disrupt traditional channels to market ...
- impact on the value chain as a whole

#### **Large-scale demonstrator**

- de-risking development & scale-up of novel service systems ... working back from user needs to solutions



# Large-Scale Demonstrator ... is NOT

- ⊘ demonstration project to prove feasibility of scientific or technical theory, i.e. not just based on research
- ⊘ small-scale prototype or pilot project addressing issue in isolation by special interest group
- ⊘ always large in numbers or size but large in the approach, i.e. avoids fragmentation of resources and risk of duplication

# Large-Scale Demonstrator ... is

- ✓ near-market project addressing real issues by testing different solutions in real-life conditions
- ✓ large-scale project with political ownership bringing together all relevant stakeholders for joint strategy
- ✓ smart use of resources to implement strategy, including reallocation of existing & mobilisation of new funds

# Large-Scale Demonstrator ... in practice

## 1st generation

Traditional transnational model: partners from regions in 3 different countries for European added value + using mobile technologies & services as drivers of new economic activity

## 2nd generation

New regional model: partners from same region & 'buy-in' of external expertise for European added value + using creativity as driver of industrial transformation

## 3rd generation

Regional model – take two: stimulate emergence of new industries driven by creativity, resource efficiency & cross-cutting technologies and services + using clusters as facilitators of cross-sectoral collaboration



# Large-Scale Demonstrators

**1st generation - *European Mobile and Mobility Industries Alliance (EMMIA)***

- 3 actions in support of **sustainable tourism in rural areas** through better use of mobile services for improved mobility – 2011
- 6 actions in support of **GMES & GNSS based services** addressing societal challenges – 2012

# Large-Scale Demonstrators

## **2nd generation - *European Creative Districts***

- 2 actions demonstrating transformative power of creative industries for transition from traditional economy to modern economy – 2012

## **3rd generation - *Clusters & Entrepreneurship in Support of Emerging Industries***

- 6 actions to shape new value chains through cross-sectoral cooperation facilitated by clusters & business networks - 2014

# Other Large-Scale Demonstrators

## *European Service Innovation Centre*

- 6 model demonstrator regions receiving services to implement large-scale demonstrator strategies to capitalise on transformative power of service innovation for economic growth – 2012

## *European Cluster Observatory II*

- 6 model demonstrator regions to receive services to develop & implement cluster strategies for emerging industries based on large-scale demonstrator approach - 2014



# Large-Scale Demonstrator ... tweet

**#large-scale demonstrator: real life  
test of novel solutions to actual  
'problem' driven by strong partnership  
and strategic use of resources**