Regional ICT Living Labs for Innovation in Policy Design

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Contents

- Living Labs and their potential for Innovation Policy
- The Apulian ICT Living Labs Initiative
  - Location
  - The Logic Behind
  - Key Players and Roles
  - Application domains
  - Focus and Workflow
  - Results
  - Supporting activities
- Discussion and Way Forward
Living Labs and Innovation Policy

- **Definition of Living Labs**
  - Working collaborations of innovation stakeholders who are openly engaged in the co-creation of new products, services, technological or societal infrastructures, within real-life settings

- **Key aspects**
  - Participation of “Quadruple Helix” actors (Government, Academia, Enterprises + End Users) in the supporting partnership (aka PPPP = Private Public People Partnership)
  - User Driven, Open Innovation
  - Real-life Experimentation
All ENoLL Members Profiles

- #6: Business services provider: 36
- #5: High-tech R&D Laboratory: 60
- #4: Network-oriented University spin-off: 45
- #3: Policy-driven Government initiative: 117
- #2: Open Innovation prone Enterprise: 59
- #1: Single sector Business Association: 28

www.openlivinglabs.eu
Apulian ICT Living Labs: Location

- An initiative promoted by **Apulia Region** – Economic Development, Employment and Innovation Department - Industrial Research and Innovation Service - with the financial support of EU ERDF OP Puglia 2007-2013

- **Implemented by InnovaPuglia** - In house company of the Apulia Region – in charge of strategic planning and improvement of regional innovation
The Logic Behind

http://www.livinglabs.regione.puglia.it/
Key Players

- **End Users**
  - Third sector associations
  - Public bodies

- **Academia**
  - Research laboratories

- **Enterprises**
  - SMEs active in the (broadly defined) ICT sector

- **Government**
  - Regional Government of Apulia
  - InnovaPuglia SpA, Technical Support Division
Roles played

- Needs
- Requirements
- Challenges

- Users
- R&D Labs
- ICT SMEs

Needs Archive
Partners Catalogue
Living Labs Projects
Application Domains

- Environment, Safety and Social Protection
- Cultural Heritage and Tourism
- Energy
- E-government
- Social Inclusion and Active and Healthy Ageing
- Education
- Creative Industry
- Transport and Mobility
Focus

Phase 0: Research
Phase 1: Solution proposal
Phase 2: Prototype
Phase 3: Pre-commercial product/service
Phase 4: Commercial product/service

Research push to "no man’s land" to Market pull
350 Needs selected and classified (30.06.2013)

- Social Inclusion and Active and Healthy Ageing: 21%
- Education: 18%
- Cultural Heritage and Tourism: 17%
- E-government: 16%
- Environment, Safety and Social Protection: 15%
- Energy: 5%
- Transport and Mobility: 4%
- Creative Industry: 4%
Partners Catalogue

Members of Partners Catalogue (30.06.2013)

- Public Bodies: 70
- Socio-Economic Organisations: 50
- R&D Labs: 67
Phase 1: Identification of domain specific requirements

- Open Call For Ideas (Official Journal no. 46 of 29/03/2012) in order to collect and bring together themes, requirements, problems and challenges highlighted by the final users belonging to the extended partnership (see below) – thus forming a Requirements Catalogue.

- Opening-up of the Living Labs Partnership Catalogue, where local Associations, Public Bodies, Research Laboratories could register themselves as proposers of user led needs and requirements and at the same time, potential partners of ERDF funded projects aiming to provide solutions to those challenges.
Phase 2: Design of appropriate solutions

- Call for Proposal (Official Journal of Apulia Region no. 118 of 09/08/2012) in order to select and **grant competitive project proposals** aiming to test and validate new and innovative ICT solutions (services, applications, etc.) to face the **challenges collected** in phase 1.

- Each project proposal had to be submitted by **one or more local ICT SMEs**, joining up only partners previously registered in the **Living Labs Partnership Catalogue** and with the requirement of including at least one Association or Public Body and one Research Laboratory in the formal partnership.

- First final ranking list of **34 approved project proposals** has been completed in **July 2013**
Retained Projects

- **Consortium proposal**: 4, 16, 20
- **Individual proposal**: 7, 7, 14
- **Total involved SMEs**: 20, 44, 64

Categories:
- 1 call
- 2 call
- Total
Retained Projects (cont.)

Selected Projects Distribution by Domain

- Cultural Heritage and Tourism: 8
- Social Inclusion and Active and Healthy Ageing: 7
- Education: 6
- E-government: 5
- Environment, Safety and Social Protection: 5
- Creative Industry: 2
- Transport and Mobility: 1
- Energy: 0

Date: 22-11-2015
Stakeholder Participation Overview

SMEs, R&D Labs and Users involved

- Involved SMEs: 19
- Involved R&D Labs: 15
- Involved Social-economic organization: 8
- Involved Public organization: 3
- Addressed needs in the Archive: 17
- Social Inclusion and Active and Healthy Ageing: 7

22-11-2013
Financial Figures

Economic Investment Distribution by Domain (M€)

- Energy: 0
- Transport and Mobility: 0.52
- Creative Industry: 1
- Education: 1.2
- E-government: 2.5
- Environment, Safety and Social Protection: 2.5
- Social Inclusion and Active and Healthy Ageing: 3.9
- Cultural Heritage and Tourism: 4.1
- Total: 15.72
Supporting Activities

• Around 30 meetings, presentations, info-days, focus groups
• More than 100 direct phone contacts
• About 150 targeted mailings
• Two web portals

http://livinglabs.regione.puglia.it
Expected Impact

- Leverage user driven, open innovation in support of local ICT SMEs innovation, growth and competitiveness

- Promote the evolution of Regional public administration and civil society from passive consumers to active prosumers of content and services of general interest, supported by ICT innovation

- Create domain-specific open innovation environments within real-life conditions, in which the active involvement of local end-users and ICT SME can pave the way to the co-design of new services, products and social infrastructures
Way Forward

- Combine the usage of the Living Labs instrument with a PCP Pilot Action to **tackle** with the same technological innovation, **societal application challenges** (“Lead Market Initiative”)

- Improve the assessment of originality and **advance over state of the art** during the evaluation phase (knowledge systems on research results, technologies, etc.)

- Innovation **needs recognition** should be a **continuous process**

- An **experiment** still ongoing, but with great potential if it keeps promises

- Likely integration with the ongoing **Regional Smart Specialisation Strategy** of the Apulia Region
Thank You for Your Attention!

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