# Regional ICT Living Labs for Innovation in Policy Design

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# Living Labs and Innovation Policy

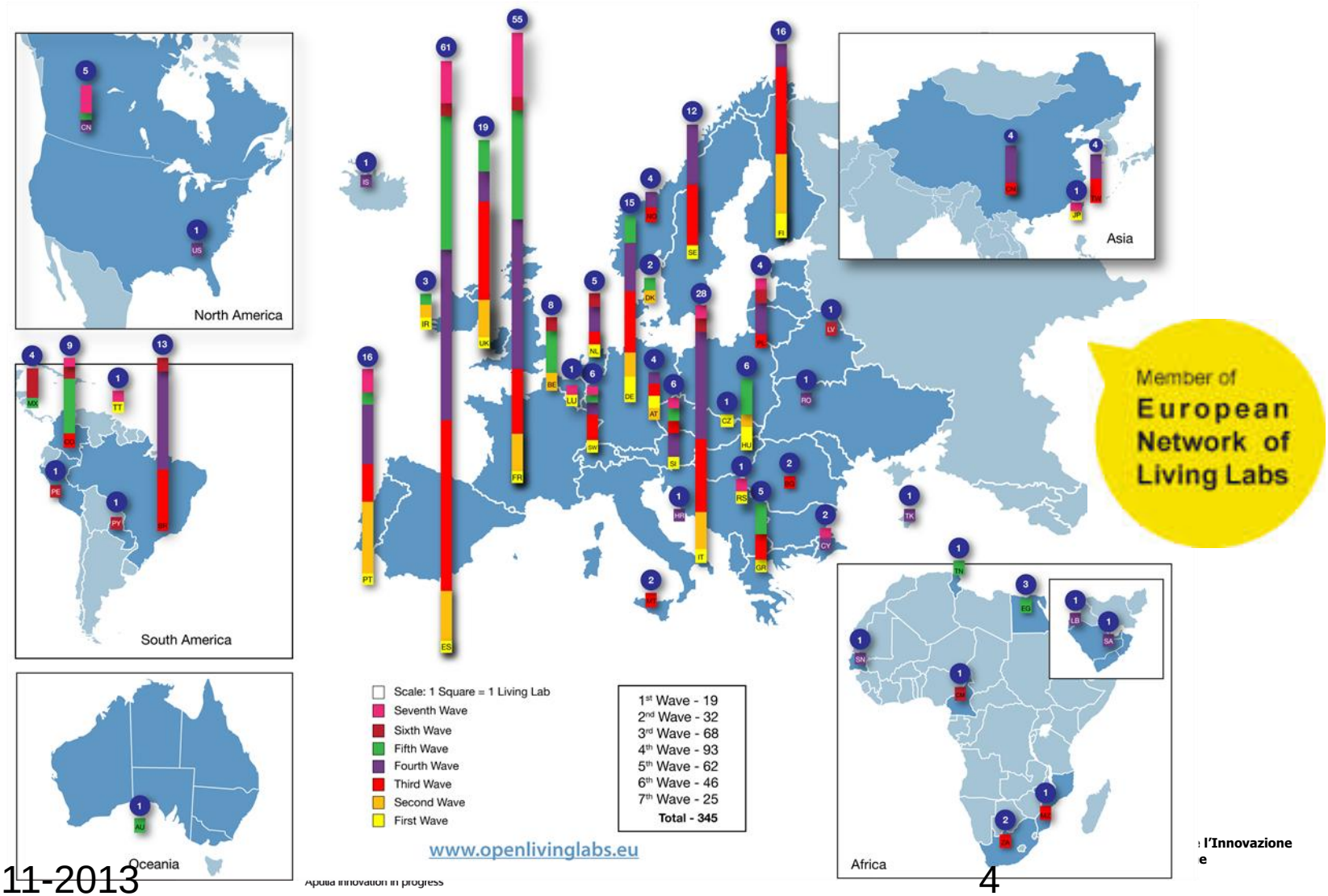
## ❑ Definition of Living Labs

- 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

# www.openlivinglabs.eu



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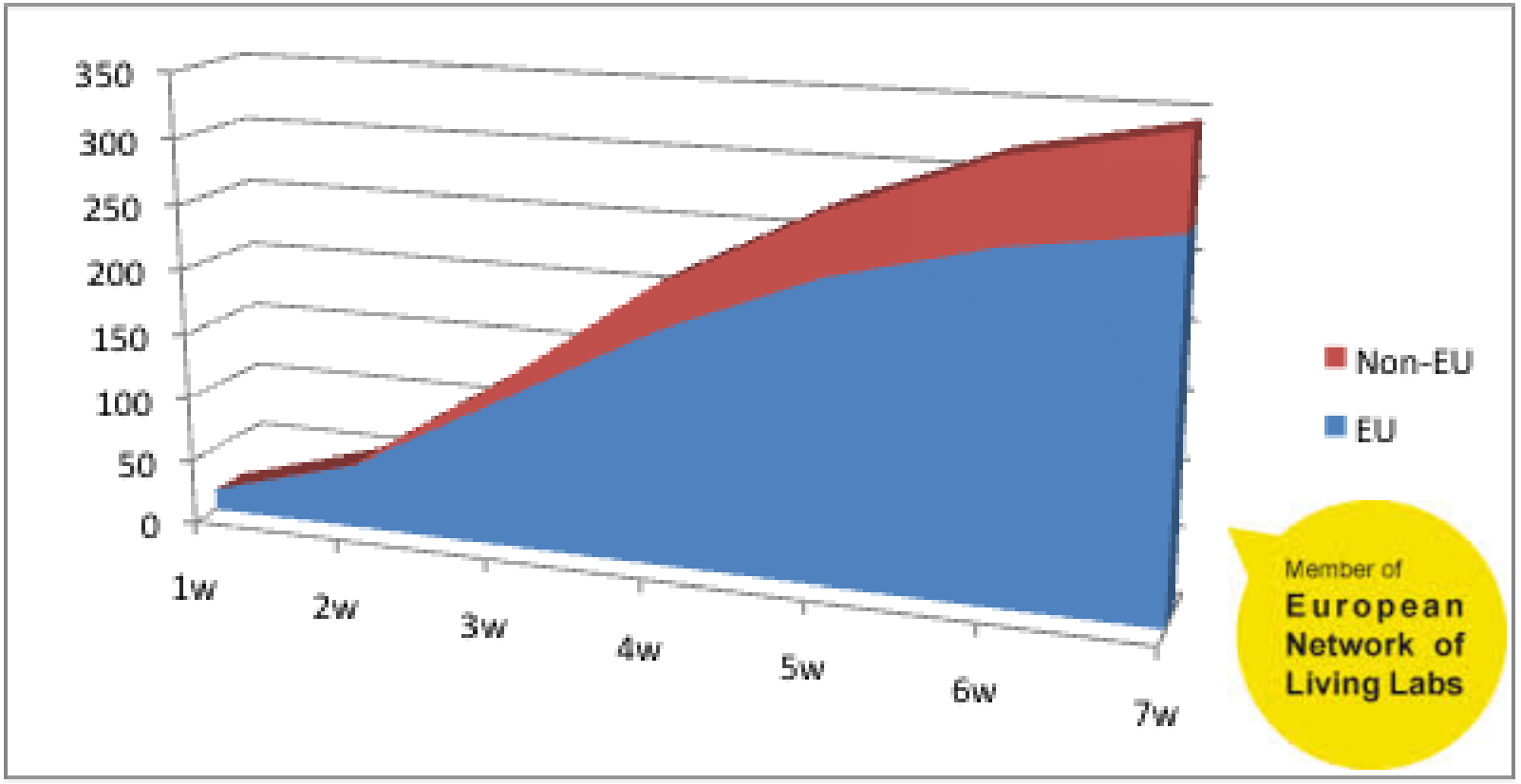

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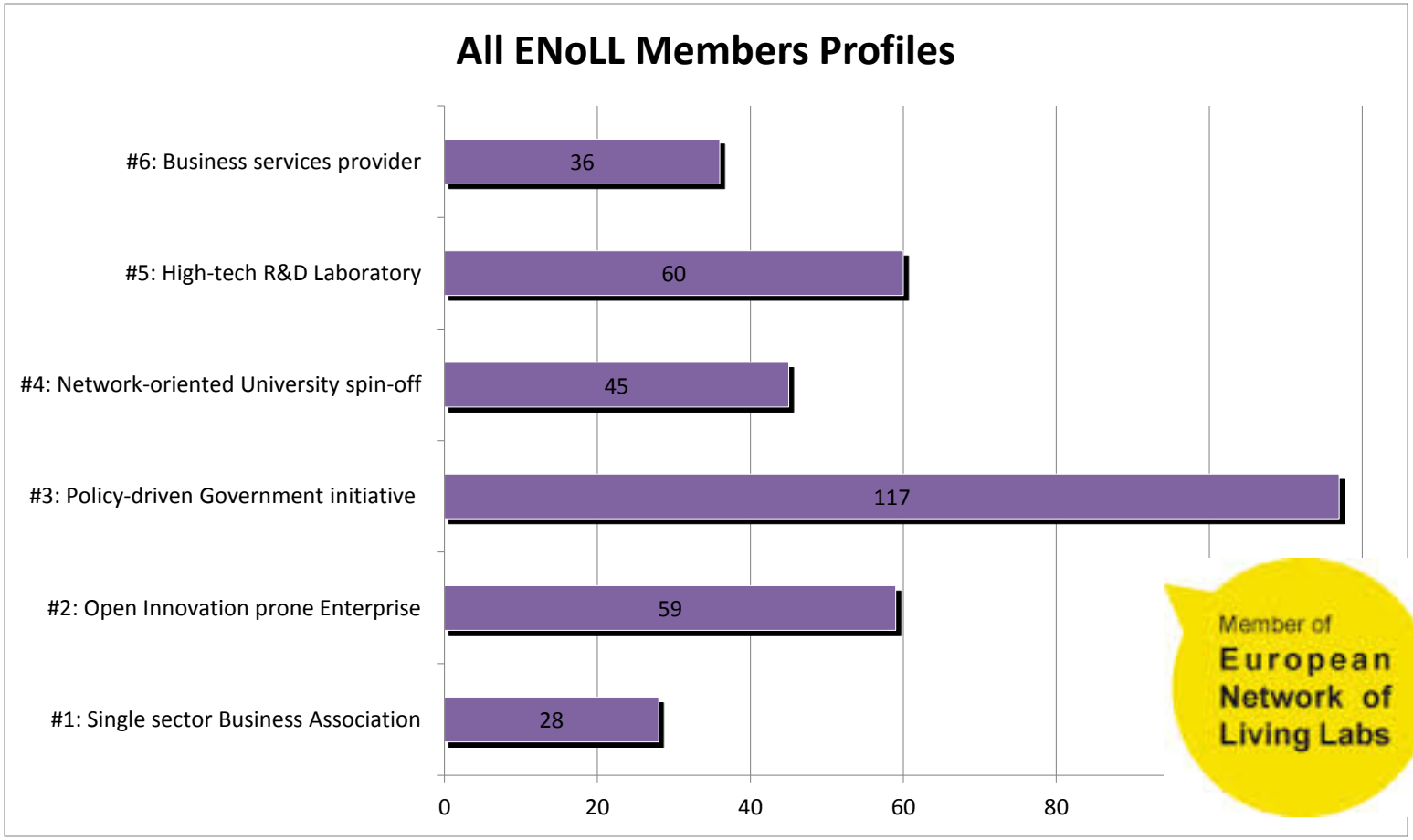


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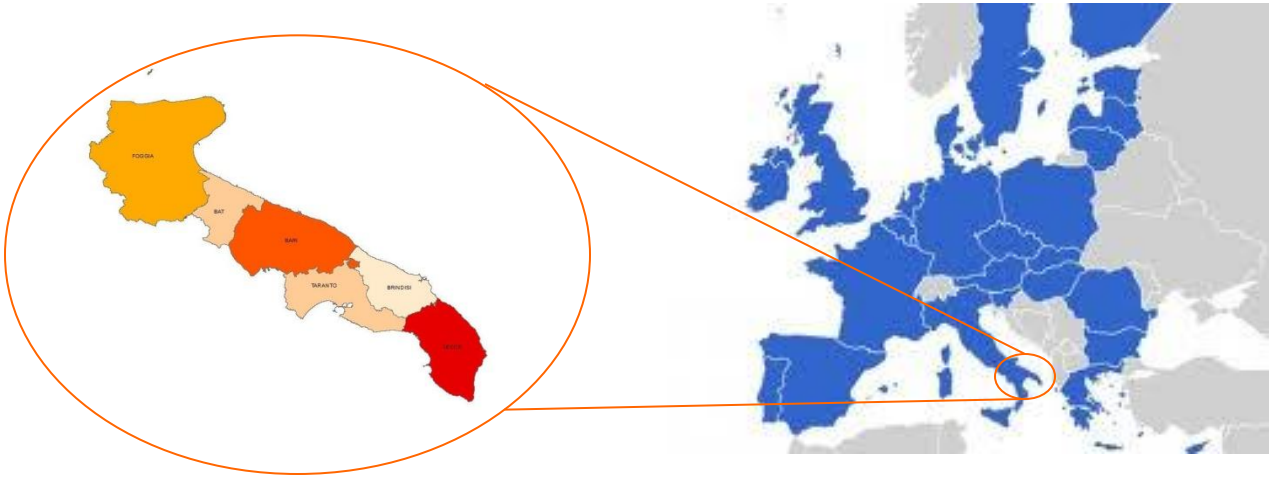
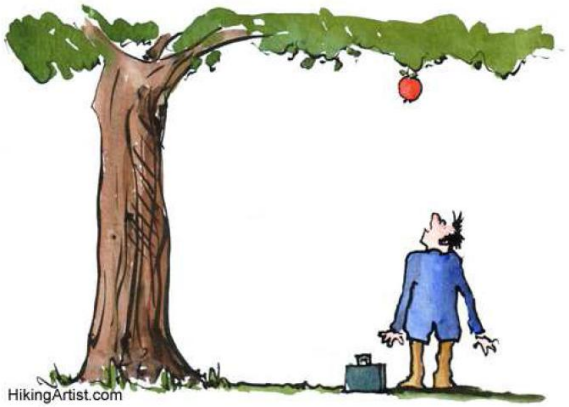
# Apulian ICT Living Labs: Location

- 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

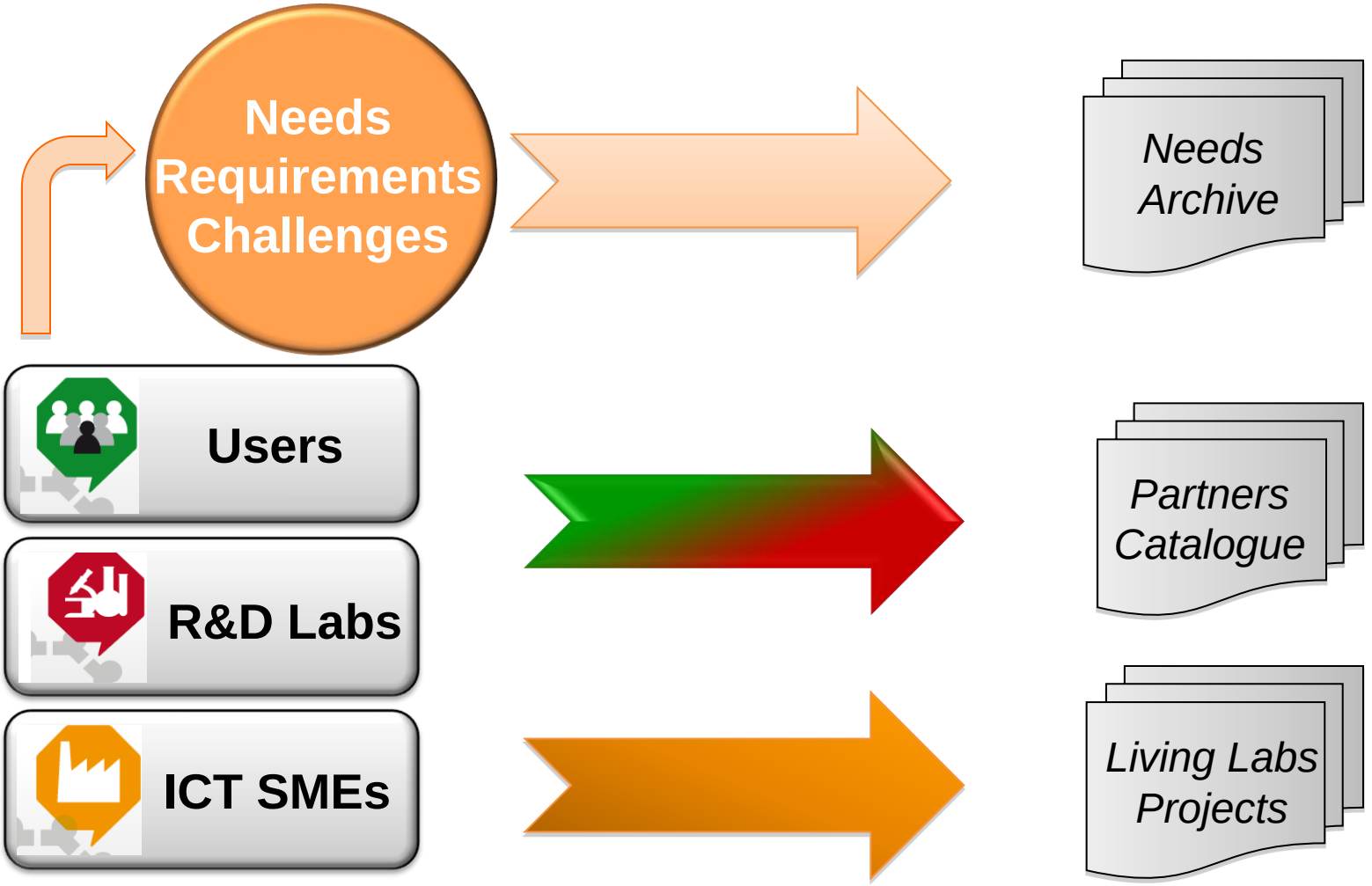


http://www.livinglabs.regione.puglia.it/

# 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



# Application Domains

**Environment, Safety and Social Protection**

**Social Inclusion and Active and Healthy Ageing**

**Cultural Heritage and Tourism**

**Education**

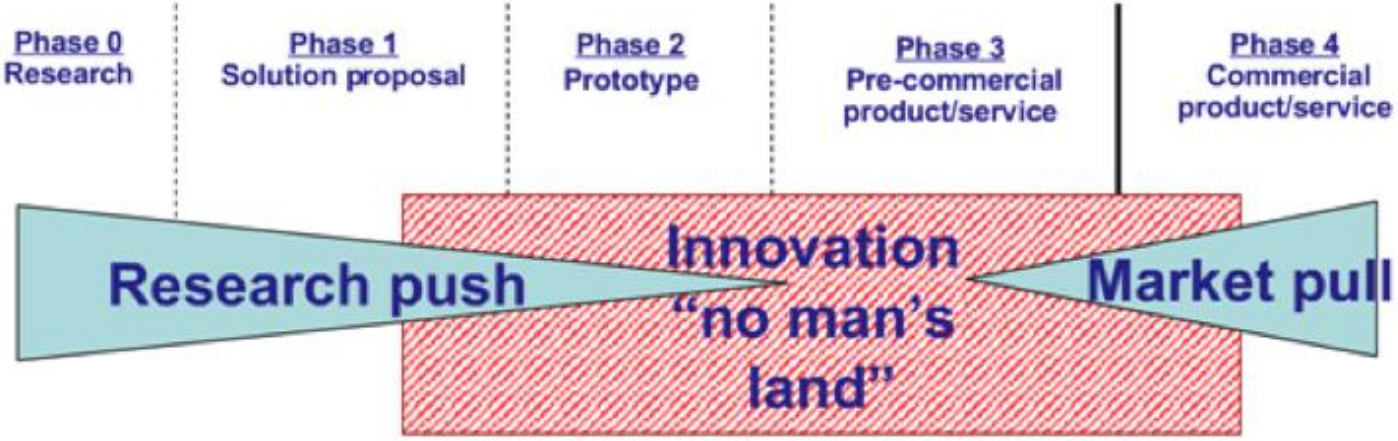
**Energy**

**Creative Industry**

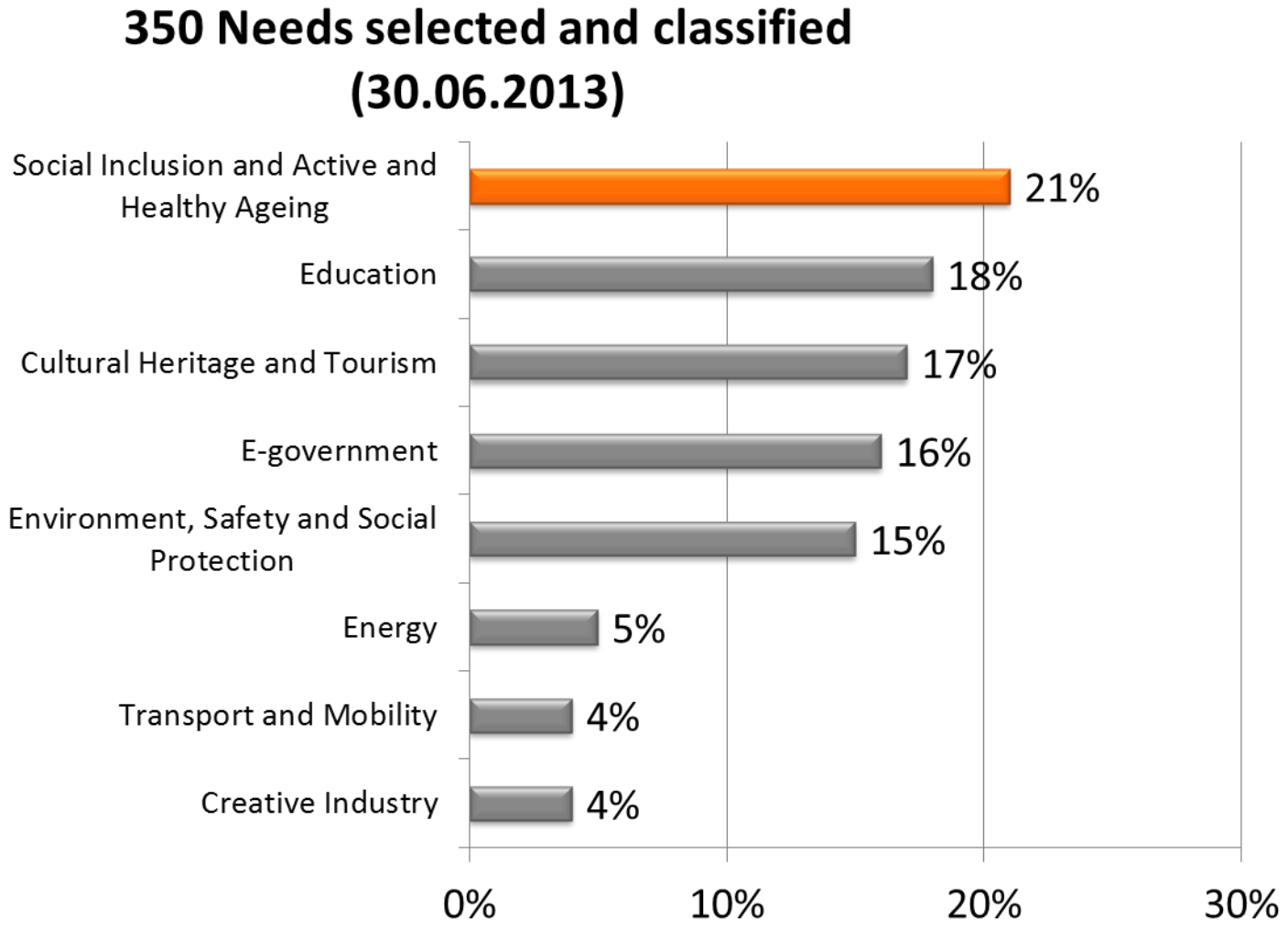
**E-government**

**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
Innovation
"no man's
land"
Market pull

# Needs Archive

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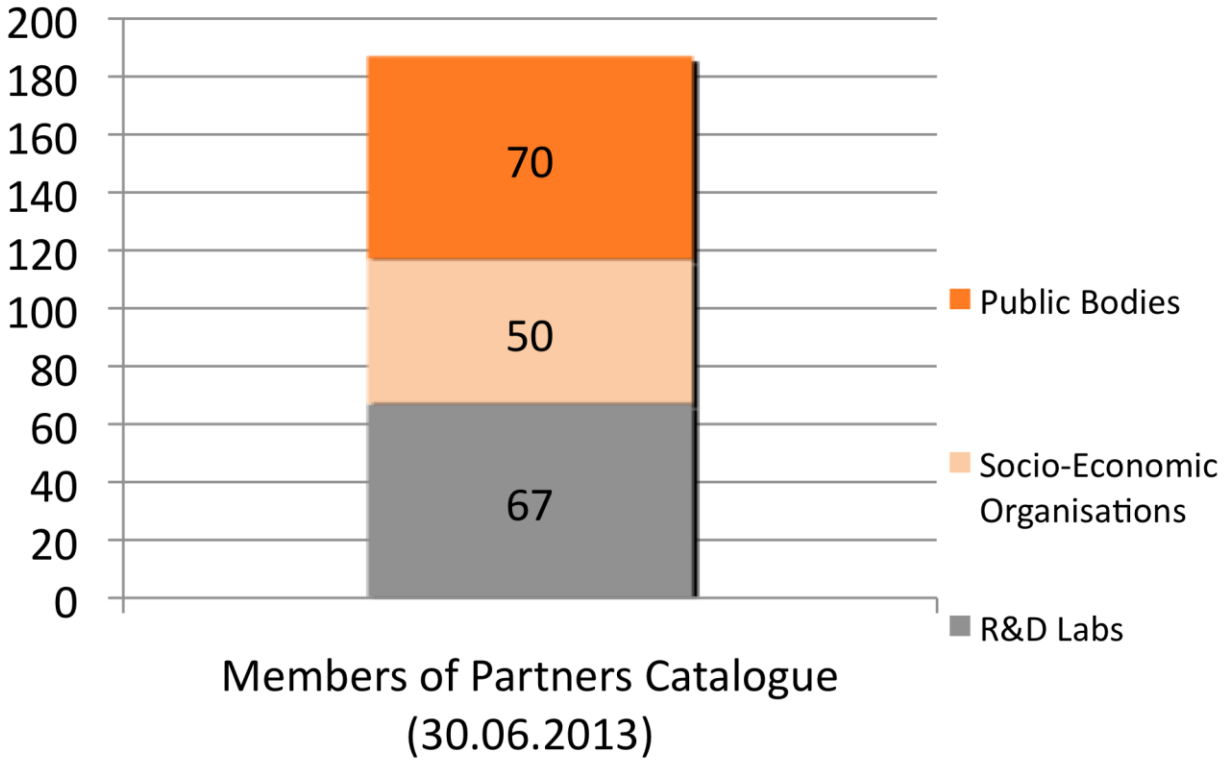
# Partners Catalogue



# Workflow

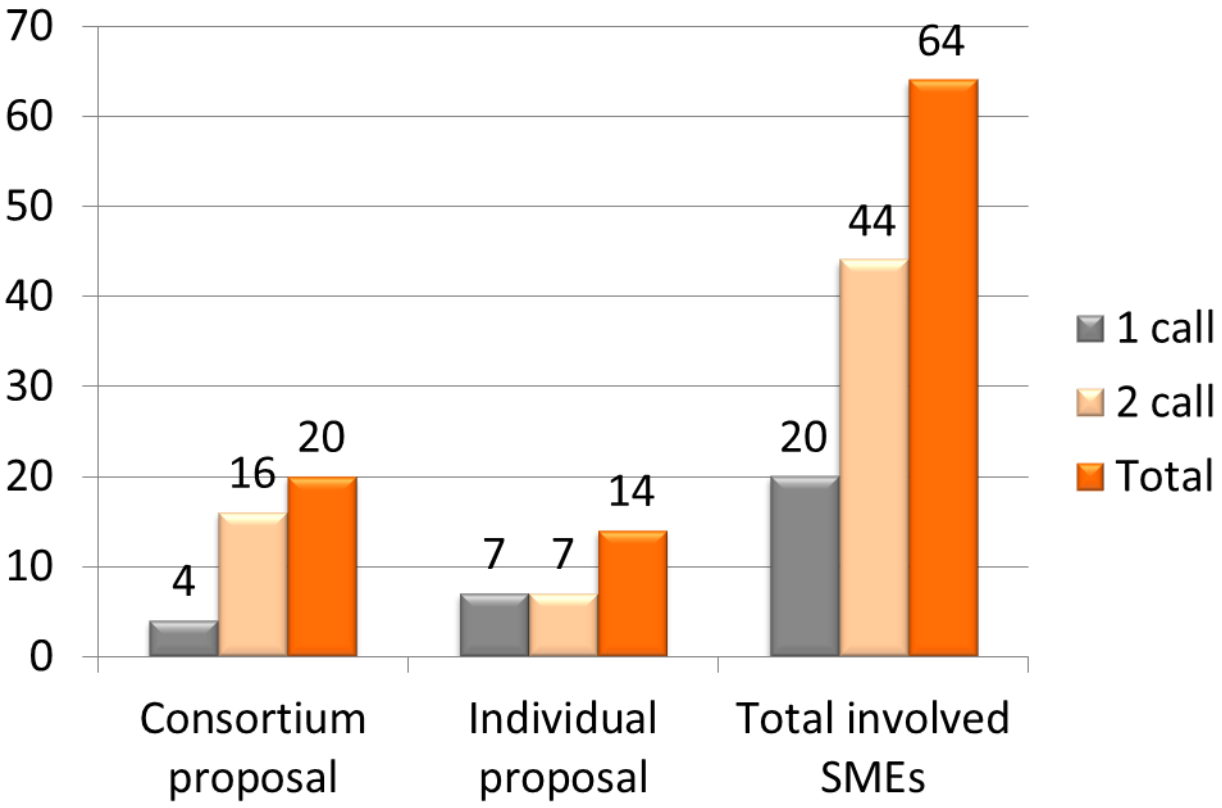
## ❑ Phase 1: Identification of domain specific requirements

- 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.

# Workflow (cont.)

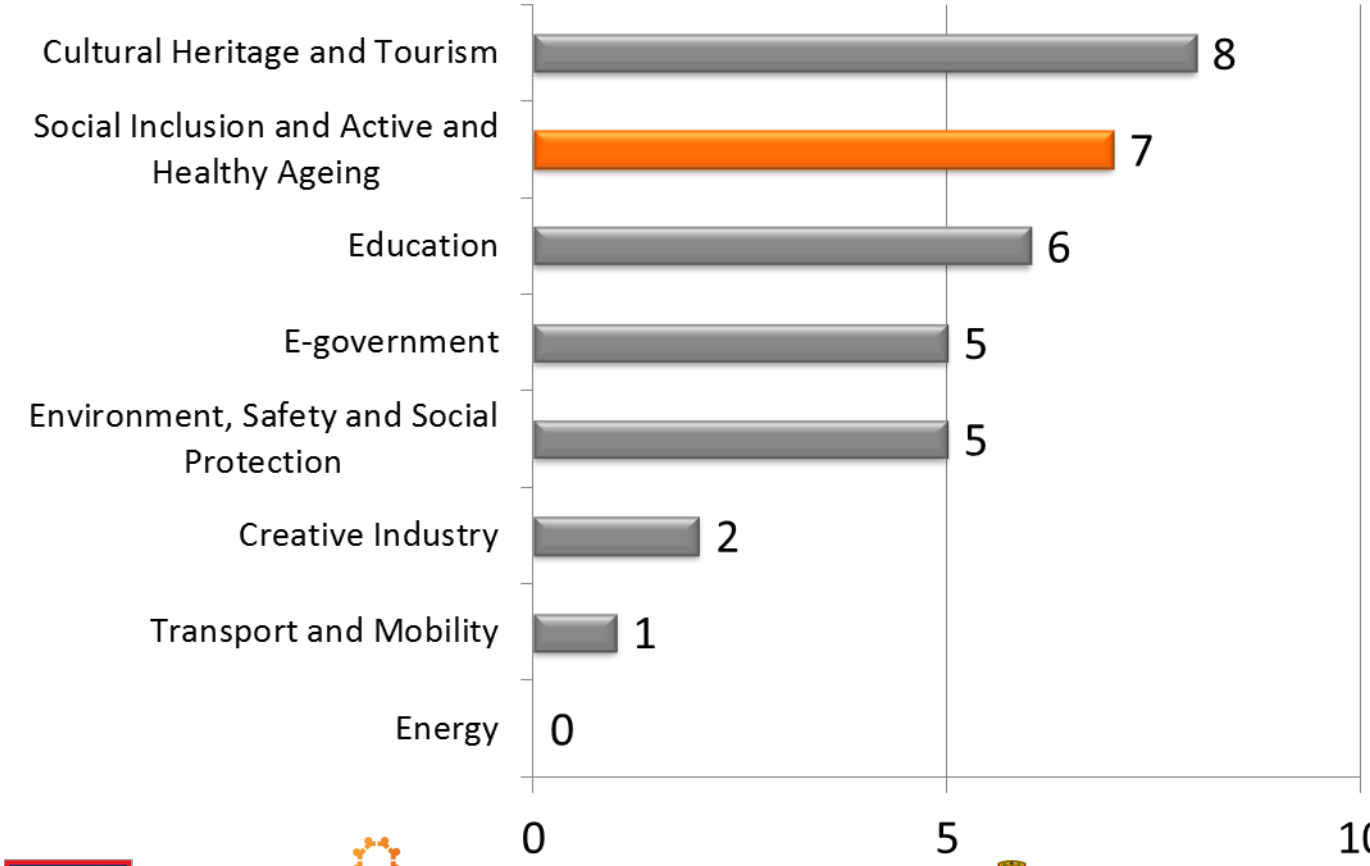
- **Phase 2: Design of appropriate solutions**
  - Call for Proposal (Official Journal of Apulia Region no. 118 of 09/08/2012) in order to select and **grant competitive project proposals** aiming to test and validate new and innovative ICT solutions (services, applications, etc.) to face the **challenges 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

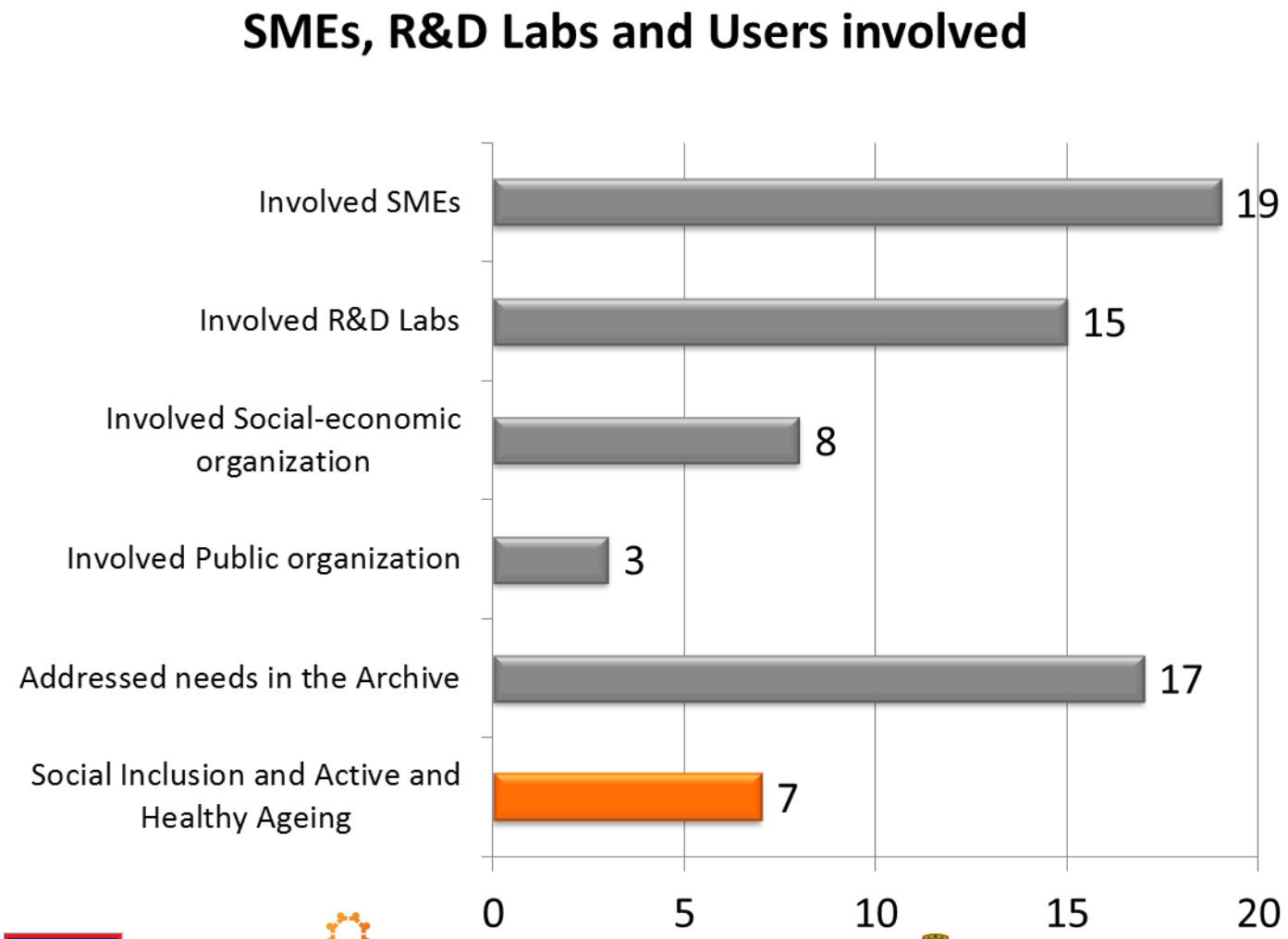


# Retained Projects (cont.)

## Selected Projects Distribution by Domain



# Stakeholder Participation Overview

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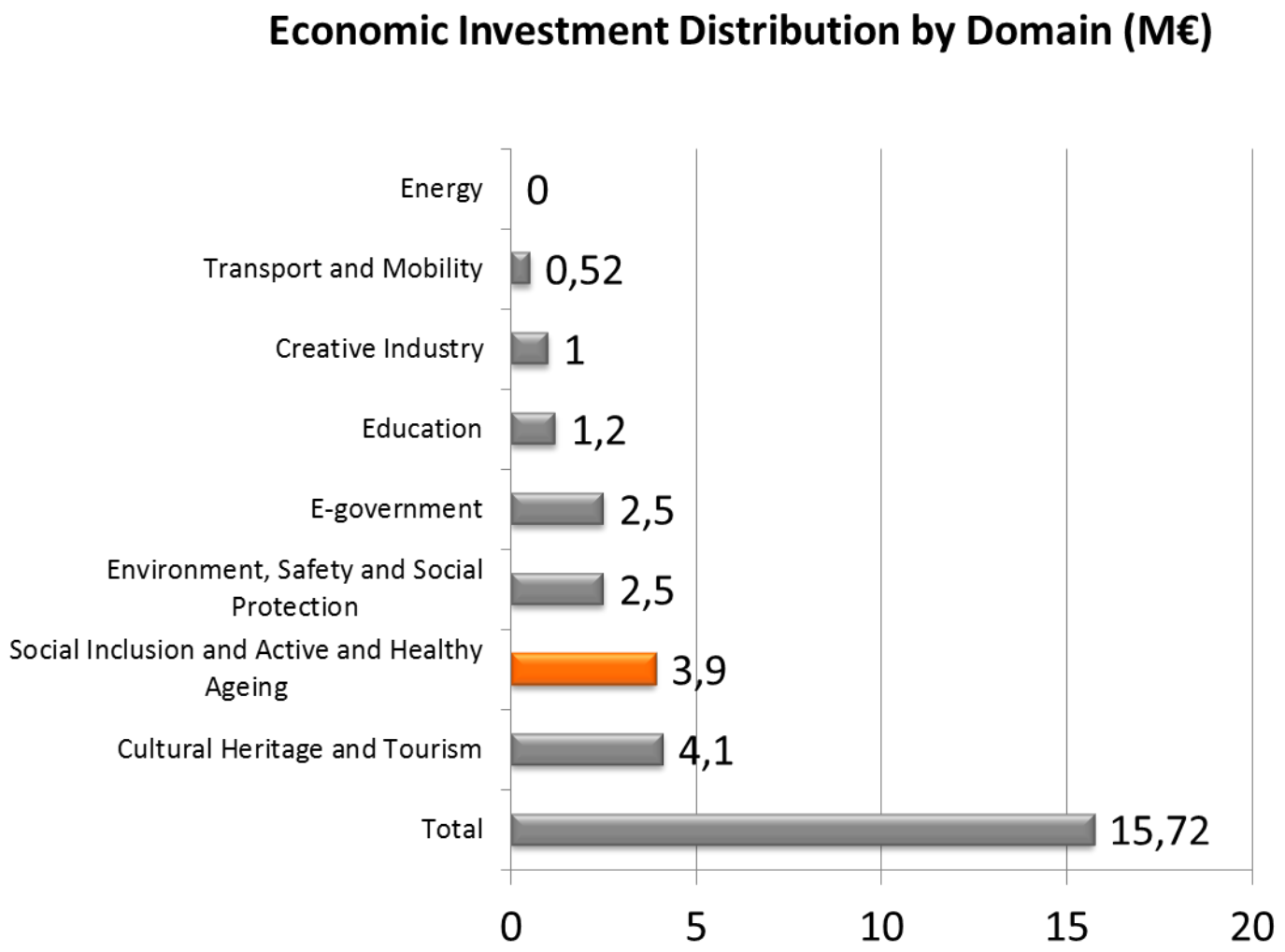
# Financial Figures



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# 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, ect. )
- 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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