

What are the living labs and how to create one?

Intgen Project Meeting

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Content of the presentation

- Open Innovation and Living Labs world wide
- Open Living Lab cases
- Conclusions



The Key Words

- **Open innovation**
- **Real life context**
- **End-users as active participants**
- **Co-creational methods**



Living Lab approach is flexible!

- Smart Home
- eHealth
- Education&Learning
- Smart City

But also: Robotics, Digital art, Urban experiences,
Travel&tourism,



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ENoLL



European
Network of
Living Labs

- **Network:** Founded in 2006; 8 waves (9th wave closed); 370 officially recognised Living Labs; +140 active members.
- **International non-profit association of Living Labs (2010):** facilitates cooperation and exploitation of synergies between members (+140 members, 25 members of the association).
- **Community:** Living Lab researchers and Living Lab practitioners
- ENoLL Office in Brussels **facilitates knowledge exchange, joint action and project partnerships between the members. Community management, communications, dissemination**



ENoLL Vision

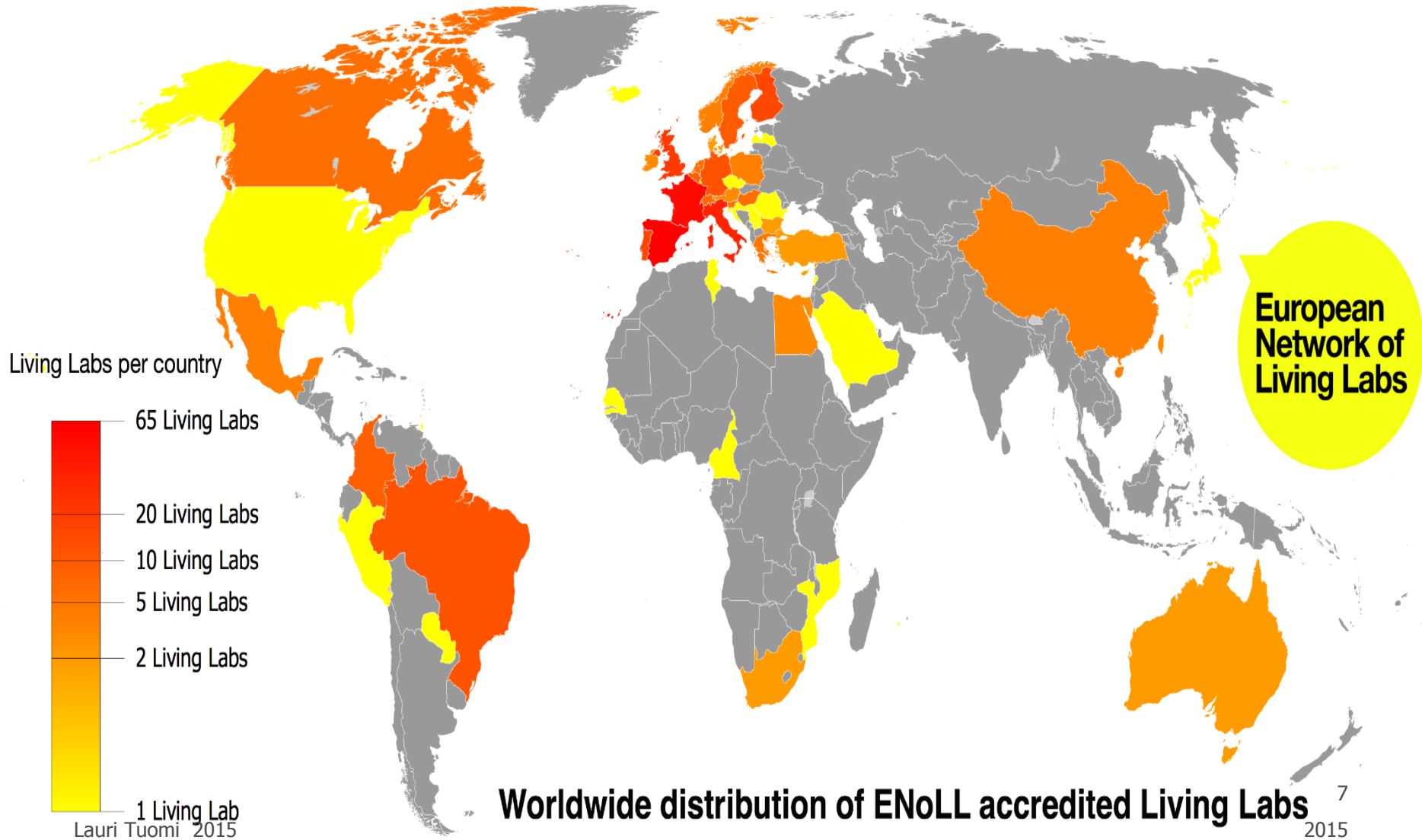
“Empowering everyone to innovate”



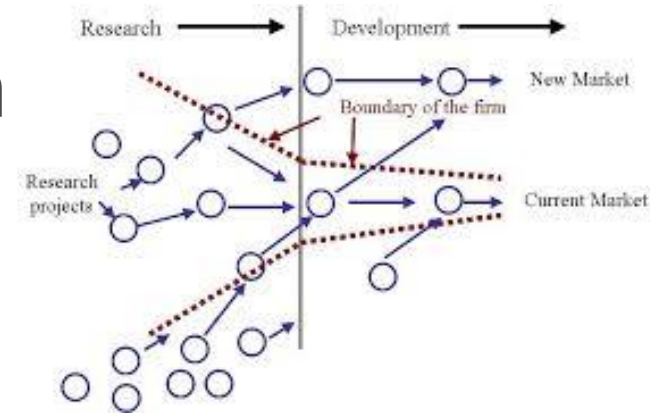
**European
Network of
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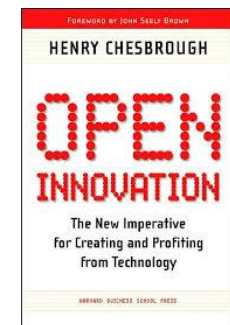
ENoLL: Worldwide view



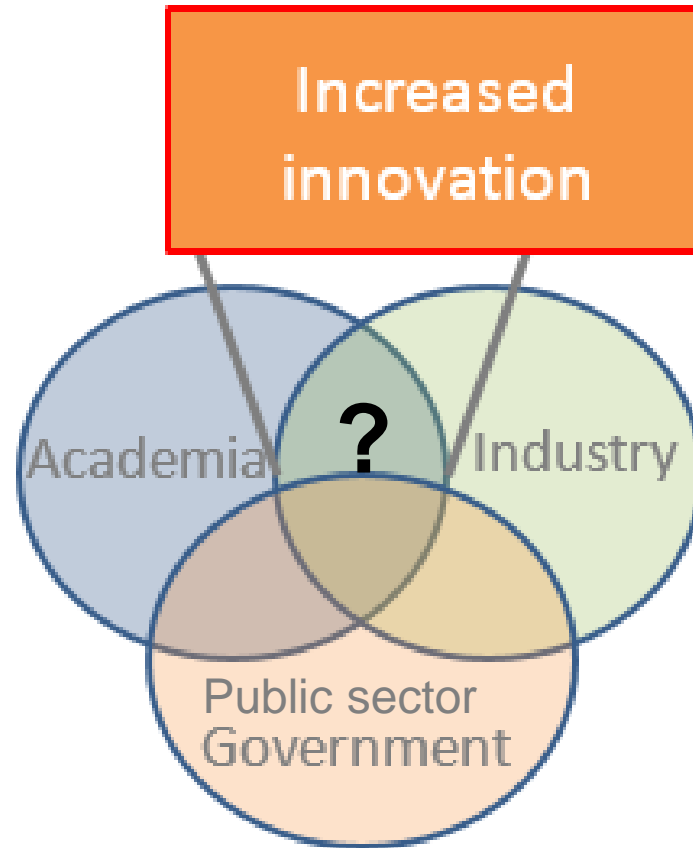
Open Innovation



- The organisations need to use information outside organisations – the internal research and traditional methods are not enough
- **A new mindset is needed:** the external actors need to be involved in the innovation process
- The users and other organisations may be the best sources for new ideas and best developers



How to innovate – traditional approach

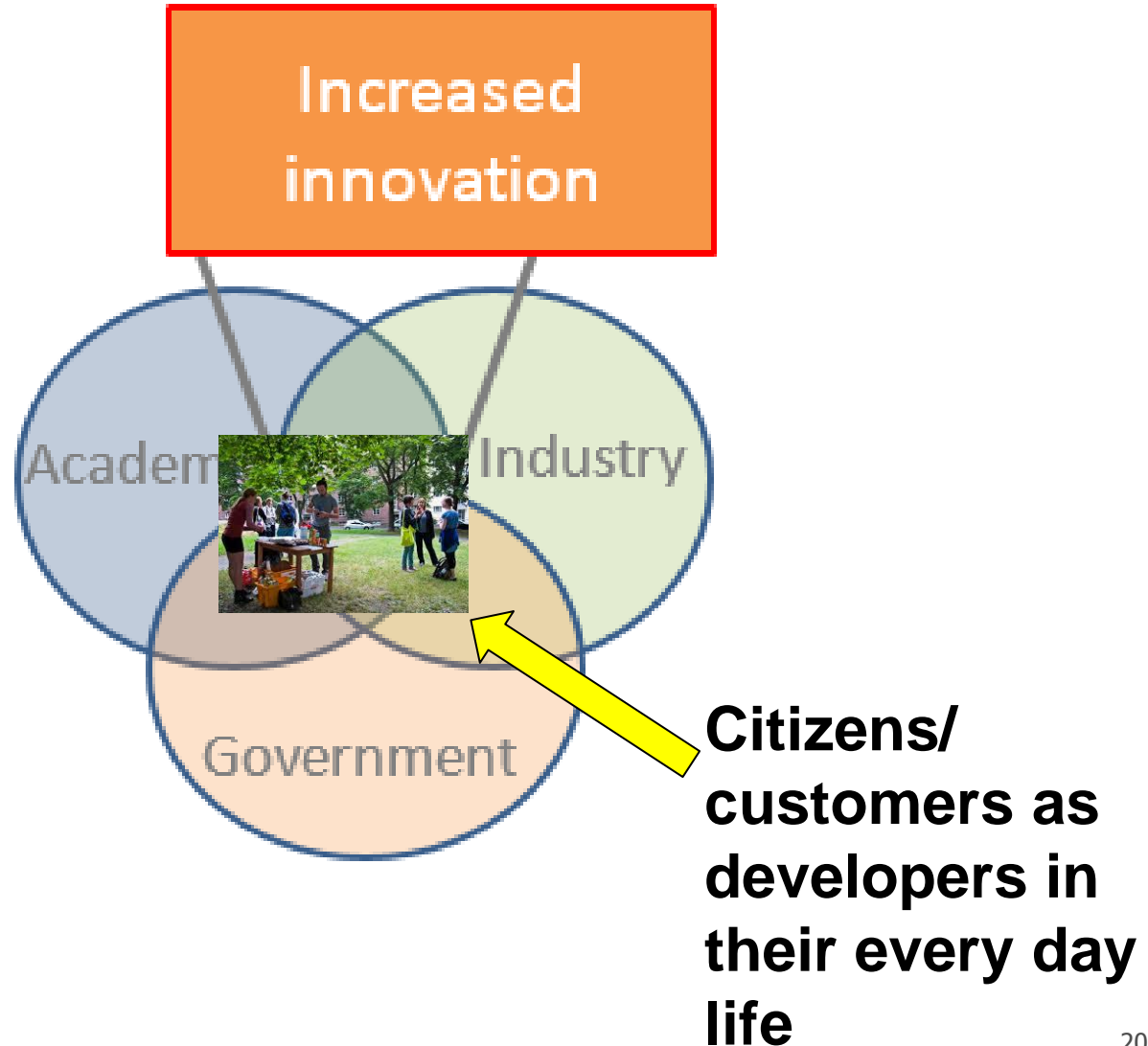


But what is missing?





Today's approach on open innovation



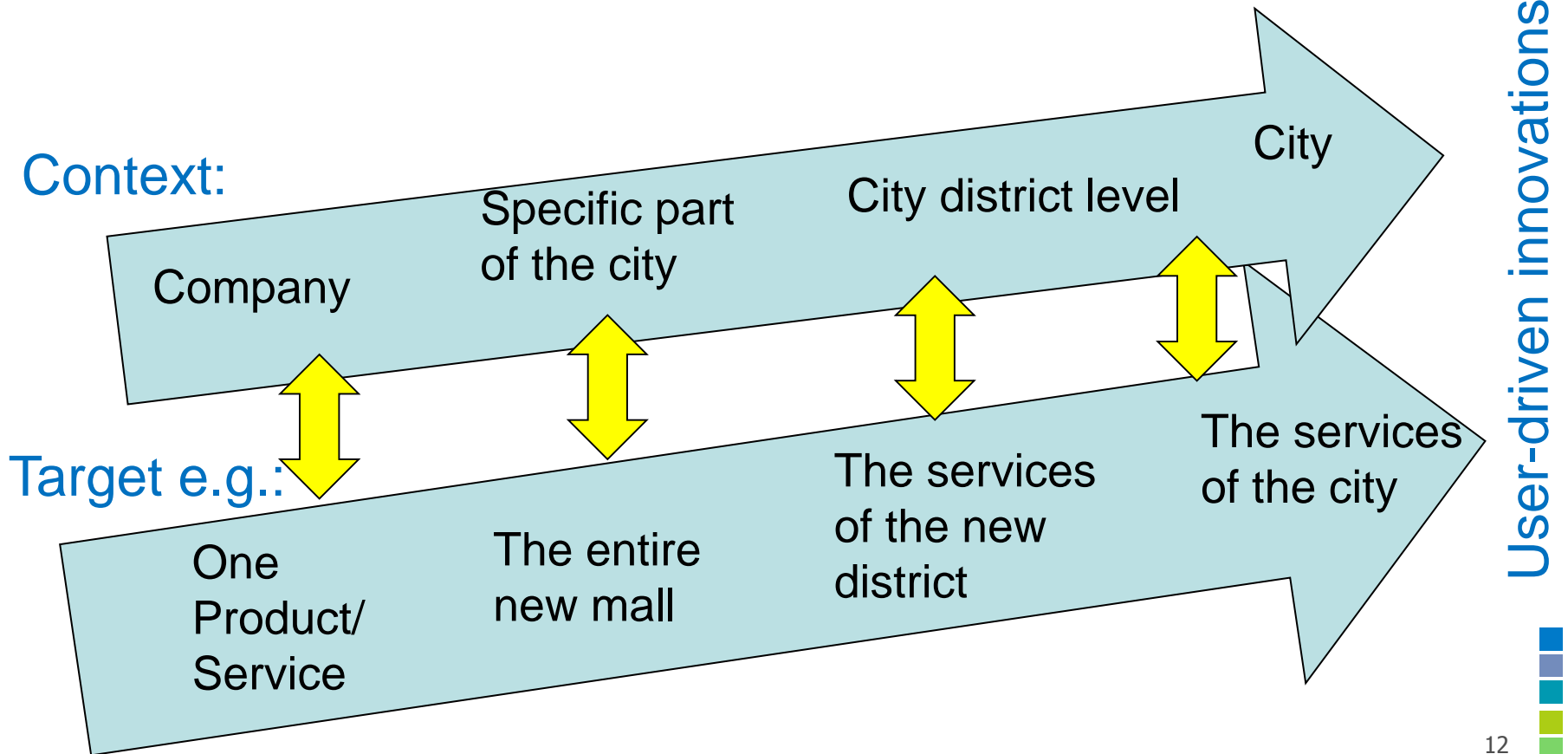
Open Living Lab

- ***Living Lab is an organized and networked approach to open innovation consisting of the use of co-creational methods applied in real-life enhancing the active user involvement.***
- Different actors: academia, companies, SMEs, government, cities, communities, associations, citizens, customers, students...
- The approach is scalable in different context

Source: (Heikkanen and Tuomi 2015, forthcoming)

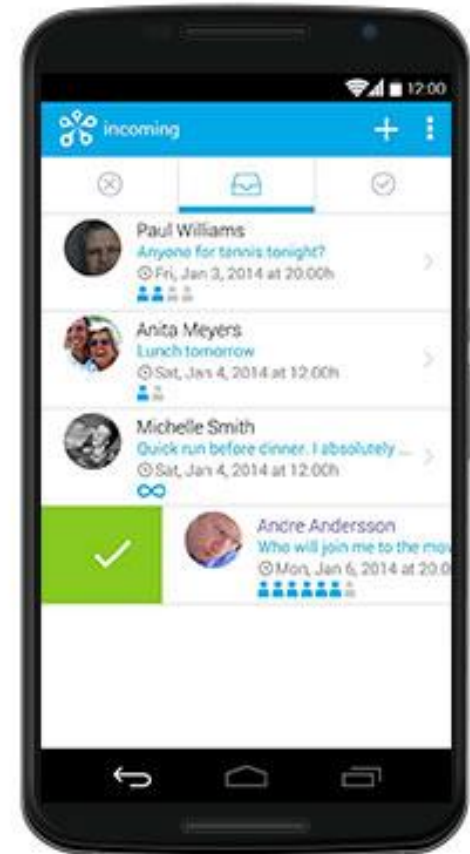


Scalability of Open Living Labs



Open Living Lab –case: One company – one innovation

- 'Djubble' meeting application "Invite your friends for a coffee"
- SME / product development -> internationalisation
- 30 users – the use of the app in their every day life
- Results:
 - a deep understanding of the user's needs
 - a permanent pool in the future: a continuous flow of innovationa



Open Living Lab -case: 'Labrarry'

- Citizens testing and developing new services and products for SMEs *in public libraries*
- SMEs learn user-driven approach in real life context: encouragement to pilot in early stages of the development
- The citizens learn to be actively involved in the innovation process
- The project was run by the city of Helsinki and co-funded by the regional council

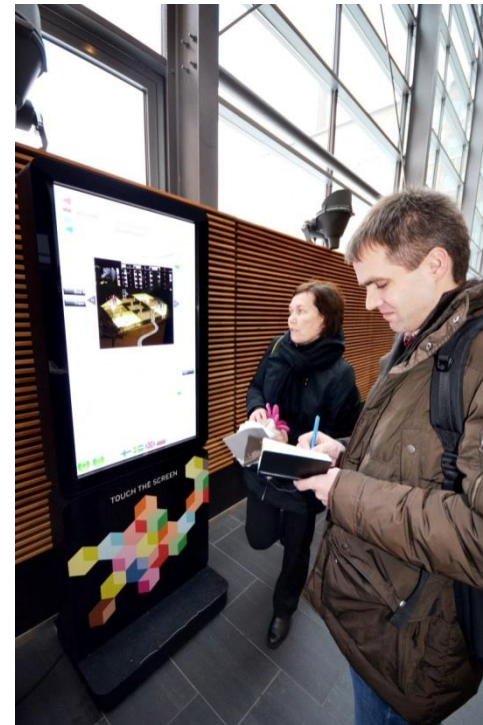




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Open Living Lab case: **Urban City District development**

- Citizens developing their own neighbourhoods
- The touch screens as sources for information
- The tourists and citizens in two districts were active participants
- Continuous and real-time development
- Students organizing, developing and facilitating

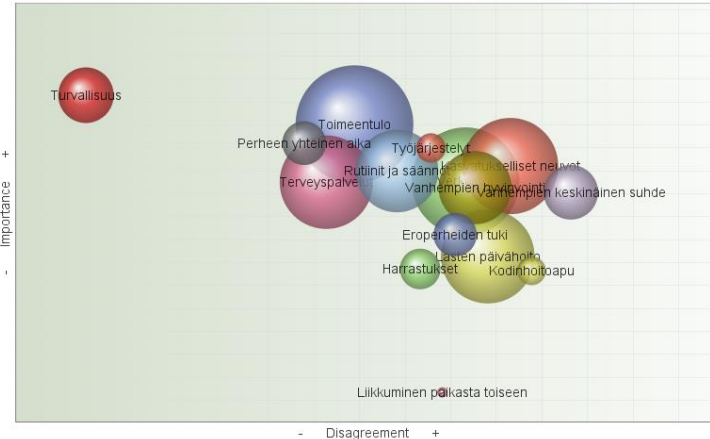




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Open Living Lab case: **The wisdom of the crowd**

- What kind of services should be developed for the families with specific needs
- A large amount of experts and citizens were invited to web brainstorming
- Over 1000 citizens and 800 experts participated
- 15 new service concepts were developed in web and in collaborative workshops
- City of Helsinki
- Fountain Park Ltd as service provider



Open Living Lab methods for co-creation



Participatory experimentation



Real-time/life idea generation



Shared end-user diaries



Innovation workshops



The Criteria for Successful Open Living Labs

- Flexible and scalable concept
- Users are active developers
- Authentic environments (home, work, mall..)
- Co-creational methods
- Long-term commitment
- User-pools
- Professional operator (usually University, Company, Science park, City)
- Tailor-made services (productized and standardized)
- Quality assurance



Question to you:

- How would you apply Open Living Lab activities in your organisation?





Thank you!

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