



European Network of Living Labs

Transforming Economies, Transforming Societies

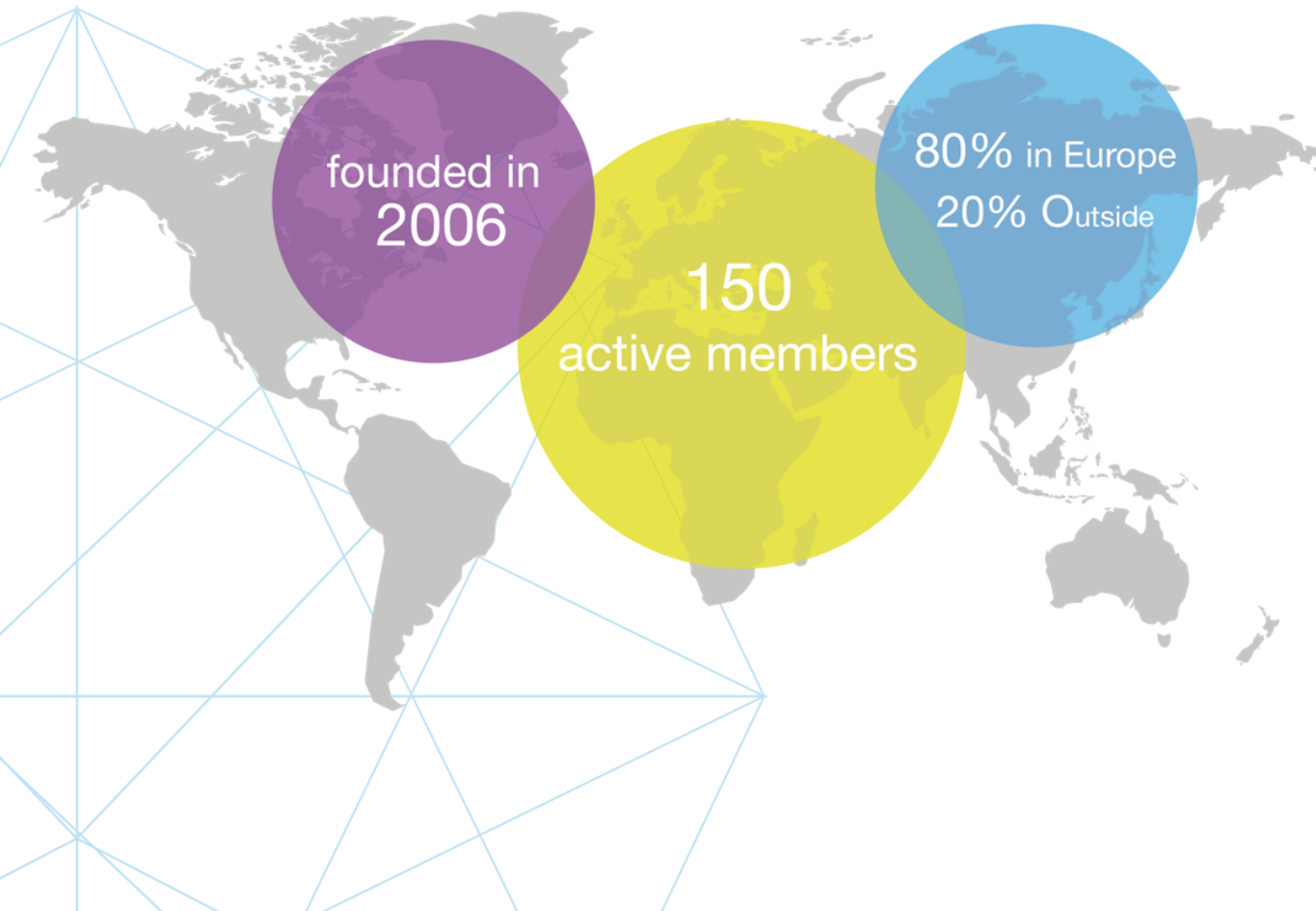
Interreg Europe Policy Learning Platform
"Open Social and Responsible Innovation"

Brussels, 27 November 2019

Wim De Kinderen

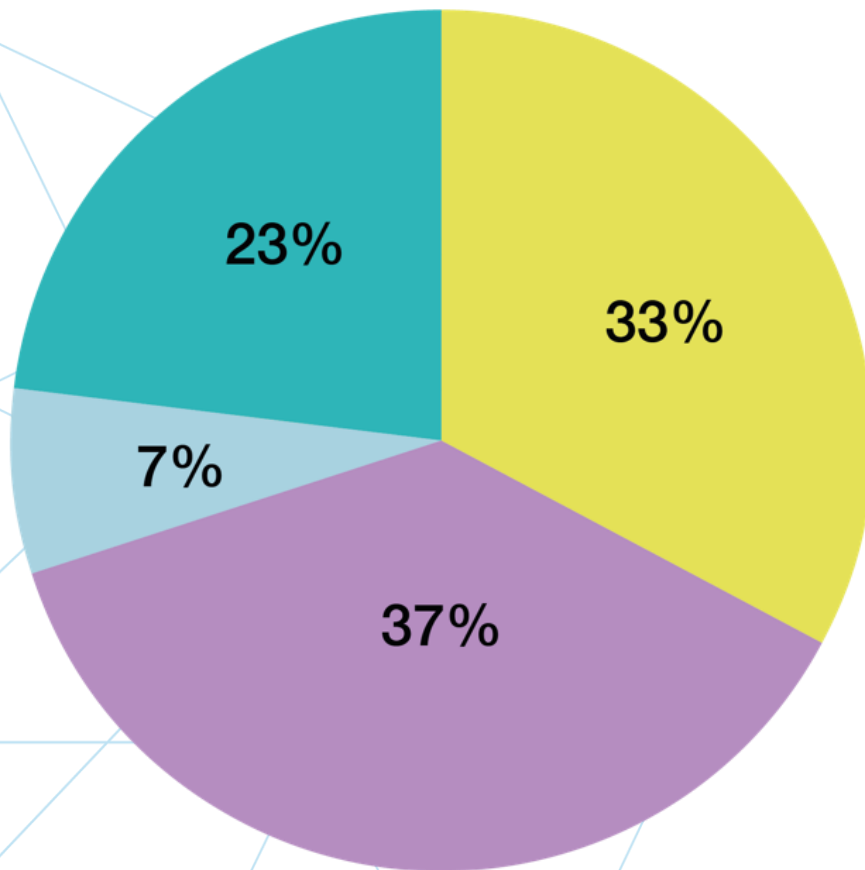
City of Eindhoven | Brainport Development | vice-chair ENoLL

WHAT IS ENoLL?



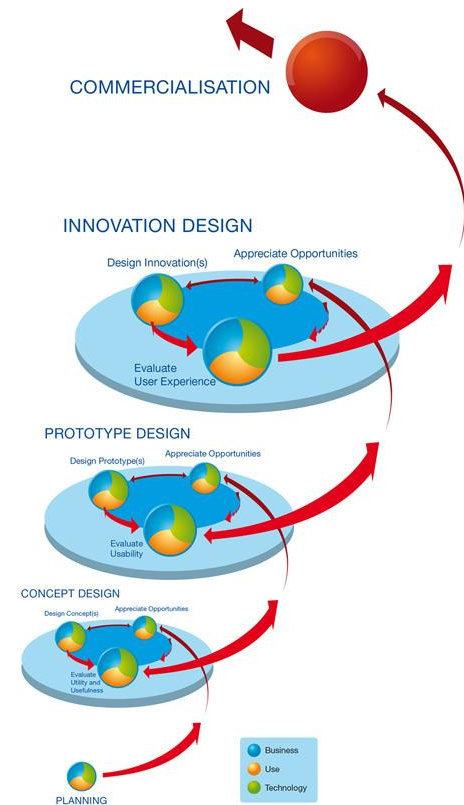
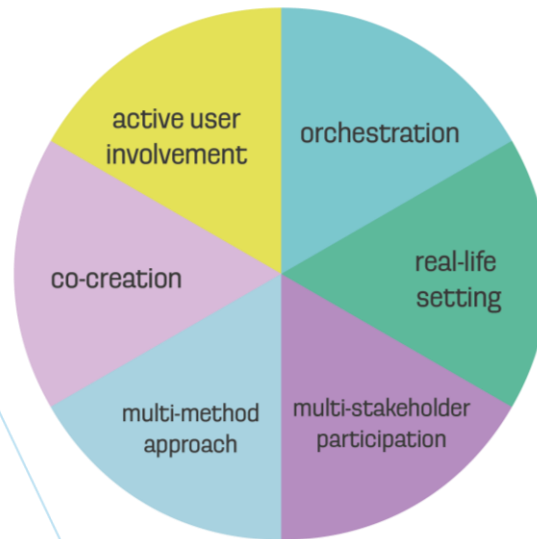
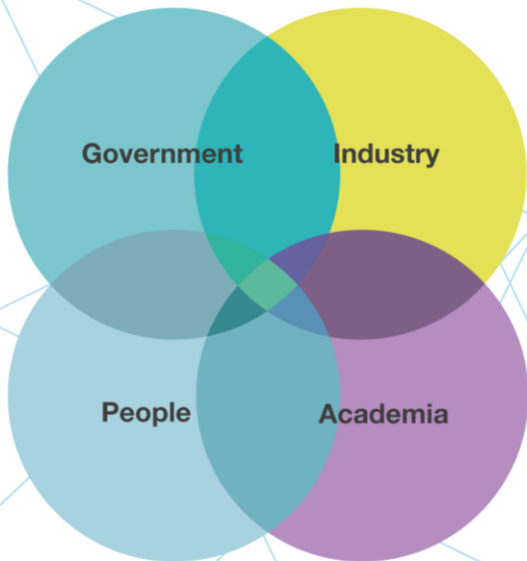
The European Network of Living Labs (ENoLL) is a global network that places people at the centre of product and service development and innovation. ENoLL focuses on facilitating knowledge exchange, joint actions and project partnerships among its 150 members, influencing EU policies, promoting living labs and enabling their implementation worldwide.

ENoLL MEMBERS WHO ARE THEY?



- Academic
- Research & innovation (non-profit, public-private)
- Public entity (City/Region)
- Private companies

Living Labs explained



ENoLL: YOUR BUSINESS INTERMEDIARY

With the expertise and services of [150 Living Labs](#) to:

Validate business ideas

Test and prototype
products/services

Internationalise your
business

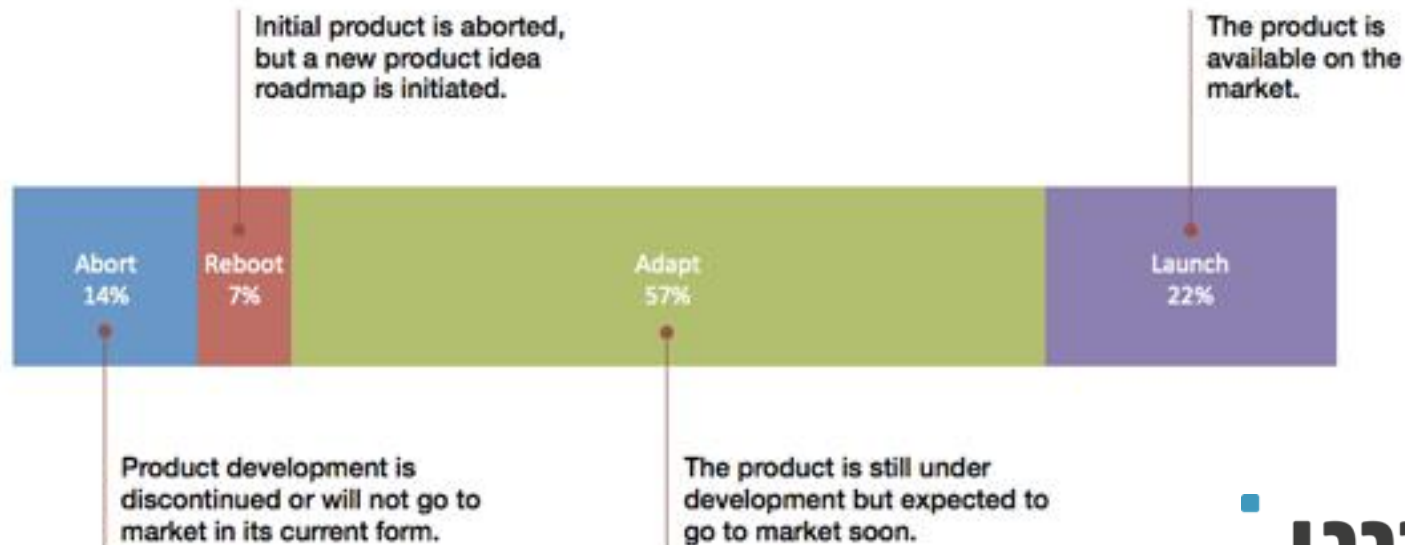
From **idea processing** and **customer understanding** to **validation** and **commercialization**, from micro to the most macro level innovation to scale up from one city/region to another.

If you look for partners with know-how in user/citizen engagement contact us, **we can help you!**

KEY BENEFITS OF LIVING LABBING

Recently, the ENOLL member iLab.o (part of imec) contracted IDEACONSULT, an independent research organisation to conduct an impact study on its living lab approach for SMEs. Overall, the results of the study showed that the majority of companies adapted their products prior to market launch based on insights generated by Living Lab activities.

Living Lab Insights have been Used to



KEY BENEFITS OF LIVING LABBING

Results: economic effects

Sample of 14 companies with ca. 358 K euro project cost:
Living Labs certified to contribute to

- **3,8 mio € investment by participating companies**
of which 0,5 mio € realised - 3,4 mio € still expected (88%)
- **14,2 mio € investment in employment: 203 Person-years**
of which 2,6 mio € realised - 11,6 mio € still expected (81%)
- **13,1 mio € revenue for participating companies**

Already realised after 6-12 months:

- ✓ Investment: 0,5 mio € (Infrastructure) + 2,6 mio € (employment) = 3,1 mio €
- ✓ Revenue: 2,2 mio €
- ✓ In addition, reorientation of investment: 0,5 mio €

Cross border experimentation in Health

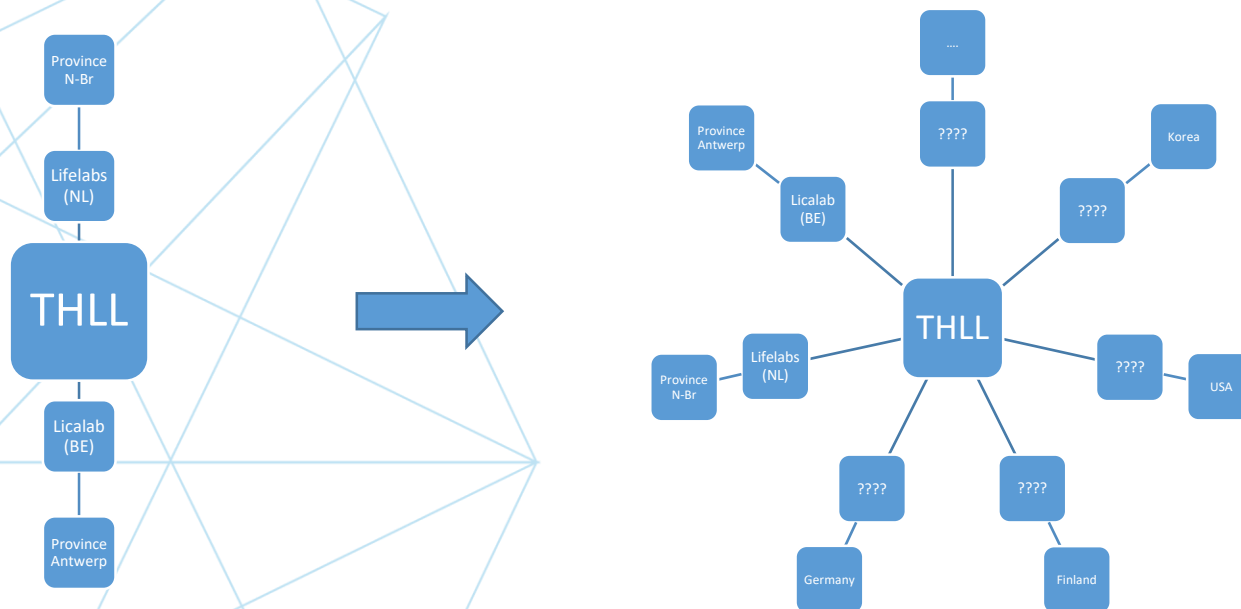


Why ?

- a nationally oriented sector
- different ways of organising: regulatory differences, different financial systems and different expectations
- difficult for companies to enter the healthcare market in other/different countries
→ no economies of scale → valley of death

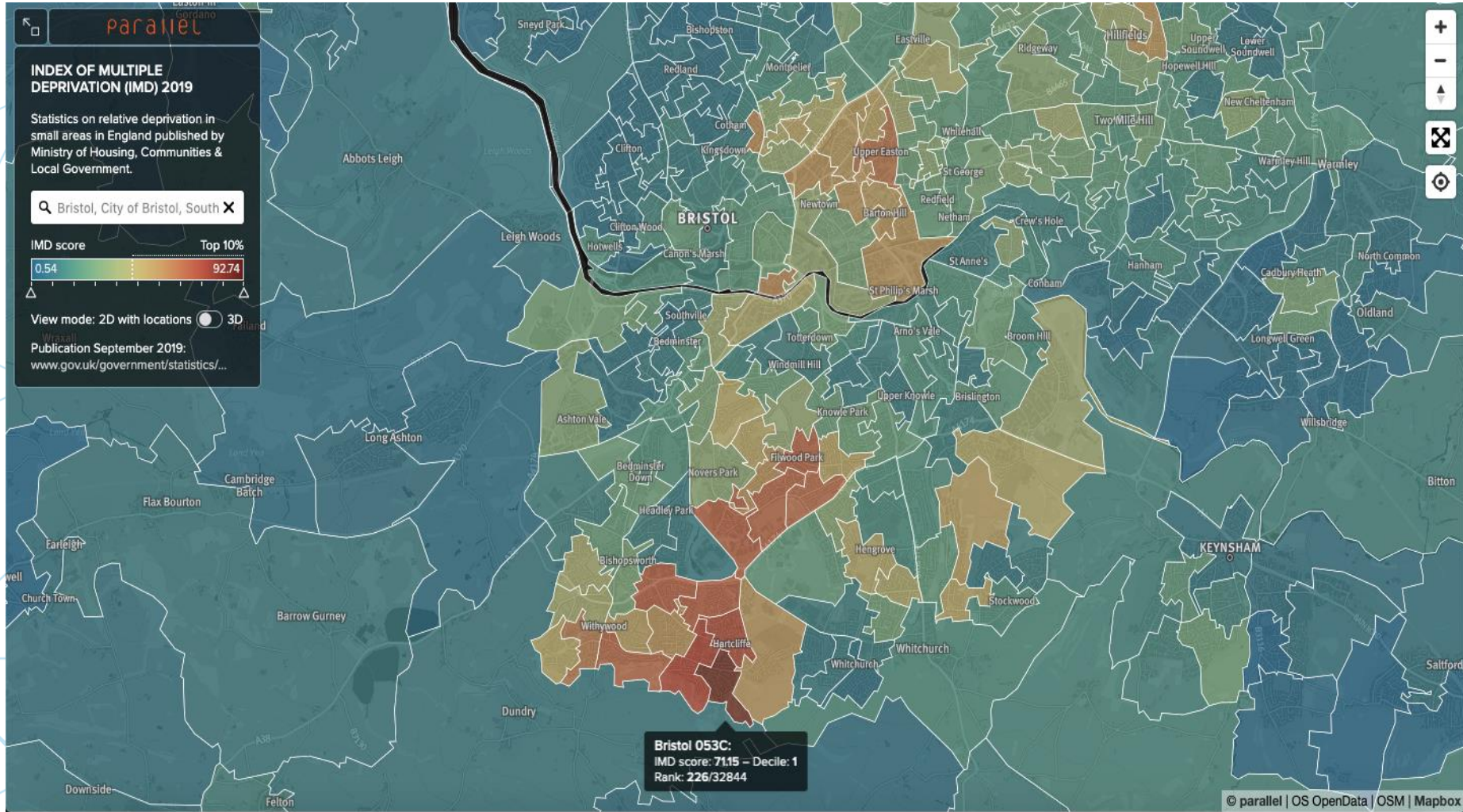
Cross border experimentation in Health

"The Transnational Health Living Lab (THLL) helps companies that want to launch a new product or service for **healthcare and wellbeing** to make an **informed decision** about their **cross-border/worldwide R&D** or commercialization plans (why, where, when and how) by **exploring the user & market context** and the local healthcare ecosystem."





"The only way to really bring people into the process is to start with people, not the technologies, from the initial moments of conceiving and designing a technological system or a service application"



Created by Us

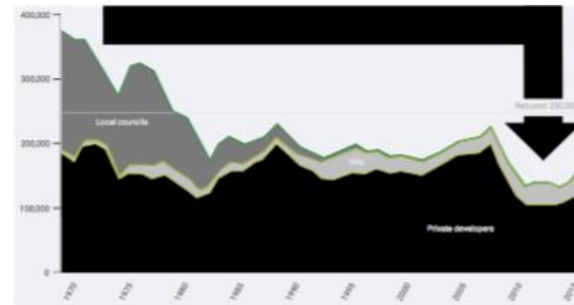
Build the tech we want rather than the tech someone thinks we need

- start with the problem – damp in homes, air quality
- convene and create non hierarchical space - bringing together citizens, and 'experts' – such as landlords, policy makers, plumbers
- think about what we know, what we don't
- design tech and support around this
- ask how do we enable behaviour change
- understand and value data generated
- agree the terms and conditions for data use
- orchestrate and share findings



THE UK HOUSING CRISIS

To meet our changing needs, the UK needs to build at least 250,000 homes a year. Our current housing supply-system is dominated by large speculative developers and they are dramatically failing to build enough homes. Of the homes that are built almost half are built by just ten large companies, and a quarter by just three firms. The result is a housing-supply chain that is structured by the primacy of developer profits and a web of harmful impacts.



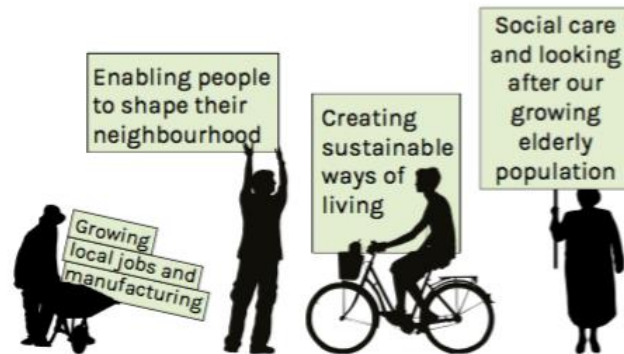
HOMES ARE THE MOST UNAFFORDABLE THEY HAVE EVER BEEN

The average home in Bristol now costs 8.2 times average annual earning, compared to 3.6 times earning in 1997.



HOUSING DELIVERY OPERATES IN A SILO AND IS

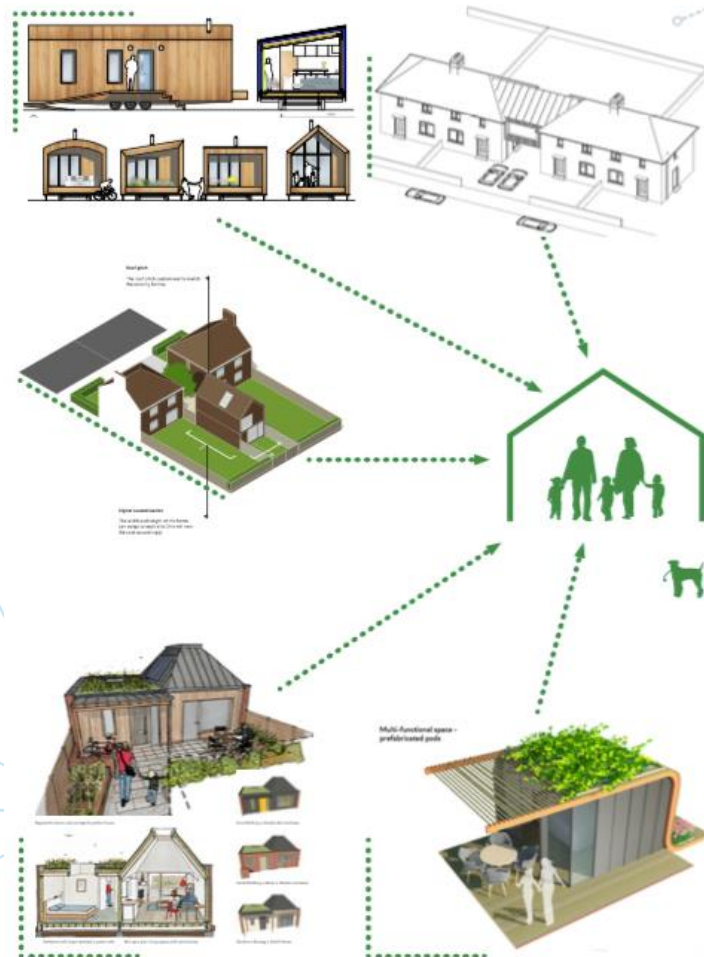
DISCONNECTED FROM OTHER NEEDS



A paralysed planning system where too often the only script offered to local communities is that of the perpetual NIMBY (Not In My Back Yard) as they attempt to resist low quality placeless developments.



COMMUNITY
DESIGN MENU





European
Network of
Living Labs

WHO WE
ARE

ENoLL AREAS OF WORK

ENoLL Members are active in the following thematic areas:*

ENoLL combines vertical specialization domains (health, smart cities, creativity, education) with horizontal and territorial specializations

health & wellbeing 52%

smart cities 33%

culture & creativity 17%

energy 20%

mobility 14%

social inclusion 39%

social innovation 41%

education 15%

eGov/eParticipation 18%

* Percentages result from the members active in a specific field divided by the total number of living lab members (150)

Citizens driving the innovation

How to Co-create added value
with, for and BY the citizens,
Europe, regions, cities, and
public, private and third sector
organisations

GOVERNANCE OF EMERGING SCIENCE AND INNOVATION IS CHALLENGING



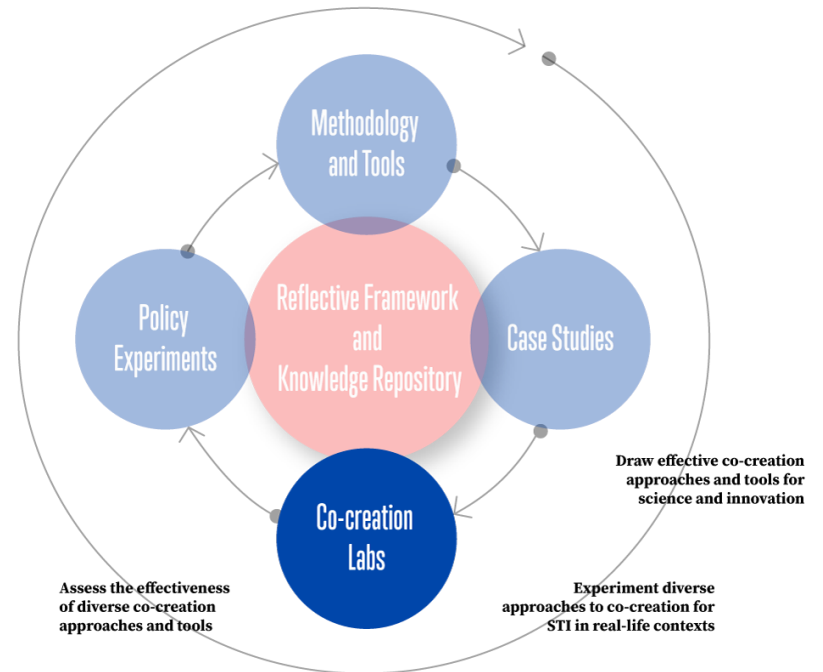
- Call for a comprehensive review of the role of citizens in science, innovation and STI policy making
- Silos approach to Science, technology and Innovation policy making
- Early engagement of actors faces problems
- Public engagement beyond consultation is rare
- Barriers to the development of co-creation models

WHAT ARE THE ISSUES WE ARE ENCOUNTERING WITH CO-CREATION?

- We don't understand the potential of co-creation
- We don't have the tools that are required to bridge the gap between co-construction and the actual implementation phase
- We cannot replicate co-creation mechanisms because we lack the knowledge to overcome barriers and difficulties during the process

CO-CREATION LABS

- 10 co-creation labs on a co-creation journey
- Network of actors to co-design & co-produce
- Societal challenge
- Iterative process
- Design methodologies & tools to bridge the gap between ideation and real implementation
- Evaluation



NETWORK OF 10 CO-CREATION LABS

- **Ciencia Viva** (Lisbon, Portugal)
- **Cube** (Kerkrade, The Netherlands)
- **Fab Lab Barcelona** (Barcelona, Spain)
- **KTP** (Krakow, Poland)
- **PA4ALL** (Novigrad, Serbia)
- **Polifactory** (Milan, Italy)
- **Sicence Gallery** (Dublin, Ireland)
- **Thess-AHALL** (Thessaloniki, Greece)
- **TRACES** (Paris, France)
- **Underbroen** (Copenhagen, Denmark)

Science Centres and Museums
Fab Labs
Living Labs

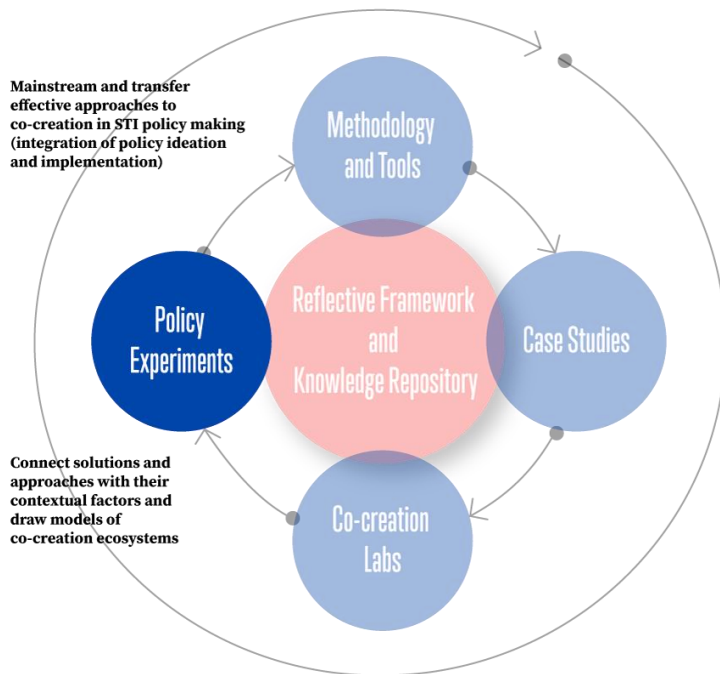


CO-CREATION LABS: THE CHALLENGES

- Algorithms and automated decision making
- Mental health and wellbeing management
- Ocean literate society & marine citizenship
- Use of ICT in the agricultural field
- Health and wellbeing
- Smart devices & ageing populations
- Fighting loneliness using ambient assisted living solutions
- Accelerating the local production
- Urban ecosystems in the city
- User innovation for the future health and wealth ecosystems

**4 EUROPEAN COMMISSION SOCIETAL CHALLENGES
ARE ADDRESSED**

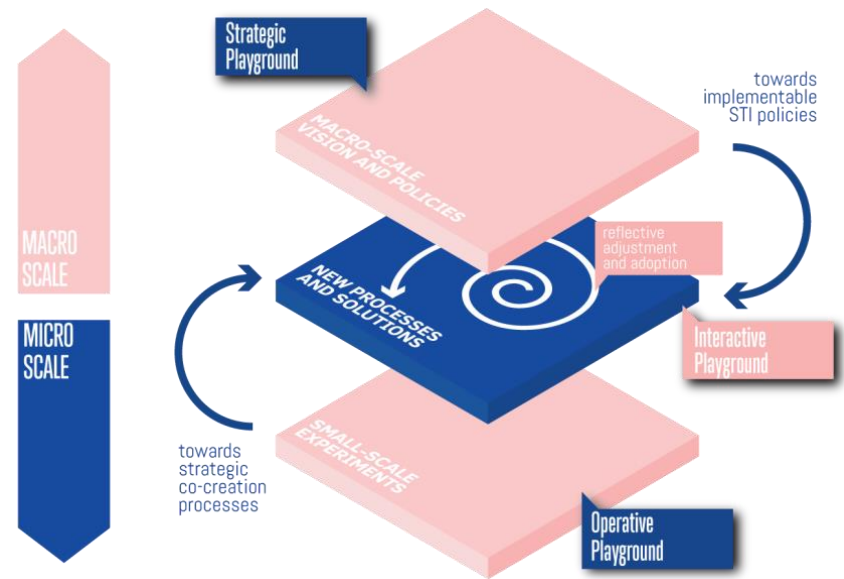
BUILDING A NEW PRACTICE IN POLICY MAKING



- Transform policy making and governance processes in RRI
- Transfer knowledge by connecting Research and Experimentation with RRI policies
- New policy making strategies and mechanisms to enhance collaboration between government departments to deliver RRI implementable solutions

PLAYGROUND FOR POLICY MAKERS

- Engaging and learning: learning by doing programme based on the 10 co-creation lab cases
- Creating a mid level playing field
- Understanding, mediating and adapting rules taking into consideration their social and regulatory contexts
- Experimenting with cross level knowledge transfer



Upscaling Digital Innovation



JOIN, BOOST, SUSTAIN

Joining forces to boost sustainable digital transformation in cities and communities in the EU

We, decision makers at all levels of government together with organisations and networks of cities and communities of all sizes¹, believe that a strong cooperation through multilevel governance in the EU is key to turning our cities and communities into smart and sustainable places where people will enjoy living and working. Through co-creation with the citizens, we aim to bring the economic and social benefits of this transformation to all local communities in order to implement an inclusive digital Europe. Digital services, technologies, infrastructures and skills are powerful means of achieving this goal.

Join us ! Have your mayors and ministers sign up !!

- BOOST Event, Oulu 10-11 December 2019
- Cities Forum, Porto 30-31 January 2020

ENoLL VISION

EMPOWER EVERYONE TO
INNOVATE



JOINING ENoLL

Working with/for Living Labs

Innovation
partners & beneficiaries

Living Labs

Light engagement > The first step
Adherent membership

Full engagement > Towards full maturity
Effective membership

Interest in developing Living Lab projects

ENoLL Learning Lab
(Digital and face-to-face
coaching, local workshops)



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THANK YOU!
