European Network of Living Labs

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Living Lab Finland

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Suupohja Living Lab

to promote regional cooperation on IST development between public, private and third sector and citizen-centric innovation.

Mr Jaakko Panula, Finland

Living Lab is an IST-innovation method

European Network of Living Labs

Principal: User centered IST innovation and development in the real environment

Living Lab Finland

Co-operation method between public, private and the third sector in order to innovate and develop practical, regional, national and EU's IST applications.

Suupohja Living Lab

Regional co-operation and dedication to the active, open and long term IST development work with several partners.

KAUHAJOEN SEUDUN **VERKOSTOPILOTTI** OPPIVA SUUPOHJA

Suupohjan Elinkeinotoimen Kuntayhtymä sek

JURVA · ISOJOKI · KAUHAJOKI · KARIJOKI · TEUVA
SUUPOHJA oikea elämän maku

Suupohja Region in Western Finland = Five towns in a rural environment
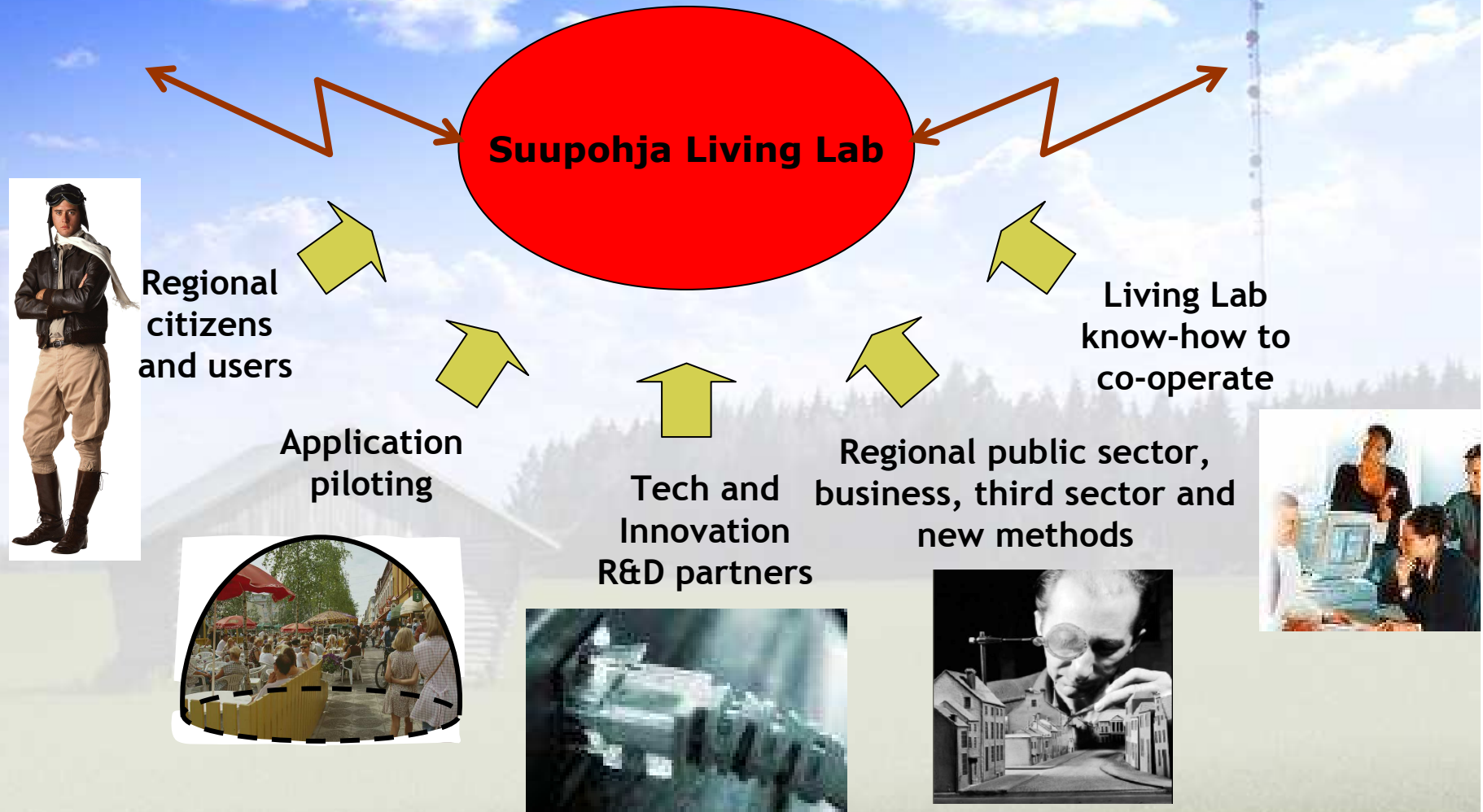
Why Living Lab?

- To increase <u>usability and practicality</u> of new IST services
- To <u>encourage citizens</u> more widely to participate the innovation process
- To facilitate the <u>collective aim</u> to innovations
- To utilize the <u>regional and local</u> knowledge and <u>piloting</u>

How?

Living Lab concept
is based on

- i2010 – European Information Strategy
- Finnish National Information Strategy for 2007-2015
- Information Society Action Plan of Finnish Government, 2007
- **Launch of the European Network of Living Labs,** 20 Nov 2006

Launch of the European Network of Living Labs

- 20 Nov 2006 in Helsinki
- to support the European policy for competitiveness and innovation
- The European Network of Living Labs
  - places people at the very centre of product/service development and innovation
  - The network will provide IST-innovation services for SMEs, international corporations, public-sector agencies, NGOs and individual citizens

What is the European Network of Living Labs?

- Establishes a European platform for open, collaborative and co-creative innovation, where users are involved in the innovation process and contributing to the creation of innovations.
- Systemic and coordinated approach will ensure that common methodologies and tools are being developed.
- With the dimension of a network across Europe, "interoperability" of the living labs will be achieved and Europe-wide reach of the innovation process ensured.
- The Network will enable sharing and exchange between Living Labs and provide a basis for Europe-wide cooperation, scale and efficiency.
- Regional clusters will provide the basis for specialization areas of living labs on top of the common European dimension.
- Their scope will encompass generation of ideas, development of new network-based services and products, piloting of new business models and societal innovation with strong public sector and citizen involvement.
- In addition, the Living Labs will be centres for innovation and co-creation and conduct research projects in these fields across Europe.
- Living Labs will leverage ongoing research in user-centric innovation and lead user concepts and develop new research areas for idea generation and co-creation.
- The aim is to create a network that attracts global companies to participate in promoting European R&D and innovation, especially in cases where rapid market entry and scalability of new services, businesses and technologies over different markets is crucial.
- However, the network aims also at inspiring people to co-create with firms and public agencies.
- The European Network of Living Labs also provides opportunities for public agencies to enter into R&D and innovation activities with citizens and local and international firms.
- The first wave of European Living Labs comprises 19 Living Labs in 11 member states
- **The second wave (deadline for applications September 15, 2007) is expected to bring the core of the emerging network up to 50 - 100 Living Labs.**

Living Lab Finland

- Living Lab important method in the Finland's Information Society development
- Lite Open = Living Labs and Test beds is the network of the Finnish Living Labs
  - Coordinated by MR Veli-Pekka Niitamo, Nokia

Suupohja Living Lab

- **Description**: Wide regional IST application development program emphasizing future innovation-development-piloting-validation needs of new services and products in co-operation
- **Closely connected into the Suupohja Regional Centre Programme**
- **Aim**: to develop new demand for local and regional markets, validates comprehensive methods of users and user groups and new service innovations
- **Participants**: innovative and piloting business companies, citizens, regional third sector, R&D of regional universities <u>in small effective teams</u>
- **Technologies**: both open and connected, real-life validation and instant feedback, based on mostly existing technologies but new and more practical applications
- **Time-span**: long-term regional commitment

Kauhajoki area / Suupohja Regional Centre Programme 2007-10

International networks
of cooperation

Exporting
competency

Logistia cluster:
- Intralogistics
- Managing the flow of information and material
- Businesses seeking growth

Bio-Trade:

- Foodstuffs refinement
- Ingredient production
- Health and nutrition

- Businesses seeking growth

Habit cluster:

- The furniture and design fields
- Businesses seeking growth

SpinNet!-network
**Developing dynamic competency
and innovation networks and
strengthening competency
capital**

An attractive living, service
and business environment

LivingLab

Culture
supporting
innovative
actions and
creativity

Adequate supply of
competent employees

LivingLab

A developing
information society

Open social
capital

Growth pilots
of new openings:
- Research and development activities
- New business
-Region and people
-Business seeking growth

Positive
image

Importing
competency

International
culture of action

Global activities environment
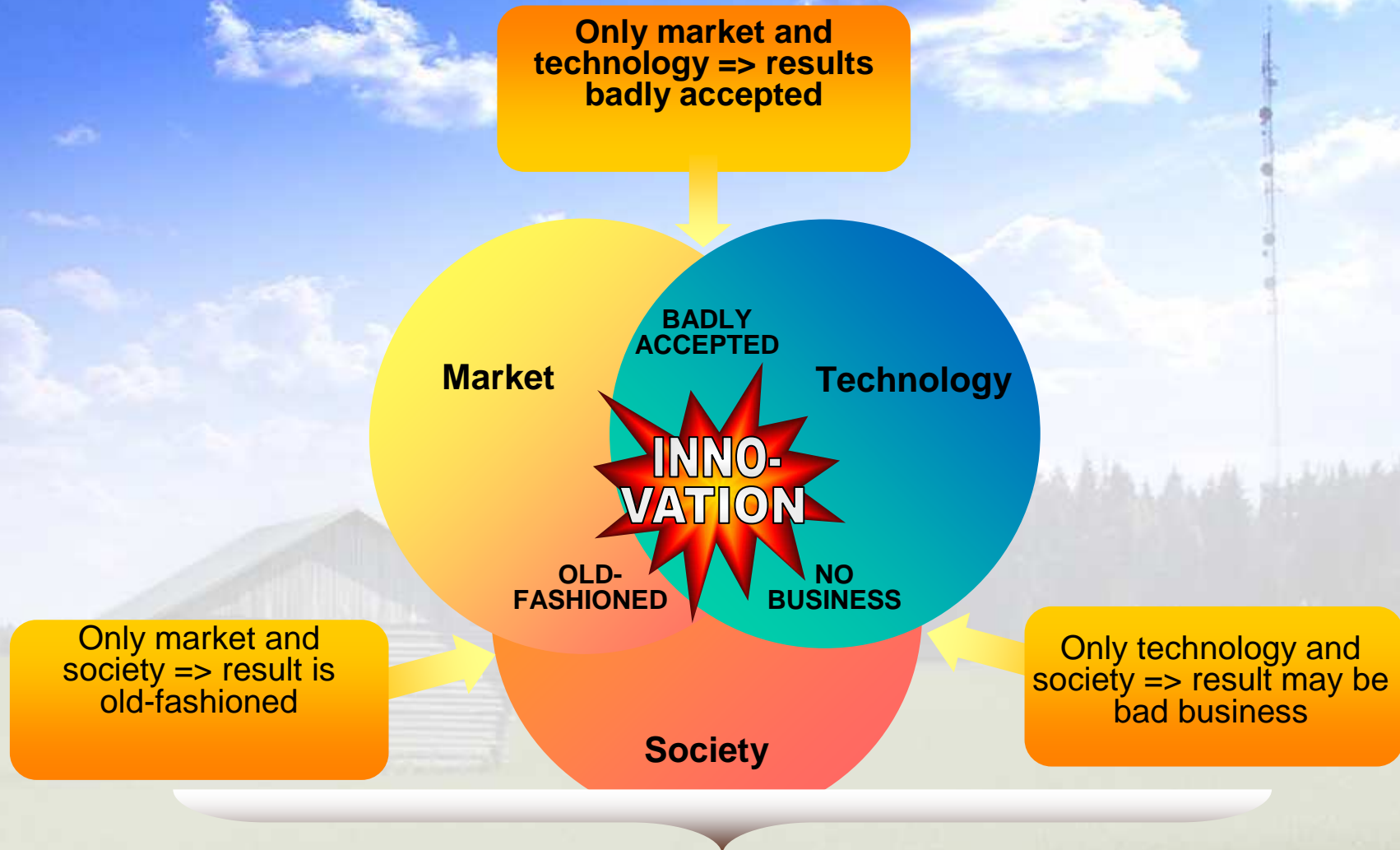
KA
VERKO
OPPIVA SUO

KAUHAJOKI - KARIJOKI - TEUVA
SUUPOHJA oikea elämän maku

Graphic: Timo Vesiluoma

Suupohja Living Lab = User-centered innovation with regional dedicated teams

Only market and technology => results badly accepted

BADLY ACCEPTED

Market

Technology

INNO-VATION

OLD-FASHIONED

NO BUSINESS

Only market and society => result is old-fashioned

Only technology and society => result may be bad business

Society

Niitamo, CKIR/Nokia

All three circles must be effective => "Living Lab"

KAUHAJOEN SEUDUN **VERKOSTOPILOTTI** OPPIVA SUUPOHJA

sek Suupohjan Elinkeinotoimen Kuntayhtymä

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SUUPOHJA *oikea elämän maku*

Suupohja Living Lab in practice

- **Rural Living Lab for regional IST-applications**
- **Acceptance and dedication of regional Public-Private-Partnership**
- **Several teams for innovation application development / piloting**
  - **Each SMALL team consists of selected users, subject experts and local and national tech persons**

- **Participants**: innovative and piloting business companies, citizens, regional third sector, R&D of regional universities in small effective teams
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Examples of innovative regional pilot-projects in Suupohja, Finland

- Info-Care –project 2007-
  - Combination of mobile health-care and library services to the elderly living at home
- Local government meetings live in the open internet 1997-
  - Open citizen discussion and "voting" with a mobile phone 2007-
- Logistia.Net 2007-
  - Regional service for the eBusiness of SME-products combining marketing, sales and logistics

Thank You!

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