

# Opportunities related to Living Labs

in the CIP ICT Policy Support Programme WP 2009  
and FP7 ICT Work Programme 2009-10

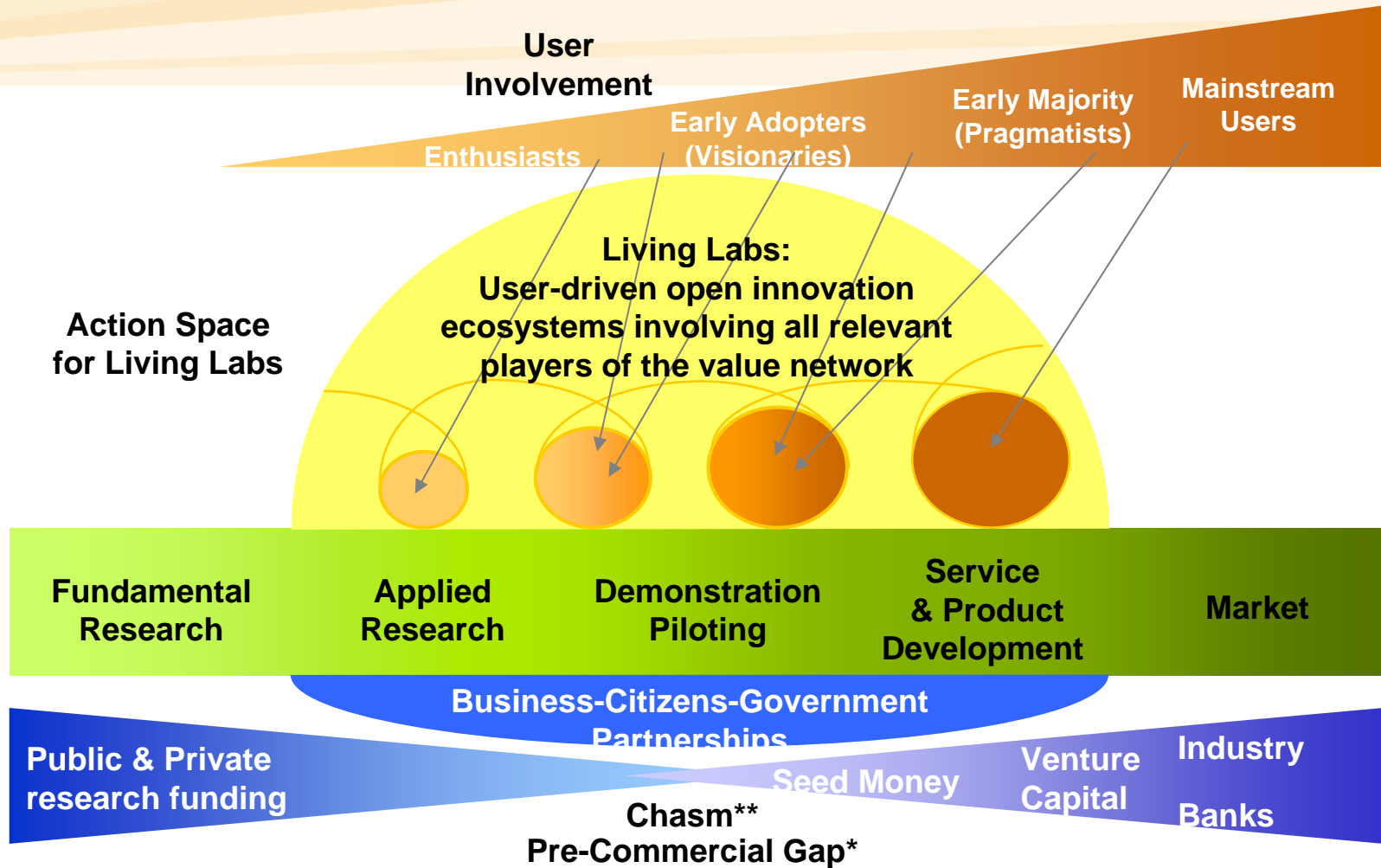
TeleRegions, Brussels

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# Action space for Living Labs along the technology adoption cycle



\* MacDonald and Associates, 2004

\*\* Geoffrey A Moore: Crossing the Chasm, 1999



# The European Dimension: Living Labs across domains and regions



- ❑ **e-Wellbeing**  
filling the gap between technology development and market entry
- ❑ **e-Democracy and e-Governance**  
developing the role of e-Participation and e-Democracy toolboxes
- ❑ **e-Services in rural or developing areas**  
linking local experimentation environments with global representation
- ❑ **ICT for energy efficiency**  
supporting the citizens as energy users in applying innovative ICT



# User-driven open innovation in the EU ICT policy framework

- ❑ User-driven open innovation policy is linked to the 2<sup>nd</sup> pillar of i2010: "Strengthening innovation and investment in ICT research".
- ❑ The support and promotion of user-driven open innovation is a horizontal activity in the EC cutting across DGs:
  - DG INFSO: CIP and ICT;
  - DG REGIO: Interreg IVc;
  - DG ENTR: Innovation Policy Activities
- ❑ Living Labs methodology applied across ICT-domains: Future Internet, Wellbeing, Governance, Energy Efficiency, ...
- ❑ The European Dimension in supporting and promoting user-driven open innovation is explicitly supported by dedicated activities under the CIP and ICT programmes 2009 – 2010.



# Opportunities for Living Labs in ICT & CIP

## □ Objectives directly targeted at LLs

- Piloting cross-border domain-specific networks of LLs  
⇒ **CIP-8.1**
- Co-ordination of user-driven open innovation activities  
⇒ **ICT-1.6**

## □ LL involvement in ICT projects & CIP pilots

- Direct involvement of large user communities in experimentally-driven Future Internet Research  
⇒ **ICT-1.6**
- Bridging between research and take-up in ICT-applications research  
⇒ **ICT Challenges 5-7**
- Participating in Pilot B projects stimulating the uptake of innovative ICT based services and products  
⇒ **CIP Themes 1, 3, 4, 7**



# FP7 ICT WP 2009-10: General encouragement to apply LL methodologies and involve the user



- ❑ Bridging the gap between technologies and applications.
- ❑ Integrating all relevant actors in a flexible service and technology innovation ecosystem.
- ❑ Bring the user in the loop early in the R&D cycle.
- ❑ Proposers are encouraged to apply LL methodologies
  - for better discovering new and emerging behaviours and use patterns,
  - for assessing at an early stage the socio-economic implications of new technological solutions.
- ❑ Encouragement of direct involvement of user communities.



# FP7 ICT WP 2009-10 – Objective 1.6 Future Internet experimental facility

Living Labs have the potential to bring in **broad involvement of user communities.**



**FIRE**

**Coordination and support actions:**

... ; **coordination of experience research and user-driven open innovation activities establishing common concepts, roadmaps, methodologies and tools, including the sharing of best practices across pilots and sectors.**

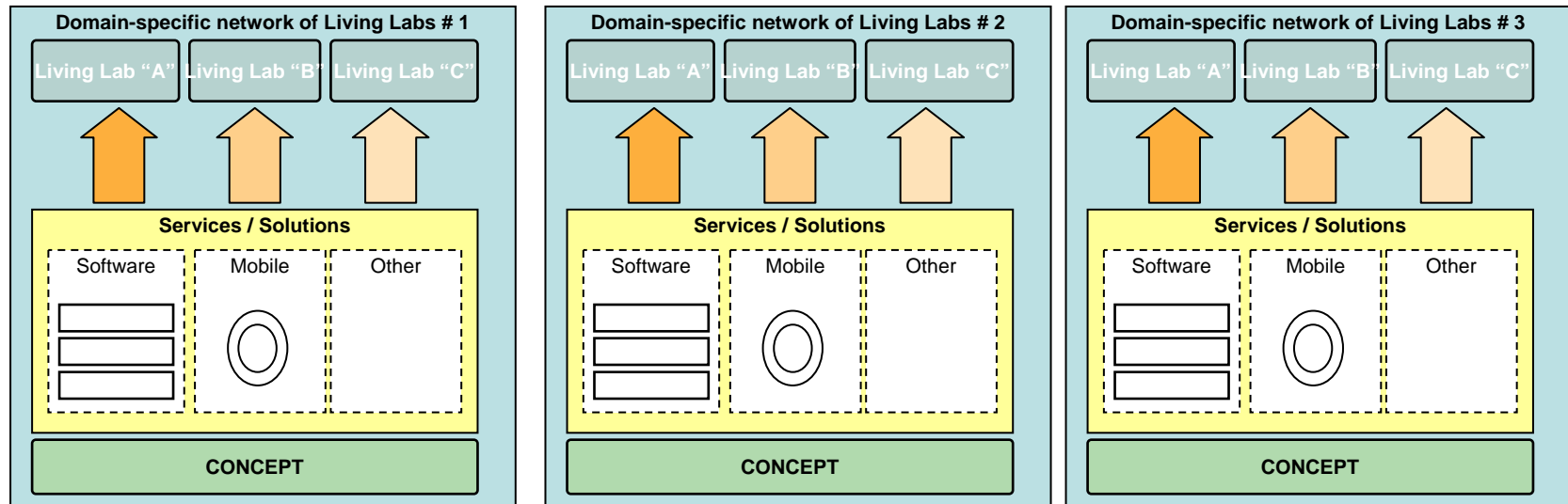


# CIP ICT-PSP - Theme 8: Open innovation, user experience and living labs

- ❑ Bridging the innovation gap
- ❑ Demonstrating the validity of innovative services and business models
- ❑ The concept of Living Labs is developing in a fragmented way
- ❑ Need for grouping Living Labs across Europe for sharing practices and tools
- ❑ Facilitate the participation of SMEs and micro-entrepreneurs - as users and suppliers
- ❑ Call for one pilot B: Funding 4 M€.

# Obj. 8.1 Sharing of best practices across European Living Labs involving SMEs as users & providers

Aim: Proving the concept of cross-border domain-specific networks of Living Labs



**Pilot B** will consist of **3 to 5 experiments** of innovative solutions addressing **different domains** and involving **users at the early development stages**.

Potential domains for the pilot include for example:  
eHealth/eInclusion, eDemocracy, and ICT for Energy Efficiency

## Objective 8.1

### Basis for each domain-specific experiment

- ❑ Networking and integrating **3 to 5 Living Labs (LLs) across borders** addressing a specific domain;
- ❑ **Sharing and integrating innovative ICT platforms and tools** targeted at the special needs;
- ❑ **Piloting innovative ICT based services** to prove the viability and added value of the concept.

## Objective 8.1 Horizontal activities of the pilot B project

- Exploitation of synergies between the domain-specific experiments:
  - fostering the development of common methodologies and models,
  - the exchange of best practices,
  - and the promotion of user-driven open innovation methodologies.
  
- Focus on:
  - showing the added value of networking Living Labs with similar interests across borders;
  - demonstrating the value for SMEs, including micro-entrepreneurs, both as users and as providers;
  - demonstrating the added value for validating innovative service and business models.



# Objective 8.1

## Conditions and Characteristics

- ❑ **EU funding primarily foreseen for**
  - networking efforts;
  - adapting and integrating LL platforms, services, tools;
  - carrying out innovative ICT cross-border showcases;
  - development of common methodologies and models;
  - best practice exchange.
- ❑ **EU funding to be significantly complemented**
  - business-citizens-government partnerships;
  - build on existing or emerging infrastructures;
  - contributions by industrial stakeholders.
- ❑ **LLs within one domain-specific experiment**
  - based in different Member States or Associated Countries;
  - may include one LL from an Int'l Cooperation country.



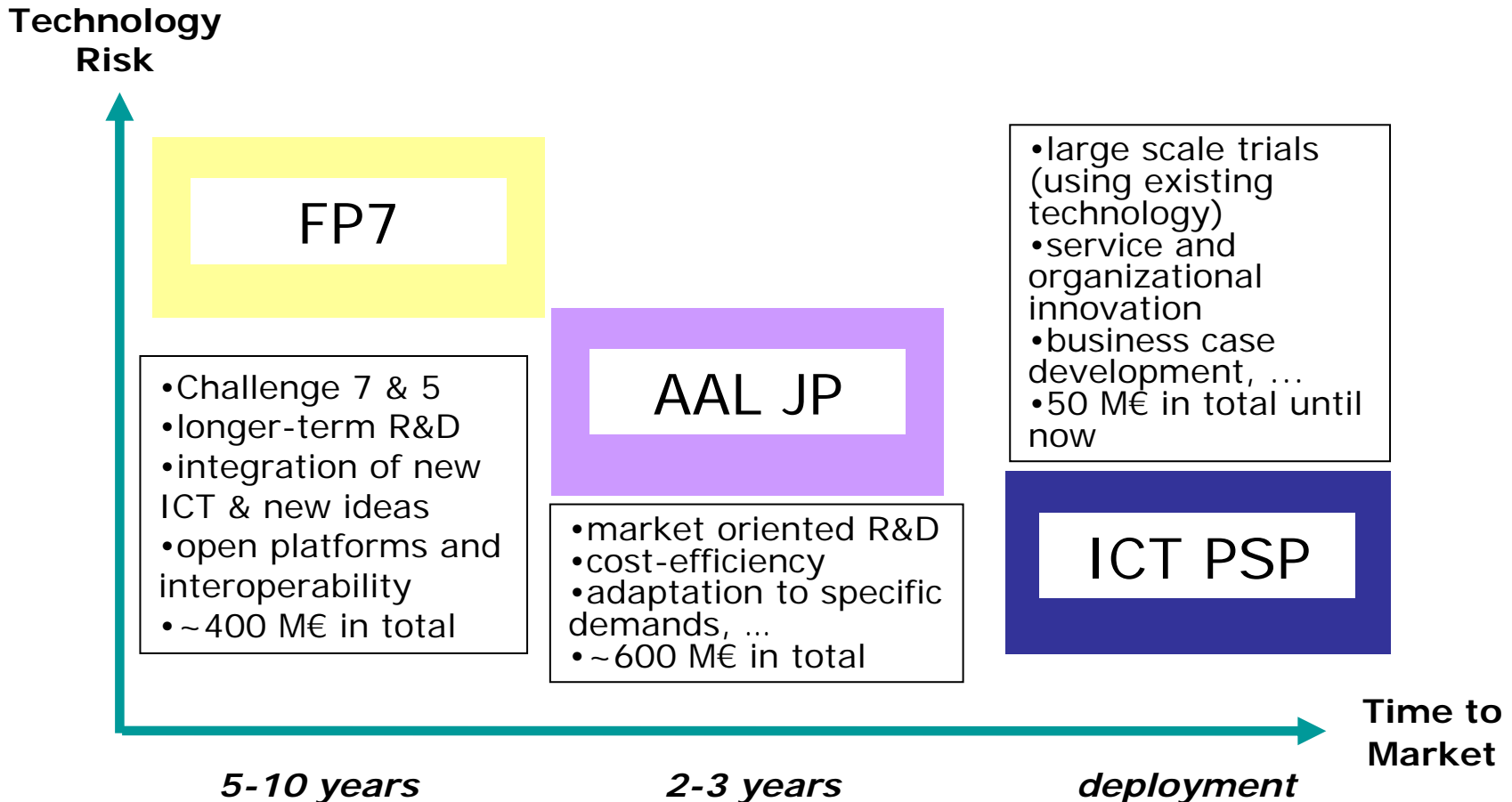
## Expected impact

- **Reinforcement of the role of the user or the citizen** in the innovation lifecycle, stimulating and influencing more **rapid, high-quality and high-impact** service and product developments, facilitating technological and social innovation.
- Stimulation of business-citizens-government partnerships; **savings and increased benefits** for investment in ICT research and innovation.
- **Improved capacities for SMEs**, including micro-entrepreneurs, **to develop, validate and integrate new ideas and rapidly scale-up** their services and products from their local region to other regions with different characteristics.
- **Self-sustainability of networked Living Labs** and convergence towards a **common** quality model, methodologies and tools generalised from the sharing of best practice; **learning** about the interdependence of quality, costs and time in user-driven open innovation.



# ICT for Ageing Well

## A Comprehensive EU Approach



### 'ICT for Ageing Well and Independent Living'

**1.3 ICT for integrated health and social care solutions**, combining social and health care within an intelligent modern home systems environment



- ICT-PSP Pilots B well suited to support European uptake of ICT for Ageing Well and Inclusion
  - Emerging Markets
  - Focused Topics
  - Large-scale pilots as focus
- Complementing research and supporting policies
- Using all instruments in an integrated way -> higher leverage effect, critical mass (**MS, Regions, Industry, Commission**)
- Stimulating Europe-wide investments in ICT based innovation

# ICT PSP-Call 3 - Objective 4.1: ICT for energy efficiency in social housing

- Pilot Type-B projects under this Objective aim to demonstrate that advanced ICT components and systems (e.g. smart metering, smart lighting, power electronics etc.) can contribute directly to **reducing both the peak-consumption and annual energy use by more than 15% under real conditions in European social housing.**
- **One year trial tests is foreseen.**
- Pilots might also integrate the use of embedded power production based on **clean locally distributed and renewable energy resources.** In such cases, the ICT systems applied should **also demonstrate** that they can be operated without causing local instabilities in the electricity distribution infrastructure, and that **the overall annual CO2 emissions can be reduced by more than 20%.**

## Objective 6.3-ICT for Energy Efficiency

Target Outcome b): ICT support to energy-positive buildings and neighbourhoods

### Call 4 (closing) – Funding scheme: STREP

- Monitoring and control systems able to optimise local generation and consumption of energy
- Information platforms built on customizable, adaptive and open service-oriented architectures
  - providing connectivity to the energy grids and information to decision makers
  - to facilitate the emergence of new local business models.
- Intuitive user interfaces that help end-users save energy

Projects shall include tests with concrete targets under real conditions.



# Relevant Calls under ICT and CIP (planned)

## □ **FP7-ICT Workprogramme 2009-10**

- Call 4: Opening 19/11/2008 – Closing 01/04/2009
- Call 5: Opening 31/07/2008 – Closing 03/11/2009
- Call 6: Opening 24/11/2009 – Closing 13/04/2010



**ICT Proposers Day Budapest 22 January 2009**

[cordis.europa.eu/fp7/ict](http://cordis.europa.eu/fp7/ict)

## □ **CIP-PSP Workprogramme 2009**



Call 3: Opening 29/01/2009 – Closing 02/06/2009

**Information Day Brussels 26 January 2009**

[ec.europa.eu/ict\\_psp](http://ec.europa.eu/ict_psp)



# Living Labs related activities in DG INFSO

## Coordination of user-driven open innovation of F4 "New Infrastructure Paradigms and Experimental Facilities"

[ec.europa.eu/livinglabs](http://ec.europa.eu/livinglabs)

## Applications of Living Labs methodologies in different ICT domains

### Unit F4 "Future Internet Experimental Facility FIRE"

[cordis.europa.eu/fp7/ict/fire](http://cordis.europa.eu/fp7/ict/fire)

### Unit H1 "ICT for Health"

[ec.europa.eu/health](http://ec.europa.eu/health)

### Unit H2 "ICT for Government and Public Services"

[ec.europa.eu/egovernment](http://ec.europa.eu/egovernment)

### Unit H3 "ICT for Inclusion"

[ec.europa.eu/einclusion](http://ec.europa.eu/einclusion) ; [www.aal-europe.eu](http://www.aal-europe.eu) ; [www.epractice.eu](http://www.epractice.eu)

### Unit H4 "ICT for Sustainable Growth" e.g. DEHEMS & SAVE ENERGY projects

[ec.europa.eu/sustainable\\_growth](http://ec.europa.eu/sustainable_growth)

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