

III Session :

Developing Knowledge-Intensive
Services and Businesses through
Networked Living Lab Diversity

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The Lisbon goal

By 2010 Europe should "... become the most competitive and dynamic knowledge-based economy in the world, capable of sustainable economic growth with more and better jobs and greater social cohesion."

- Lisbon Council of Ministers, March 2000

The renewed Lisbon agenda

- **Markets & Competition:** Europe – A more attractive place to invest & work
 - Extend & deepen the internal market
 - Improve European and national regulation
 - Ensure open & competitive markets inside & outside Europe
 - Expand & improve European infrastructure
- **Knowledge & innovation for growth**
 - Increase & improve investment in R&D
 - Facilitate innovation & uptake of ICT & the sustainable use of resources
 - Contribute to a strong European industrial base
- **Employment & Skills:** Creating more & better jobs
 - Attract more people into employment & modernise social protection systems
 - Improve the adaptability of workers & enterprises & the flexibility of labour markets
 - Invest more in human capital through better education & skills

Introduction and scene setting

7th R&D Framework Programme:

- Cooperation
- Infrastructure

EU: Largest knowledge-based economy by 2010 ?

Innovation through ICT:



- Single European information space
- Investment in ICT
- Inclusion, better public services, quality of life

Education & Training:

- Lifelong learning
- Modernising universities
- Bologna process
- Entrepreneurship

Innovation and Investment in Research

World class performance in research and innovation in ICT by closing the gap with Europe's leading competitors

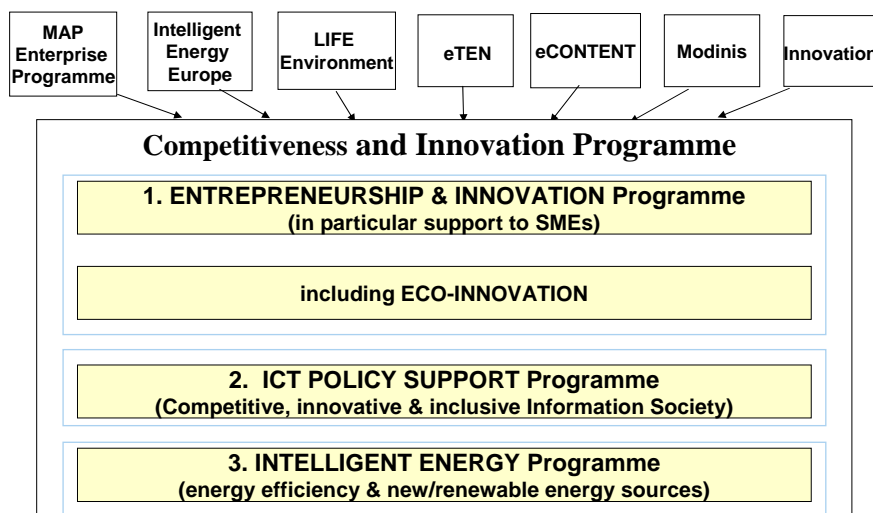
Actions:

- Research: increase & prioritise for ICT, launch bottleneck-solving initiatives; measures to encourage private investments
- eBusiness policies – barrier removing
- Support tools for new patterns of work

* Developing a European Network of Living Labs in the concept of eWork, providing services of large deployment to the industry, bringing technology test-beds into real-life user environments.

* Developing the value chain of Life Long Learning, eLearning and eSkills through research and innovation programmes in order to comply with the needs of new working.

CIP - Structure



I2010 : three priorities

- A Single European Information Space
 - i. The completion of a **Single European Information Space** which promotes an open and competitive internal market for information society and media;
- Innovation and investment in research
 - ii. Strengthening **Innovation and Investment** in ICT research to promote growth and more and better jobs;
- Inclusion, better public services and quality of life
 - iii. Achieving an **Inclusive European Information Society** that promotes growth and jobs in a manner that is consistent with sustainable development and that prioritises better public services and quality of life.

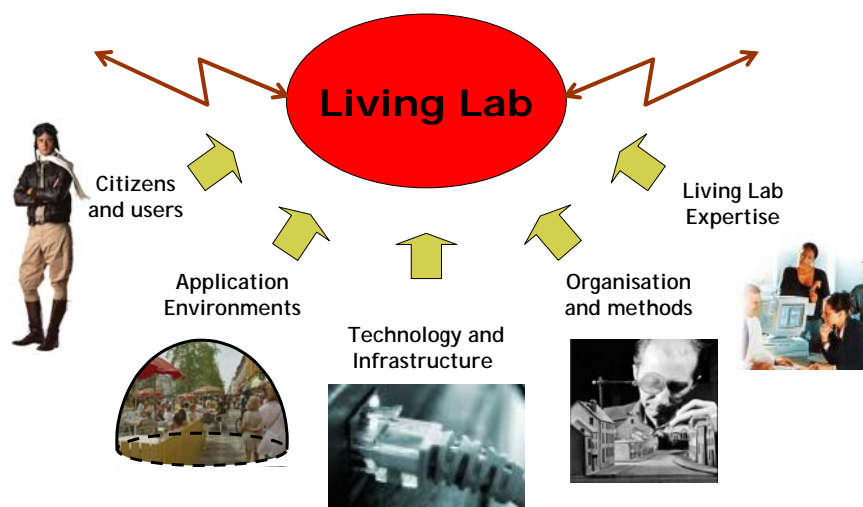
The response needed

- Innovation
 - Technology driven research meeting demand-driven multidisciplinary research in real world settings: *Living Labs as melting point*
- Creativity
 - Supporting multidisciplinary, connected environments for knowledge intense work
- Inclusion
 - Ensuring full participation right of everyone to the new economy, empowerment, incentives
- Targeting to creation of growth by intangibles, by service industry, new paradigms

Role of Living Labs: drivers for new innovation

- In knowledge economy multidisciplinary more important
- Systems products, scalability
- Building new value propositions, business models
- Moving to value creation by collaboration
- Societal innovation with technology innovation
- Practical examples needed for action plans - > commitment of the players to the process, commitment to priorities
- European-wide distributed living labs
- Scalability and connectivity
- > **Creative COMMONS to build added value on**

what is a Living Lab ?



Source: Mikael Börjesson, CDT, 8.2.2006, Co-creative Living Labs event.

Power to initiate



* CWE – Collaborative Working Environment

FP7 : structure

“Cooperation”

Predefined themes, refined FP6 instruments

“Ideas”

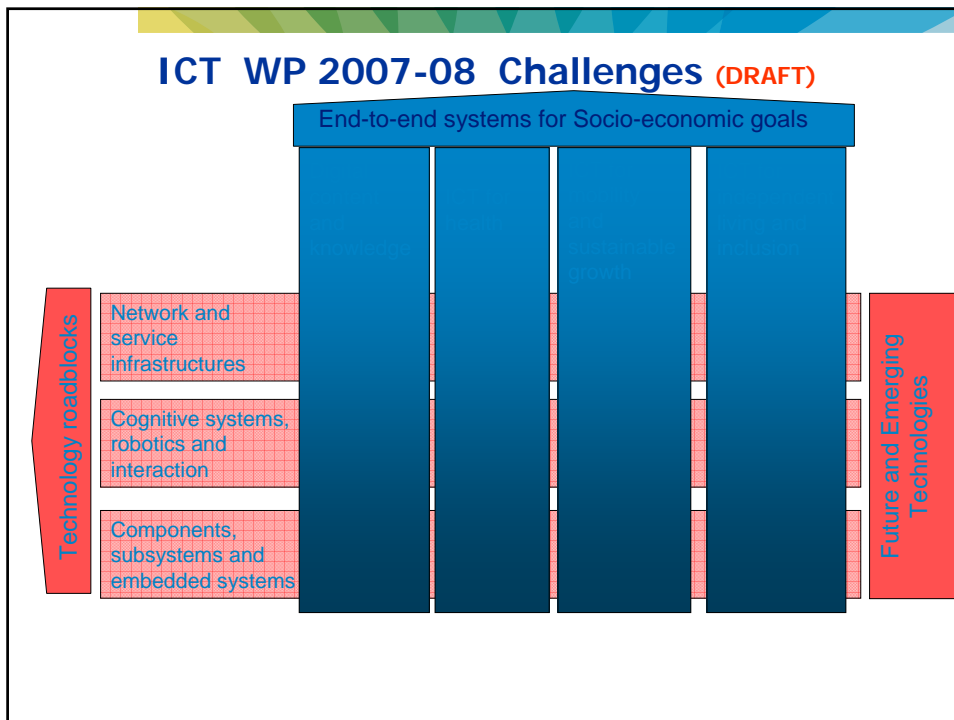
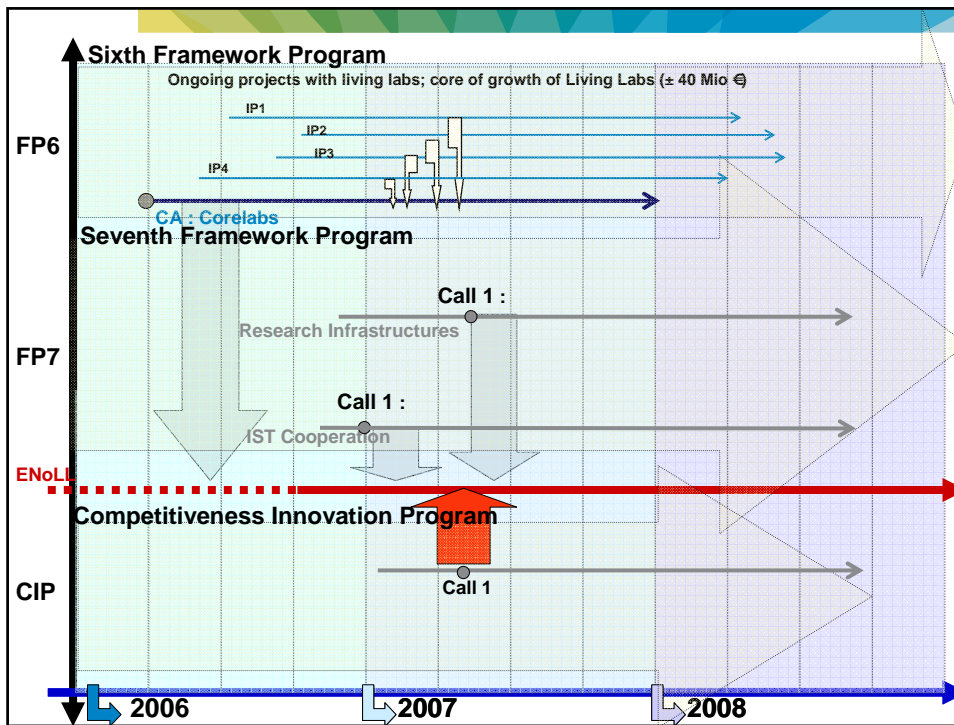
Frontier research, competition, individual grants

“People”

Human potential, mobility

“Capacities”

Infrastructure, SMEs, science and society,



Issues for Living Labs and Living Lab networks

- IPR: How to combine **open innovation and open infrastructures** (creative commons) to possibly very closed industrial projects developed in these environments
- How to have **spill-over** effects to the creative commons
- How to motivate, give **incentive** to the „real world participation“
- Identifying the public-private-civic partnership and the **roles of all stakeholders**
- Using precommercial public procurement for infrastructure funding, and also for implementing the systems developed in Living Labs
- Research needed to **understand open innovation**
- Companies need to **explore their strategies** on how to capture the whole potential of Living Labs vs the traditional (closed) testbeds
- **Openness is a critical issue**

Way forward; new type of partnership

- **People** - who need the skills and the will to strive for improvements,
- **Processes** - that need to evolve to become more effective as well as more efficient,
- **Technology** - that both drives change and enables innovation
- **Policies** – to enable the building of partnerships and critical mass, and to guide innovation and implementation.



Contact websites

- www.corelabs.eu (Corelabs coordinating project)
- www.openlivinglabs.eu (The Living Labs Network Community)
- <http://www.amiatwork.com>
- and e-mail: bror.salmelin@ec.europa.eu