

## 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

7<sup>th</sup> 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*

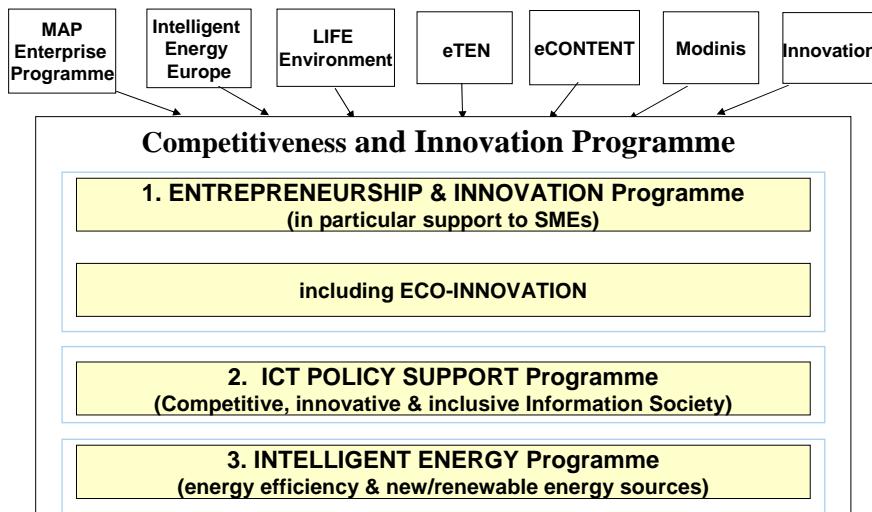
### **Actions:**

- 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.

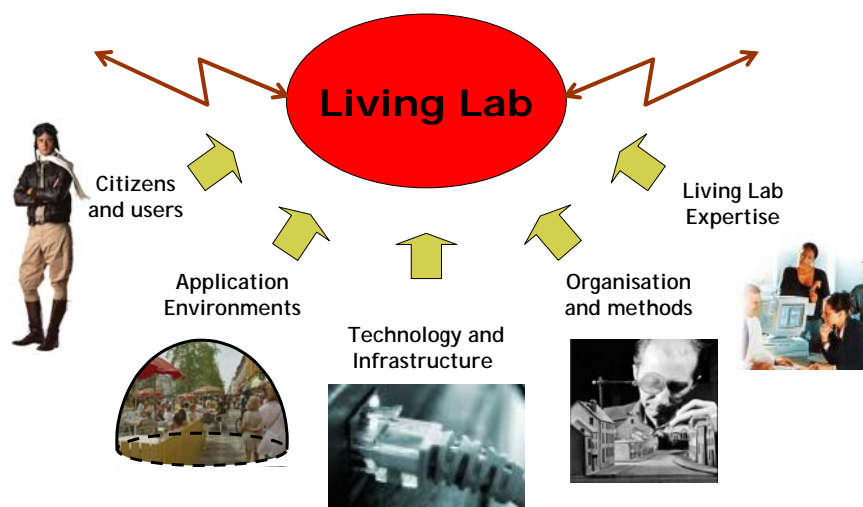
## The response needed

- 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”

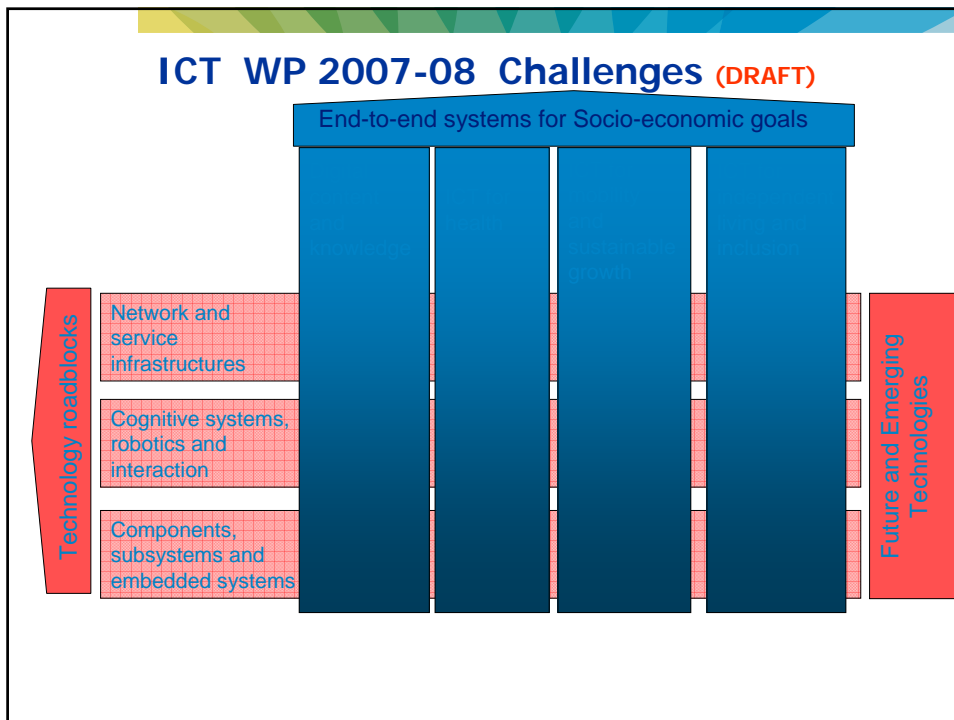
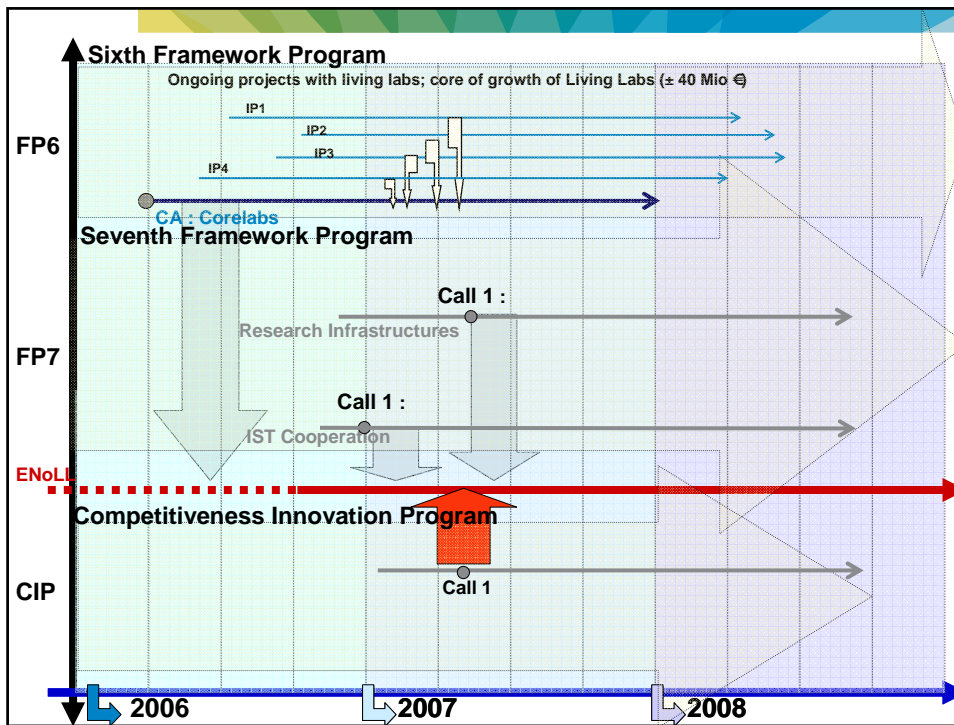
Frontier research, competition, individual grants

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