

ENOLL and socio-economic transformation in Europe

Liberate creativity!
- to co-create growth and jobs in an emerging European service economy

The launch of the European Network of Living Laboratories

Helsinki 20 of November 2006

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Member of the Hungarian Parliament

A European model: **job-creating growth!**

- Europe has to revitalize the Lisbon process
 - as a strategy of „growth and job creation”
 - in a human-centric knowledge and service society.
- The practical task for 2007 – 2013 is:
- ...“to create a globally competitive unique profile as a knowledge-intensive service economy”
- *“We have to move fast, before it is too late.”*
The Helsinki Manifest

Major structures and processes of Knowledge Society

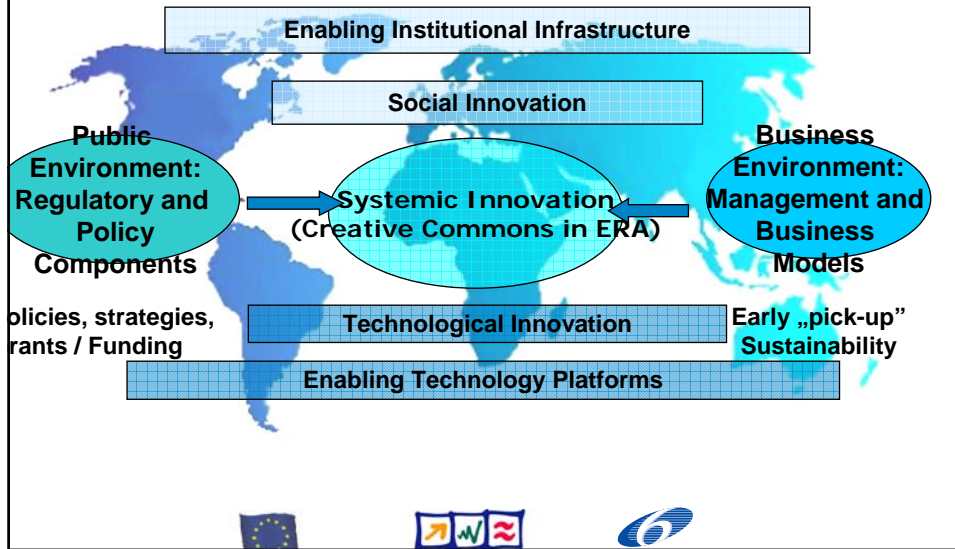
- **Industrial societies**
 - mass production, mass consumption, mass employment (or unemployment) – and mass education
(Alvin **Toffler**)
- **Information societies**
 - ICT-facilitated networks and easy data and information transfer
(Manuel **Castells**)
- **Knowledge societies**
 - Dialogue and interaction of human beings, communities, individualized, personalized services, dialogical and communicative media, content and cultural production
(Ikujiro **Nonaka**)
 - Key role of creative communities and regions
 - **Free co-creation in self-organizing and self-regulating networks**

Co-creation in open innovation environments / ecosystems: Reinventing the Innovation!

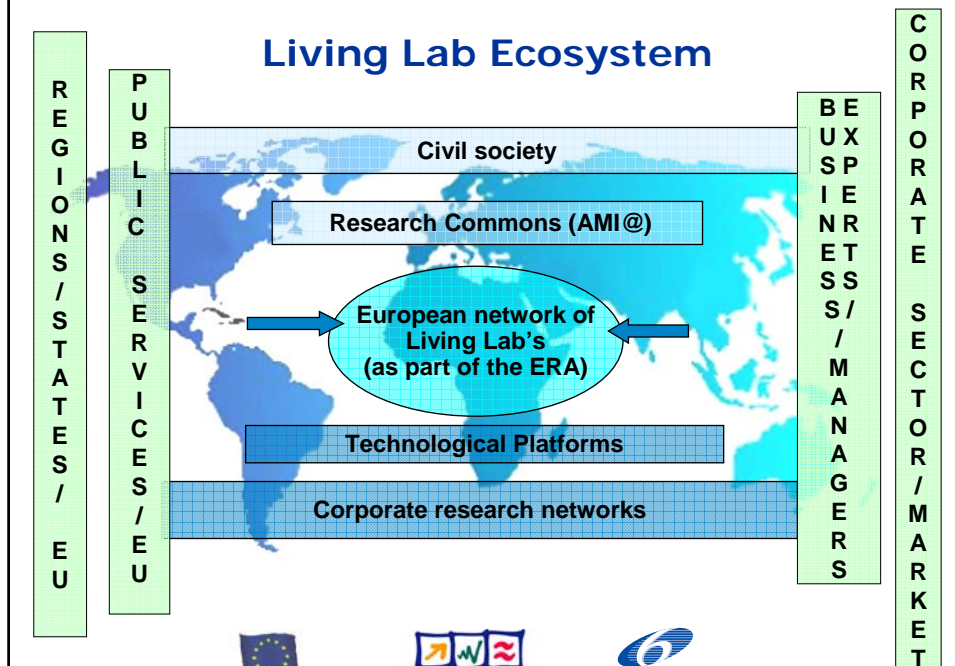
- Mobilization of individual and collective intelligence, creativity, knowledge of people, firms and public agencies
- Social innovation, including emerging new structures and processes of knowledge society
- Interlinked European, national and regional levels with Global Reach
- New forms of public-private-citizen-partnerships
- Co-creation of shared collective consciousness „in action“
 - and actions

-> Liberation of Creativity!

Systemic Innovation for Global Reach



Living Lab Ecosystem



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- Demand-driven innovation
- Inspiring people and creative communities
- Orchestration of citizen, public, private partnerships
- Business model and management solution development mechanisms
- Facilitation of social innovation toward the European knowledge based economy
- A step towards a European Innovation System

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From User as Consumer

To user as co-creator and innovator



Liberate (networked co-)creativity

#	Name	Headquarter Location
1	Arc Labs Waterford	Waterford, Ireland
2	Botnia Living Lab	Luleå, Sweden
3	Open Innovation Centre	Brussels, Belgium
4	Wirelessinfo Czech LL	Litovel, Czech Republic
5	Freeband experience lab	Eindhoven, Netherlands
6	Frascati Living Lab	Frascati, Italy
7	Győr Automotive LL	Budapest, Hungary
8	Gödöllő Rural LL	Budapest, Hungary
9	Hasselt&Leuven IBBT	Brussels, Belgium
10	i-City LL	Helsinki, Finland
11	i2Cat Catalonia Digital Lab	Barcelona, Spain
12	Manchester EastServe	Manchester, UK
13	Madeira Living Lab	Madeira, Portugal
14	Mobile City Bregenz	Vorarlberg, Austria
15	Mobile City Bremen	Bremen, Germany
16	Knowledge Workers LL	Munich, Germany
17	Slovenia eLivingLab	Maribor, Slovenia
18	LL ICT Usage Lab	Sophia-Antipolis, France
19	Turku Archipelago LL	Pargas, Finland

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