

RuraliTIC

**Session spéciale "Living Labs" de la
Fondation des Territoires de Demain
"Les Laboratoires d'usages,
un nouvel horizon créateur d'innovation
pour le monde rural »**

26-27 Août 2009, Aurillac

**Les Laboratoires des Usages dans
la Politique Européenne d'Innovation**

Jean-Pierre Euzen, Chef de Secteur, Living Labs

http://ec.europa.eu/information_society/activities/livinglabs

*New Infrastructure Paradigms and Experimental Facilities
Information Society and Media Directorate-General
European Commission*



Processus d'innovation

Invention # Innovation

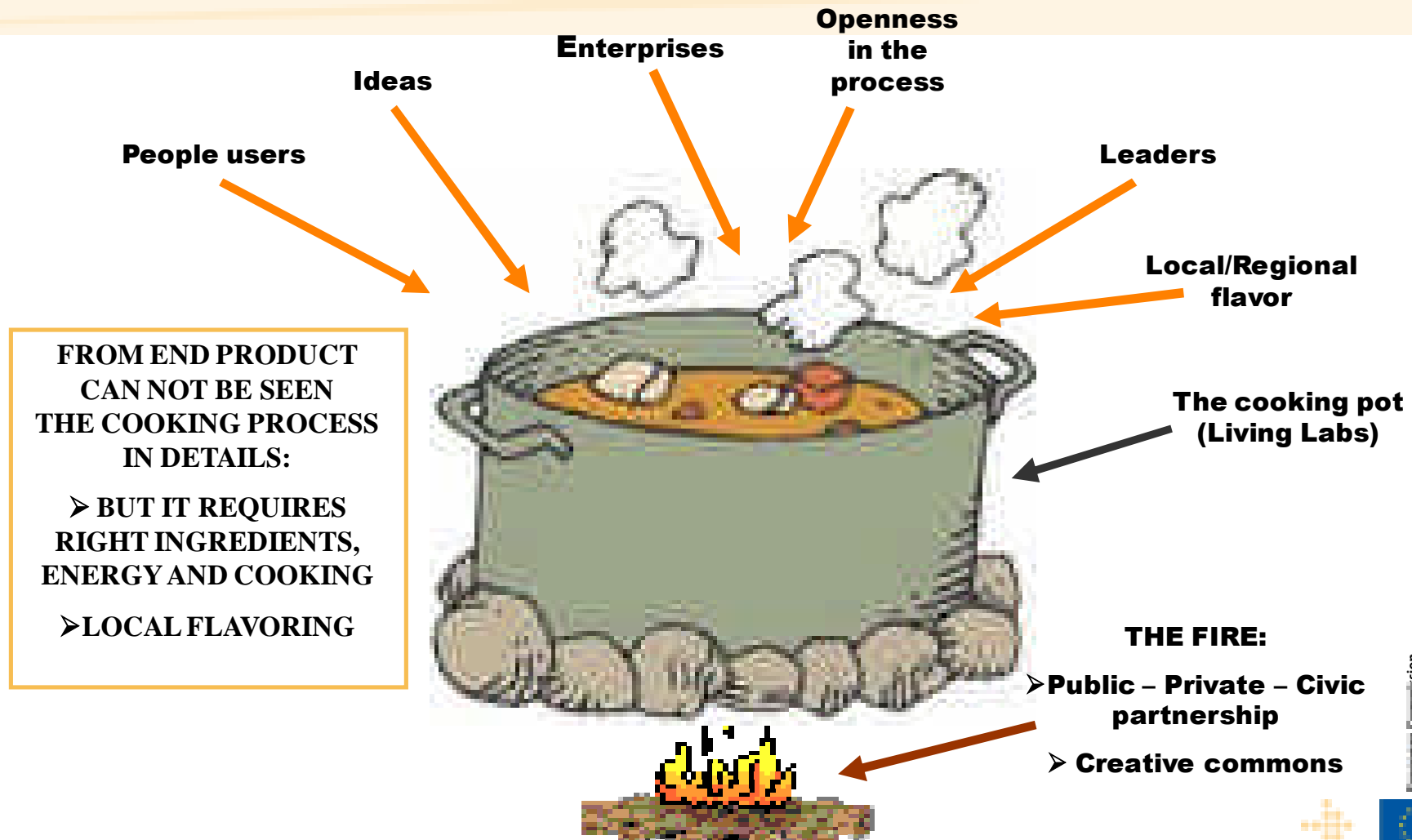
Creativité # Innovation

1 nouvelle idée de produit sur 3000
devient un succès commercial

→ Les échecs doivent être identifiées le
plus tôt possible avec l'aide des utilisateurs



INNOVATION – Un Processus Non-Structuré



Qu'est-ce qu'un Laboratoire des Usages ?

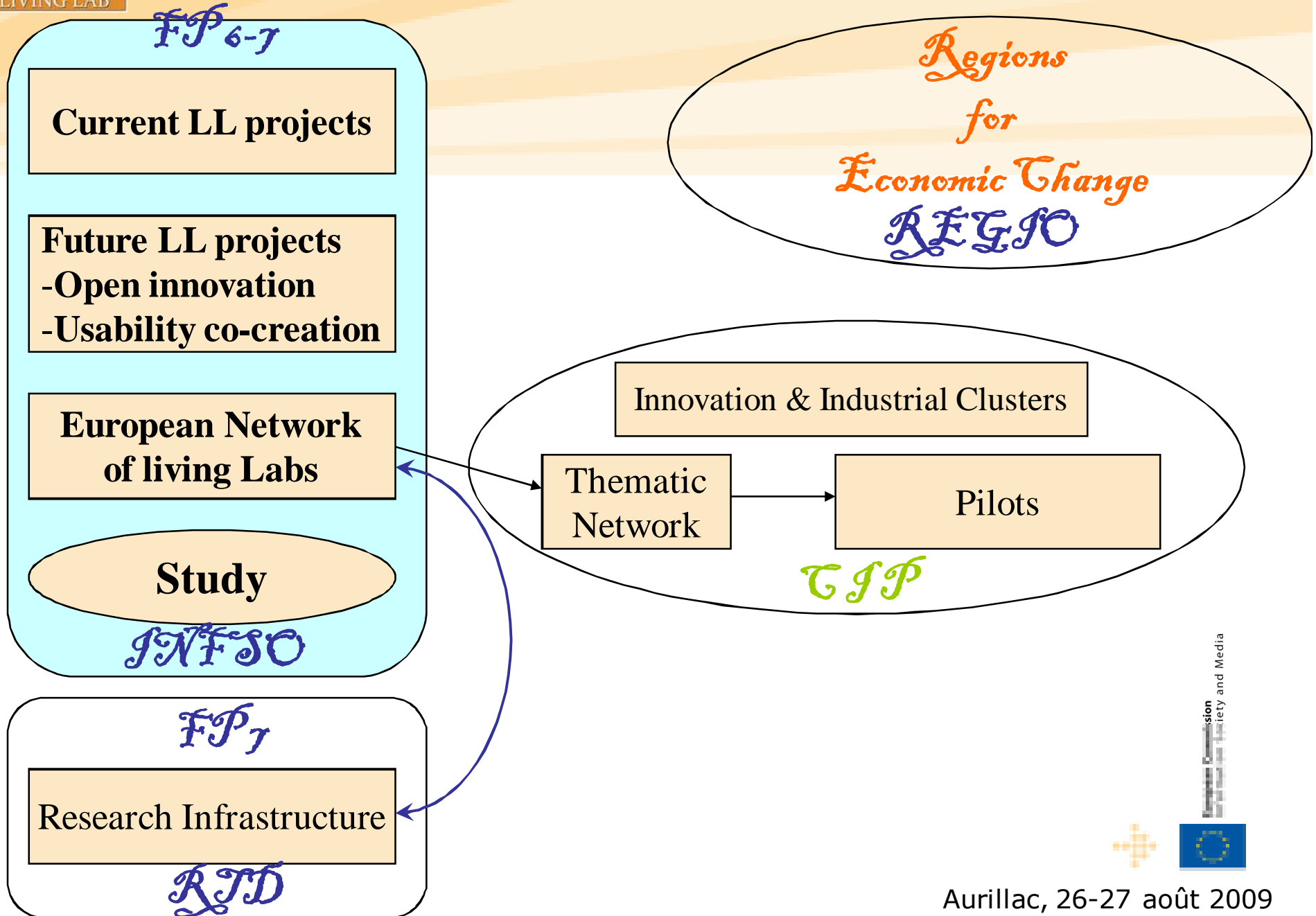
- région fonctionnelle
- Entreprises, agences publiques, universités, instituts et utilisateurs
- Partenariat Public – Privé - Civique
- coopération pour création, prototypage et validation de nouveaux services ou produits
- contexte de la vie réelle
- Villes, villages, zones rurales, zones industrielles



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Living Labs related EU projects

Examples of industrial/business participation

MEUR 40+ Project Portfolio Action - IPs & CAs

Collaboration @Rural

- * Telefonica
- * SAP
- * NOKIA
- * Philips
- * Siemens
- *

Laboranova

- * SAP
- * Fiat / ISVOR
- * Danfoss
- * AGiLiENCE
- *

eCoSpace

- * Atkins Ltd
- * SAP
- * HP
- * ETRA Group
- * Jaytown
- * VirTech

CoSpaces

- * Airbus CIMPA
- * The Open Group
- * CERFACS
- * COWI
- * Frietuna
- *

WearIT@Work

- * EADS CCR
- * Microsoft
- * SAP
- * THALES
- * Siemens
- * HP
- *

CoreLabs - coordination for LL network launch & methodology

NOKIA, IBM, Atos Origin

CLOCK - coordination for LL technology, policy, industry, roadmap

Atos Origin, NOKIA, Alfamicro

* MEUR 40+ in terms of overall EC contribution

* IP = Integrated Project

* CA = Coordination Action



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Open Innovation in EC

- **Towards world-class clusters in EU (ENTR)**
- **Design as a driver of user-centred innovation (ENTR)**
- **Communication on Future of Transport (TREN)**
- **OISPG to advise INFSO in EU policy and strategy (IBM, Philips, Intel, HP, SAP, Orange, BT, Nokia..)**
- **ICT FP7 WP2009-2010: user-driven open innovation**
- **European Network of Living Labs (ENoLL)**
 - **I2010 policy initiative**
 - **Support from the EU Presidencies**
 - **Three Waves**

Clusters Européens de Classe Mondiale

- Communication sur le rôle des clusters dans l'innovation et la compétitivité
- Mémoire sur les Clusters Européens
- Lancement d'une initiative pilote
- Coordination UE – États – Régions
- European Cluster Policy Group

Living Labs in European innovation vision

Helsinki Manifesto – 20/11/2006

"The European Network of Living Labs establishes a European platform for collaborative and co-creative innovation, where the users are involved in and contribute to the innovation process.

This approach should ensure that common methodologies and tools are developed across Europe, that support, stimulate and accelerate the innovation process.

The European Network of Living Labs has a strong regional growth and development impact by facilitating and fostering regional innovation as interlinked with a European innovation system with a global reach."



ENoLL basis in i2010 policy



- **I2010 Communication and Staff Report**

2nd cluster on Innovation and investment in research :

“Strengthening Innovation and Investment in ICT research to promote growth and more and better jobs” reads :

“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.”

- **I2010 Second Annual Report**

Launch of a European Network of Living Labs, 20.11.2006:

The European Network of Living Labs creates a platform where firms, public authorities and citizens can work together on developing and testing new technologies, business models and services in real-life contexts.

The ultimate aim is to set up a new European Innovation Infrastructure where users play an active role in innovation.



 First Wave Living Labs



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- First Wave Living Labs
- Second Wave Living Labs



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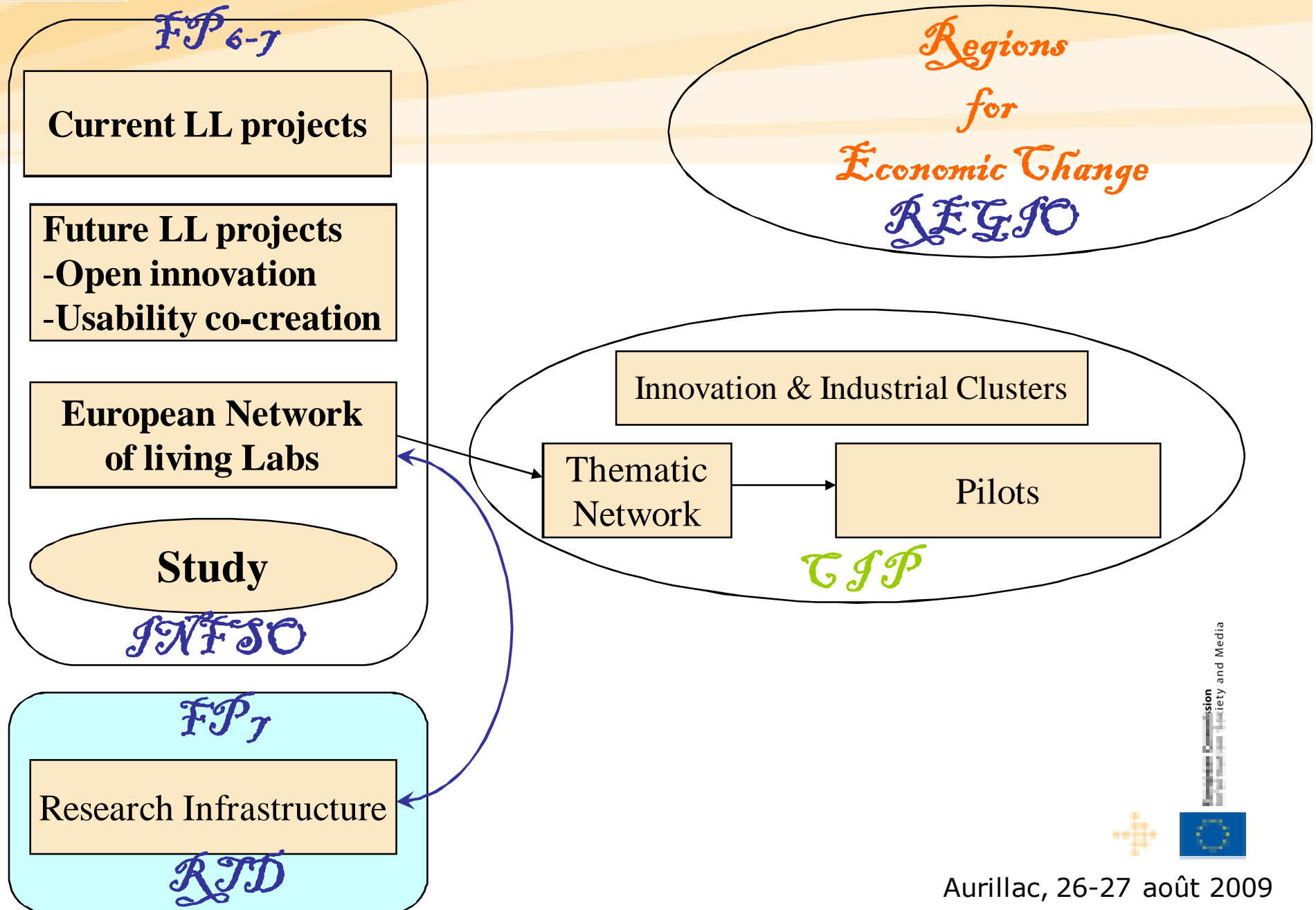
- First Wave Living Labs
- Second Wave Living Labs
- Third Wave Living Labs



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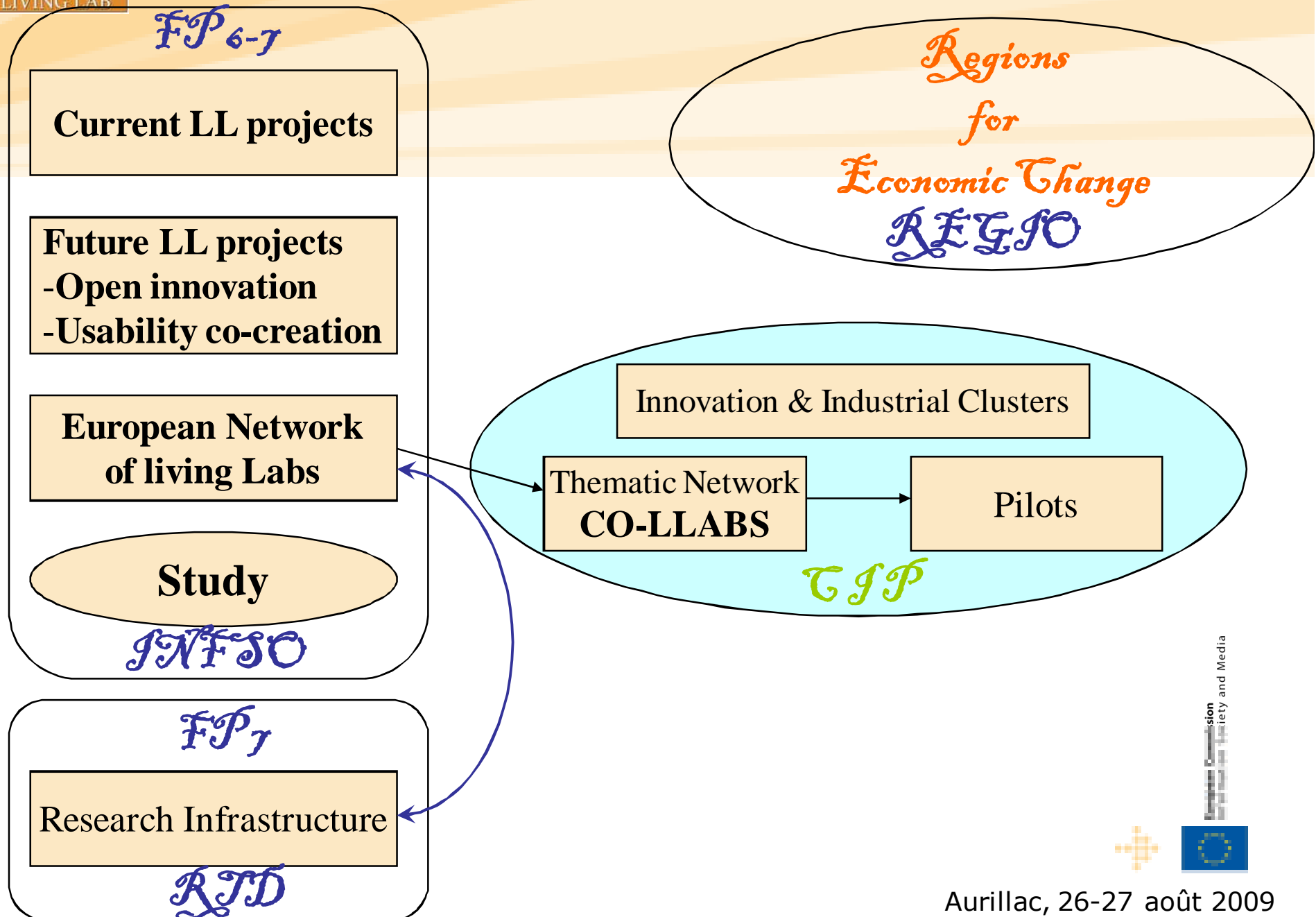
Infrastructure de Recherche

- RTD Programme Capacités
- INFRA-2008-1.1.2.11
- Nouveau programme de travail en préparation
- Prochain appel en 2010

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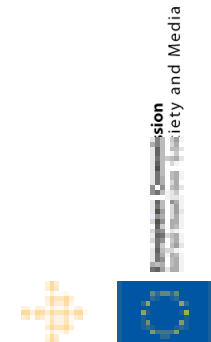
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Programme Compétitivité & Innovation

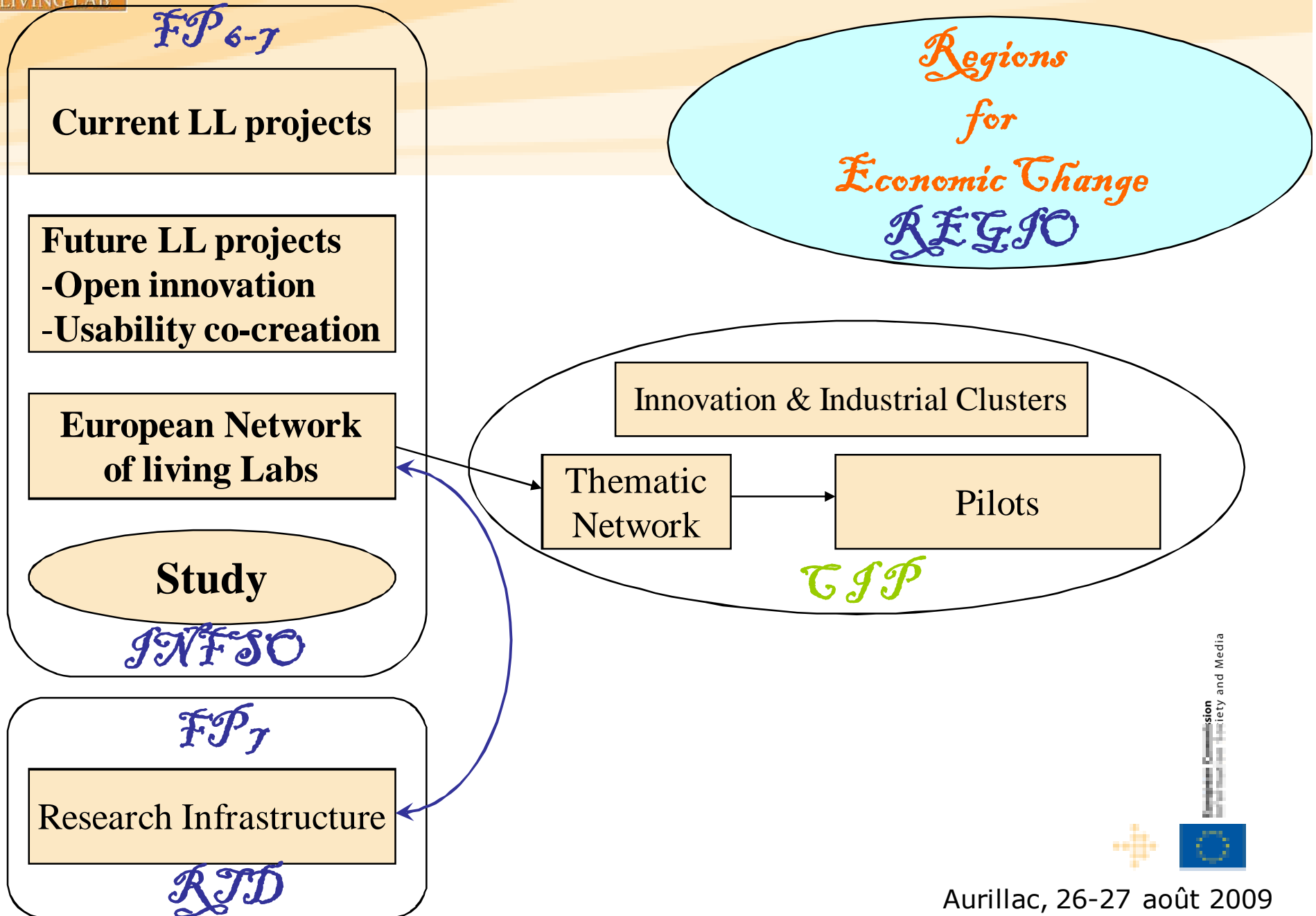
- DG ENTR
- Objective 4.1 4 Thematic Networks
Sharing experience on ICT initiatives for SMEs
4.1 b - Experience sharing in terms of user acceptance of innovative solutions such as Living Labs, experience research centres and other similar initiatives
- Open 25/05/2007 close 23/10/2007
- Evaluation 19-22/11/2007
- CO-LLABS : LL + SME-innovation
- call : closed on June 2nd 2009
a pilot A is under negotiation



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Regions for Economic Change (RFEC)

- DG REGIO Interreg IVc Programme adopté le 11/09/2007
- Priority theme 2.2
“Bringing innovative ideas to the market more quickly”
supporting the creation and development of clusters, networks, incubators and Living Labs
- Comités de gestion du Programme sont composés des 27 Etats-Membres
- Appel du 30-10-2008 au 30-01-2009
Résultats de l'évaluation fin été 2009