



Living Labs are urban laboratories operated by public and private stakeholders for prototyping new mobility services as part of a European network to exchange experiences, technologies and open new markets.

*Sascha Haselmayer, Director & Co-Founder
Global Forum Venice 2007*

Mobilising for Mobility: A Paradigm Shift.

Changing nature of services towards mass customisation pose major challenges to management capacities of actors in value-networks.

Summarising Table: Mobilising for Mobility

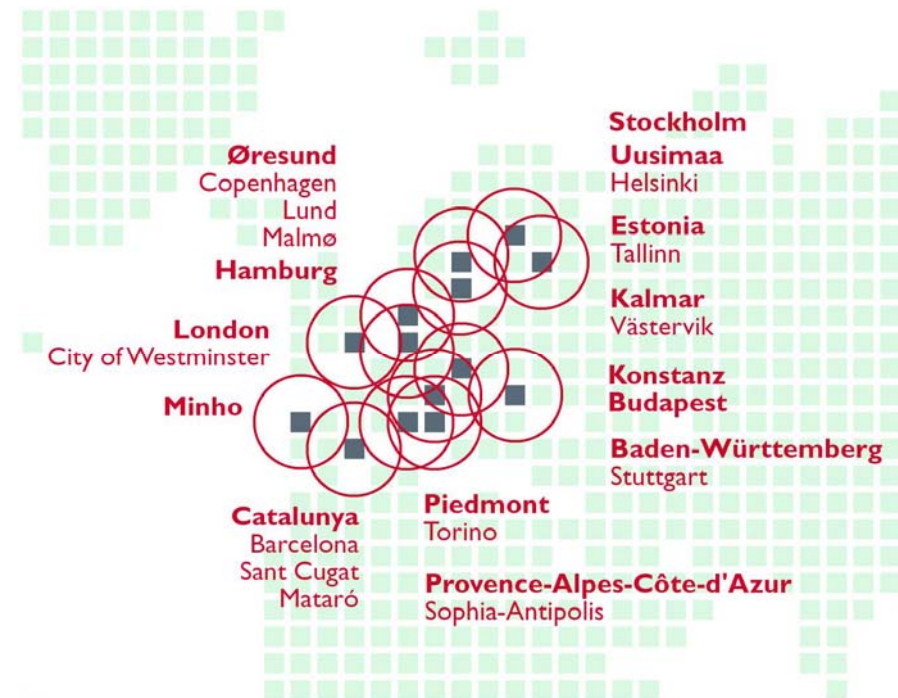
A Shift in Mindset and Value Creation Logic

	Telecommunications industry		Mobility industry
Value creation logic	Value chain	→	Value network
Competitive unit	Single firm	→	Networks
Driver of industry development	Technology (supply-side) driven	→	User experience (demand-side) driven
Business models	Simple, cost driven	→	Multiple, value driven
Primary revenue driver	Voice traffic	→	Data traffic (services)
Locus of power	Operators	→	Users
Characteristic of offering	Standardised	→	Customised
Place management requirements	Low (Stable industry)	→	High (Complex & dynamic industry)

Network of Leading Cities for Urban Innovation

European Living Labs and mClusters Regions

- » The importance of **place** (the urban environment) to shape a unique set of qualities (incl. an entrepreneurial culture)
- » Open platform for **collaboration** between cities and their innovators to exchange best practices and pioneer mobile solutions
- » Integrates **globally leading competences**
- » International Benchmark, Brand, Market and Investor Visibility
- » European market-place for applications pioneered in Living Labs:
Today: 70m+ end-users
- » Attracts **cross-regional investments** from leading multi-national corporations seeking user-driven innovation.
- » Gateway for European Union **R&D funding**.
- » Connects to **500+** public and private stakeholders



Linking European Innovative Cities and Regions

Mobile Readiness Index
21 city-regions have been scored

Mobile Fluency

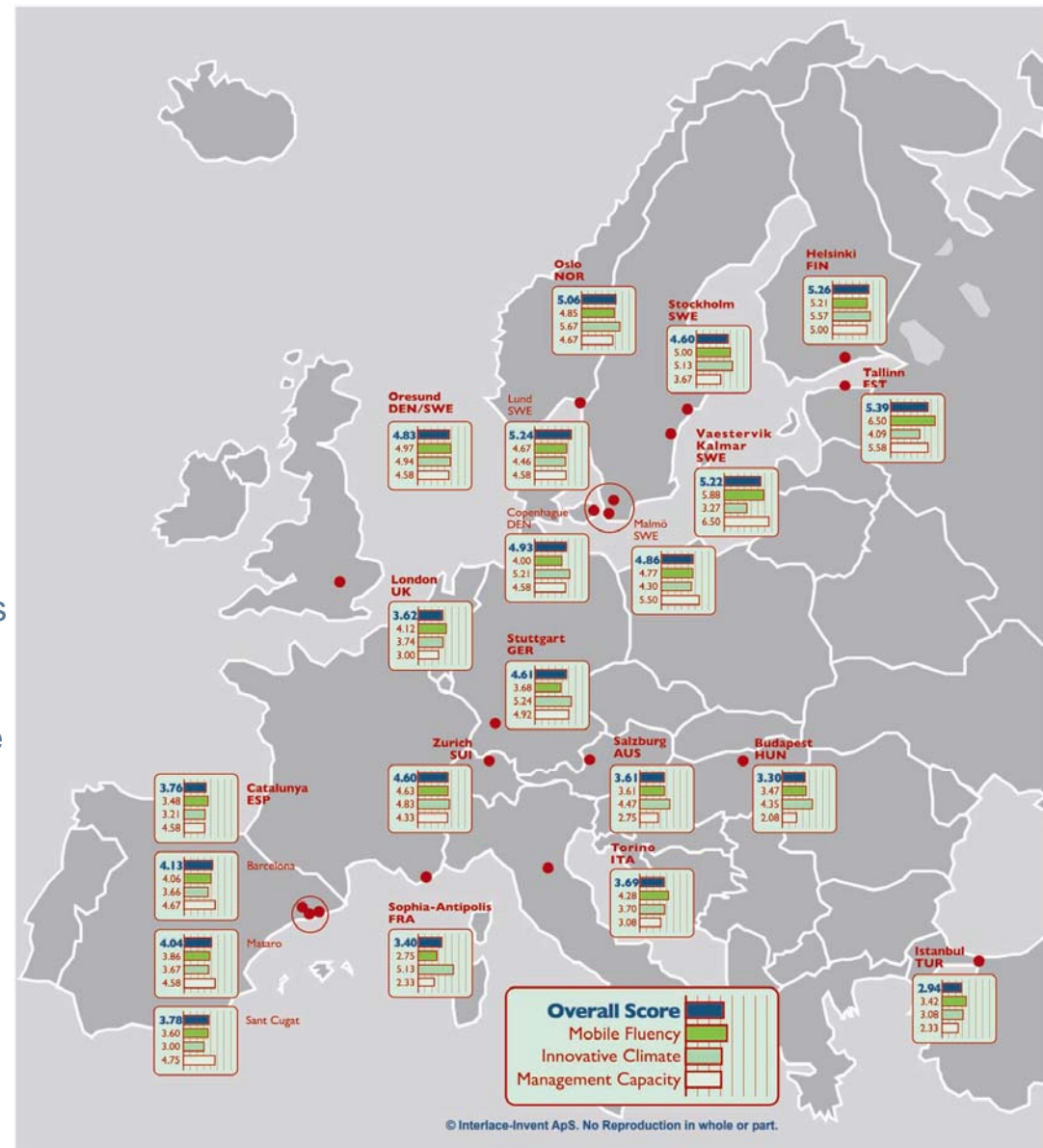
- mobile infrastructure, end-user groups

Innovative Climate

- Indicator of regional ability to innovate and link 'Triple-Helix'

Management Capacity

- Ability to benchmark performance, manage complex Public-Private-Partnerships
- Strategies for mobile industries





mStudent™

Trans-national demand & public leadership: European Students, Universities and Cities

100% End-User Focus and Legitimacy

- Many companies seek to enter student market
- Student Unions back the project
- Detailed consultation – Modelling of needs

Partnership: 1m users in European Cities

- Stockholm, Lund, Malmo & other Swedish Cities
- Bodensee Region: 30 Universities
- Catalan Cities: Barcelona, Sant Cugat, Mataró
- Interest from London, Hamburg & many others

Project Lines:

- Mobile services for students
- Mobile & web admin for universities & local business
- Free wireless access at the university and in public spaces around the university
- University portals for common access
- Interoperability across universities, enabling Bologna



It is our mission to radically re-think our municipality in its global context. [...] we need to question the delivery of our own services to our citizens, visitors and businesses.

[...] put part of the municipal taxes back at our citizens disposition, using digital platforms to allow them to choose part of their public services offering.

Harald Hjalmarsson, Mayor of Vaestervik (Sweden, 37.000 inhabitants) at the Living Labs Europe Forum 2006.

Some findings after 9 years of mCities & Living Labs

Critical barriers still hinder the opening of a significant service & market opportunity. But "Doers" get rewarded.

Opportunities

- » As reported by the Aho group, lip service is paid to innovation but few actions and organisational changes take place
- » Those that "do" – such as Tallinn, Vaestervik – achieve significant results and visibility
- » Marketplace remains very attractive when barriers are overcome.
- » Benefits to citizens, business and visitors can be substantial.

Critical barriers we have encountered

- » still lie in the local orientation of procurement that undermines any integrated market-place,
- » the lack of organizational capacity to set-up and manage true-PPP with an innovation agenda,
- » the inherent infrastructural rather than services thinking, and
- » finally the lack of international benchmarking and networking
- » Local or regional pre-seed innovation financing for a marketplace with complex inter-dependencies.

Thank you.

Sascha Haselmayer

co-founder & director interlace-invent ApS

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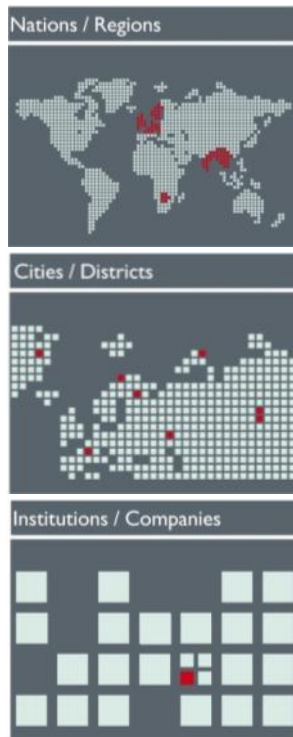
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Shaping Innovation Environments



- » European Research-based Consultancy (HQ in Copenhagen)
- » **Inter-Disciplinary:** Economics, Urbanism, Place Branding, Policy, Investment, International Management
- » **Unique Research Base:** Hubs & Regions network of 35 global universities, 5 EU Funded Networks, National / Corporate Funding
- » **Clients in 12 Countries:** innovative Cities, Regions, Nations and Firms
- » **Senior Policy Advisors:** EC, OECD, UNESCO, Governments
- » Key Service Lines:
 - » Living Labs Europe
 - » Third Generation Science Park / Urbanised Innovation Environment
 - » Cities Innovation Navigator
 - » Biomedical Innovation Hubs

Living Labs Øresund: The Creation of a Pan-Regional Living Lab

- » Stimulate **new knowledge** in areas where the Øresund region is already has strengths and is competitive
- » Develop efficient trans-national modes for the **transfer of technology** and related know-how and knowledge
- » Secure **critical mass of competencies** in selected areas of importance to innovation
- » Maintain **state-of-the-art networks in research** and in broader 'clusters of competencies'
- » Increase efficiency in the 'triple helix' **partnerships** (science-industry-government relations)

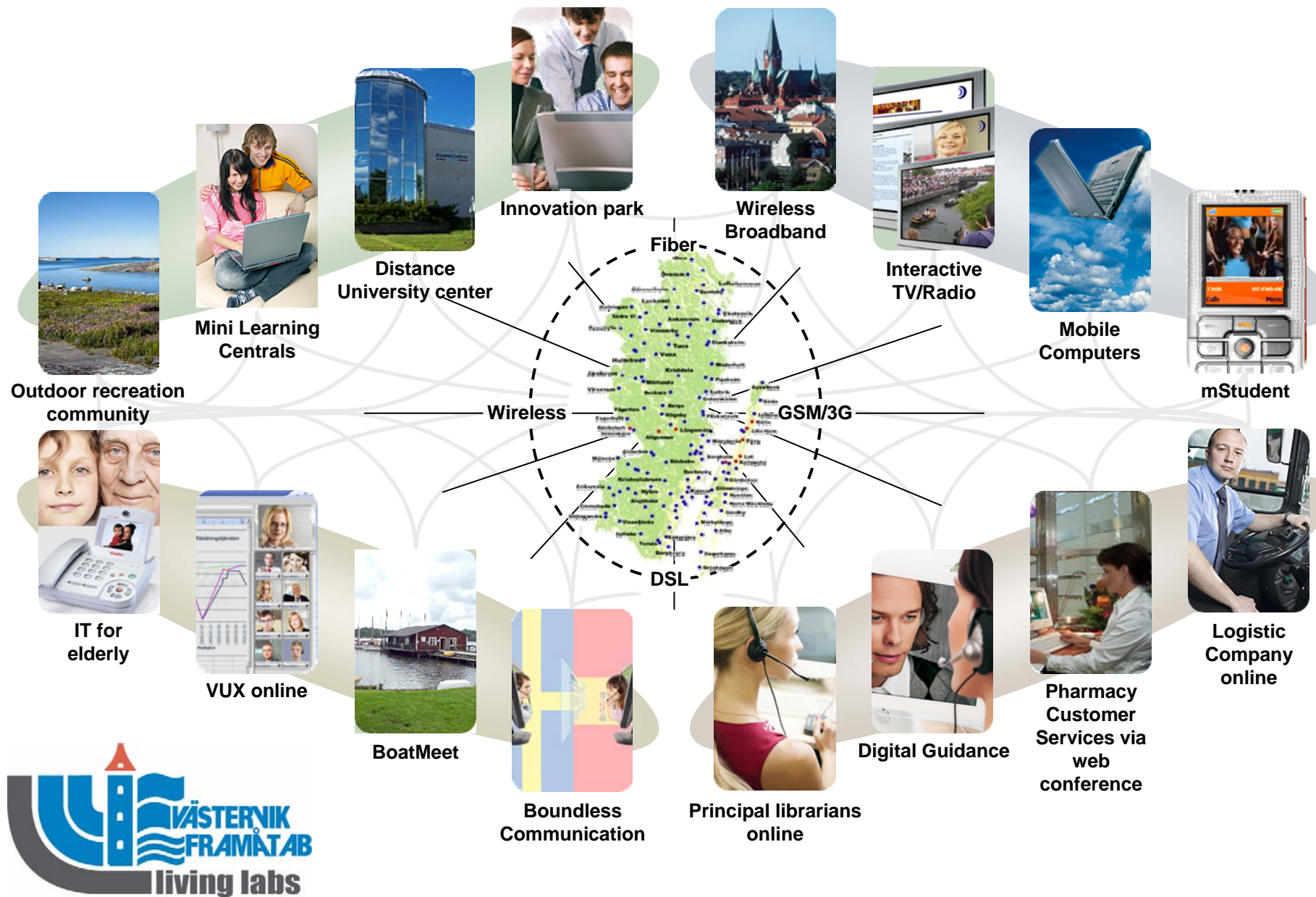


100 000	Employees in ICT
10 000	ICT Companies
5 500	ICT Researchers
20	Universities & Science Parks
6	Incubators
5	in Europe in science output

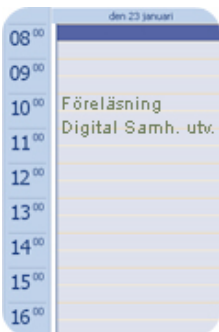
What are the Outcomes of a Living Lab?

1. *Attractiveness through advanced services*
2. *Economic Promotion through international market orientation*





Choose your services and develop new services together with us!



Timetable

The teacher has send you an e-mail about changes in the timetable concerning the morning lectures, but you haven't had the time to check your e-mail. Now you have the possibility to get the same information via SMS and get some spare time in the morning.



Point of View

This is your chance to tell your point of view concerning issues about your everyday life. The school, the muni-ci-pality and companies can send questions to your mobile phone to improve your everyday life. Take the chance to tell them your opinion.



Phone Chat

Are you using the computer in the school or maybe you are in the cafeteria with the mobile phone in your hand? Regardless of where you are you can chat. Maybe discuss the schoolwork or perhaps the weekend party.



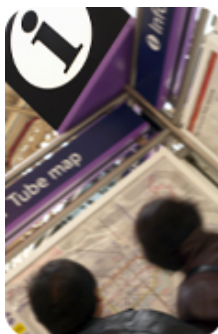
Competitions

Join the competitions and win nice prizes. The information about the competitions will be sent to your mobile phone as a SMS or a MMS. The message will tell you how to participate in the competition. Good luck!



Reminder

Is it hard for you to remember everything? The teachers have the possibility to send reminder messages to your mobile phone. It can save you from the embarrassment of coming late. It doesn't replace your calendar but it can help you in your everyday life.



School Information

Now it is possible for the school administra-tion to send general important information about the school and your studies. Information that you need to have. Test results and new courses are examples of information that can be sent to your mobile.



Lecture Online

See a lecture online via your mobile phone, PDA or computer. The possibility to access knowledge at new places and around the clock is now greater than ever. mStudent is testing the future today. Education when you want it, wherever you are.



Free Telephony

With help of the Internet and free telephony there are possibilities for study groups to communic-ate and keep in contact with each other, family and friends all over the world. Everyone can call you on your computer or PDA.



School Meals

One of the more important things for a good life and a good curriculum is to eat the right food on a regular basis. With this service the school can send you the school meal menu and you can read it in your mobile phone.



Offers

Students in general have often a tight economy and are therefore open for offers. With the possibility to receive information from local dealers you can get interesting and exiting offers that helps you to make your money last longer.



Banking Services

Simplify your everyday life by using Banking Services via Mobile Phone.

- Account information
- Statement of account
- Transfer transactions
- Loan information
- Currency rates
- Mortgage rate
- Find banking offices



Innovation Competition

Do you have a great idea? Do you know a mobile service that can be to use for you, your parents or someone else. Take the chance! Join the Innovation Competition. It is your opportunity to travel in Europe. Join the competition at: www.mobilestudent.se

Rolling out the mStudent project

- » *Phase 1: student web 2.0 community & free wireless telephony*
- » *Phase 2: services for students*
- » *Phase 3: services for the university*
- » *Phase 4: services for the business community*

Leadership: Living Lab Hamburg (DE)



Living Lab Hamburg is anchored in our Hamburg @Work professional network of more than 300 new media companies and 2.300 professional members.

Hamburg will pioneer a new concept for 'Mobile Marketing in Urban Spaces' utilising its outdoors advertising and urban furniture tender in 2008 to integrate digital, mobile and traditional instruments for communication.

Uwe-Jens Neumann, Managing Director Hamburg Economic Promotion Agency and President Hamburg @Work (www.hamburg-media.net)

mMarketing & mGovernance in Urban Spaces

Holistic concept to combine mMarketing and eGovernance in Inner-City Spaces

Context: Mobile Marketing Arena for Growth and Development

European Trends:

- Mobile Marketing still under-developed marketplace, with significant growth potential predicted
- Studies rely on assumptions – questions remain unanswered – yet 20% annual growth expected
- No holistic models for urban mobile marketing – integrating city services, contents, marketing concepts.

Experiments in Mobile Marketing in Urban Spaces:

- undertaken by several outdoors marketing groups such as Wall AG, CEMUSA (Spain) and JC Decaux.
- Yet, a holistic concept has to date been missing.

Projects:

- 3GSM 2007 – Pilot for 50.000 Global Mobility Experts
- eTen
- CIDEM – Regional R&D Funding



Source: Living Labs Germany, Daem Interactive

"Catalunya Simpli-City": Mobility Portal to the Mediterranean Market

Common Killer Applications

mVisitors:	<i>Cultural Agendas, City Maps, Restaurant Reservation, Translation, Localised Tourist Guide</i>
mCitizens:	<i>Citizen's Smart Card: Tax Services, Emergency Localisations, m-Governance, m-Student</i>
mTraffic:	<i>Parking Services, Car Sharing, Traffic Information, Timetables, A → B planning</i>
mPayment:	<i>(Micro)-Payment services for all above areas.</i>
mStudent	<i>Intelligent Agent, Agendas, Financial, Learning Content, Communities</i>

City Priorities: Target Groups & Applications

	Barcelona	Sant Cugat	Mataró
Target Groups	<i>Business Visitors, Students</i>	<i>Families, Businesses</i>	<i>Small / Medium Sized Firms</i>
Applications	<i>Conference / Convention Services Thin-City – monitoring movements 3GSM Conference Services Hot Spot Areas for Employees 22@ District Specific Services</i>	<i>Commuting Services Family Collaboration Services Employee Collaboration Services On-line Citizen Services Taxi Driver Positioning System</i>	<i>Remote work management Customer Notification Mobile Business Centres Remote Office Monitoring On-line Stock Control</i>

Stakeholders Structure

