coordination towards…

European Network of Living Labs

co-creation environment
for human-centric research and innovation

Mrs.Tunde Kallai
Vice-chair of Logistics@work within AMI family of communities
www.ami-communities.eu

Empowering Individuals in the Knowledge Society

Socio Economic transformation trough a European wide Network of Co-Creative Living Labs

AMI@Work Launch Event June 2004

- More than 300 participants
- Opening speech by Commissioner Erkki Liikkanen
- Election of the Leadership Group
- i2010 task force launch – February 2005
- Spring Event – Budapest May 2005
- Today more than 900 members…

AMI@Work family of communities

Creativity, Innovation and Inclusion for Person-centric New Working and Business Environmer

Linking people in 25 EU Member States & beyond - First elected chairs & EC facilitators

'horizontal' technology themes & SEEM

'vertical' challenging verification environments

Collaboration@Work
Chair : Wolfgang Prinz, Fraunhofer FIT (DE)
EC : Isidro Laso

Knowledge@Work
Chair : Anne Jubert, CRSA (FR)
EC : Paul Hearn

Mobility@Work
Chair : Hans Schaffers, Telematica Inst. (NL)
EC : Michael Ziegler

SEEM@Work
Chair : Flavio Bonfatti, Univ. Modena (IT)
EC : Oluf Nielsen

Rural@Work
Chair : Nuria de Lama Atos Origin (ES)
EC facilitator : John Nolan

Engineering@Work
Chair : Roberto Santoro, ESoCE-NET (IT)
EC facilitator : Teresa De Martino

Logistics@Work
Chair : Kulwant Pawar, Univ. Nottingham (UK)
EC facilitator : Florent Frederix

Well-being Services @Work
Chair : Viilo Saramunmi, VTT (FI)
EC facilitator : Olavi Luotonen

Media@
Chair : Timo
EC facil

Leadership@Work Special Interest Group Chair : Seija Kulkki, CKIR (FI), EC facilitator : Bror Sal
LivingLabs@Work Special Interest Group Chair : Mats Eriksson, CDT (SE), EC facilitator : Olavi Lu

Ambient Intelligence at Work for the Lisbon Strategy. 'Dream teams' cross-fertilising Communities of Creation enablin
Interacting technological & societal innovations - to catalyse systemic innovation, reorganising & transition to the kno

AMI@Work family chair : Roberto Santoro, ESoCE-NET (IT); vice chairs : Michael Boronowsky, TZI (DE), Adam Turowie
AMI@Work initiative EC facilitator : Olavi Luotonen, eEurope policy eWork EC facilitator : Angelos Ktenas

Support to AMI Communities MOSAIC, COMIST and…You

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http://www.ami-communities.eu/wiki/AMI%40Work_on-line_Communities
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the European Network of Living La Rechercher Messenger Y! Signets Mon Yahoo! Yahoo! Finance
@Work on-line Communities ... Ajouter un onglet

AMI@Work on-line Communities

From AMI@Work Communities Wiki

Welcome to the on-line collaborative environment of the AMI@Work Communities

Free membership is open to everyone willing to contribute to the shaping of the future working environments. This web site is aiming at providing **valuable information** about research fields of the different communities (see the AMI@Work Communities matrix) as well as supporting **members discussion and interaction**.

Register to join and interact with the current **1525** members!

- Learn **more** about the AMI@Work Communities
- Look at the current **research topics**
- Forgot your **username/password?**

Are you interested in Living Labs? What is your personal interest and potential contribution? What is your initial vision for 2010 European Network of Living Labs?

Family Chairs

Roberto Santoro
Chair (email)
ESoCE-NET, Rome, Italy

Michael Boronowsky
Co-chair (email)
TZI, Bremen, Germany

Adam Turowiec
Co-chair (email)
ITTI, Poznan, Pola

Coming Events

to Image:Homepage.jpg
Internet
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HL Address

what is a Living Lab ?

Living Lab

Citizens and users

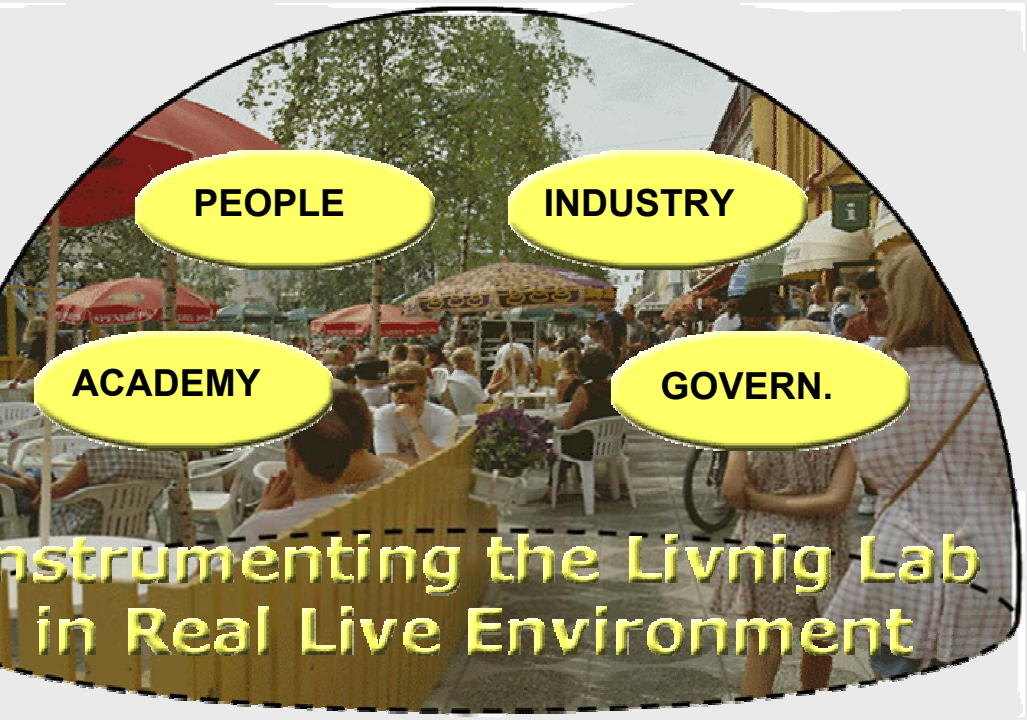
Application Environments

Technology and Infrastructure

Organisation and methods

Living Lab Expertise

What is a Living Lab ?

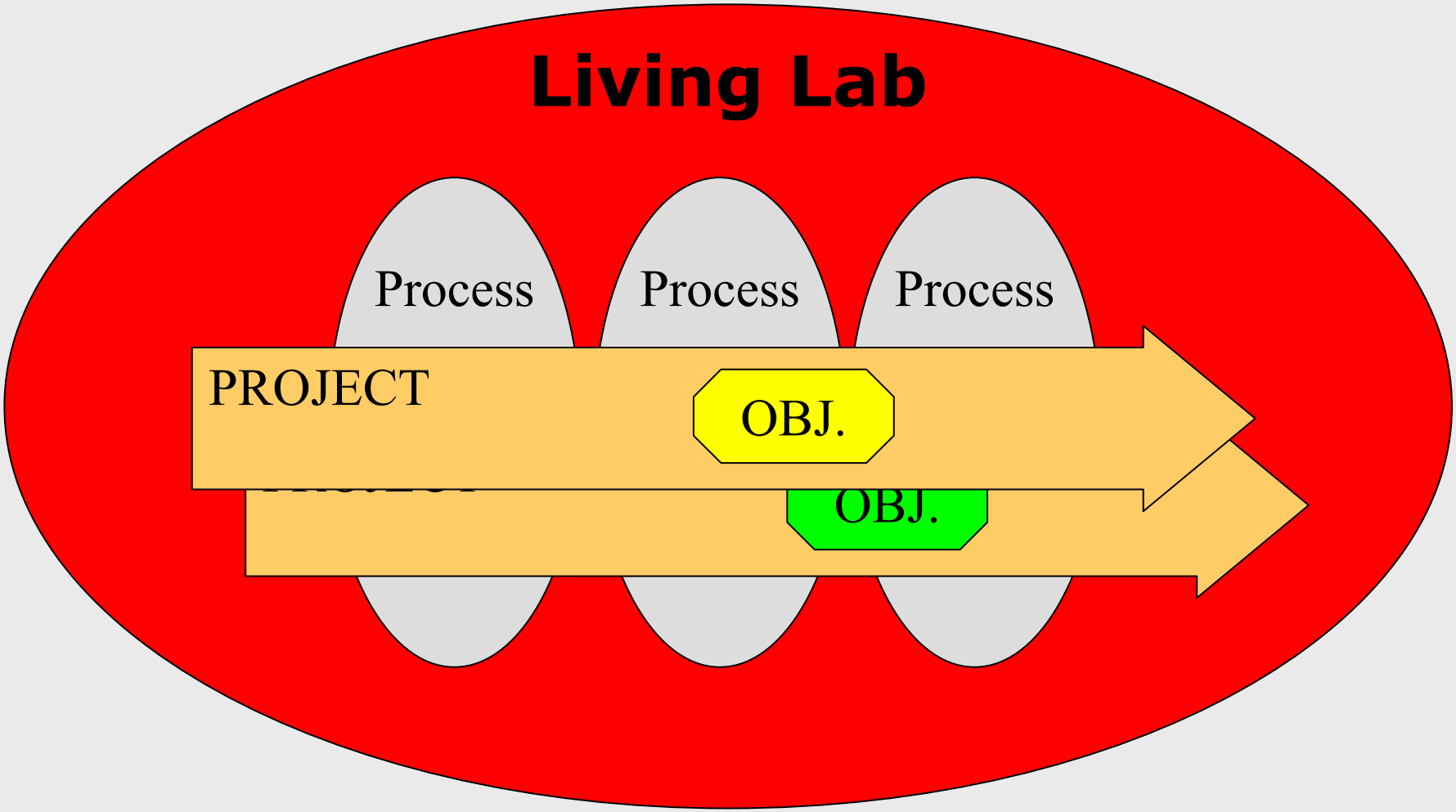


- **A Service Centre for**
  - User-driven research, development and innovation in real-life environment
- **A Partnership between**
  - civic sector (user pilots)
  - private companies
  - public organisations
  - academy
- **A System of**
  - User Pilot community
  - Real Application Environmer
  - Organisation and Methodolo
  - Infrastructure and Tools
  - Living Lab Expertise

The Living Lab…

……..is a collaboration of Public Private Partnership (PPP) where firms, public authorities and people work together with creating, prototyping, validating and testing new services, businesses, markets and technologies in real-life contexts, such as cities, city regions, rural areas and collaborative virtual networks between public and private players. The real-life and everyday life contexts will both stimulate and challenge research and development as public authorities and citizens will not only participate in, but also contribute to the whole innovation process.

Projects, Objects and Processes



LL opportunity experience

- Help to create ”innovation friendly market” & culture
- Fostering inclusiveness (regions, countries, people)
- Multiculture is an asset (innovation, market spectrum)
- ”Weakness in translating innov. inputs to outputs”
- Openness → Unexpected stakeholders show up
- Customer pull (from unexpected directions)
- ”Focus on functional performance” (not solutions seeking market)
- Aggregated information becomes a growing asset
- Ability to better understand full user context
- ”Aggregate needs to make innovation worthwhile”
- Lowering market entry barrier for new services...
- ”Adequate R&D→Business link model missing”

Quotes in purple from the Aho group report Jan 21, 2006

A truly human-centric approach

gaining interest from top EU-level

The Hungarian Living Labs Initiative Hungary for *i*2010

The upcoming Living Labs in Hungary are the following:

1. **Automotive** Living Lab – Győr
2. **Rural** Living Lab – Gödöllő
3. **Aviation and Robotics** Living Lab – Kecskemét
4. **Renewable Energy** Cluster and Living Lab –Budapest/Budaörs
5. **Budapest** Living Lab – Budapest

No.1-4. Coordinated by:

X10D INTERNATIONAL IT SERVICES HUNGARY KFT

web: http://livinglab.shp.hu

Speaker: Tunde Kallai
Organization: University of Szeged &
Hungarian Institut of Agricultural Engineering (Hungary)

- ***Name of Living Lab:*****Hungarian Innovation Center of Agricultural Informatics - Rural Living Lab (RLL) –in Gödöllő**
- ***Description of Living Lab*:**

The first Rural Living Lab – Gödöllő, in Hungary is located 30 kms from Nort-East of Budapest, close to the biggest hungarian agricultural university, St.Stephan UNIV. The RLL will be installed in the main bulding of the Hungarian Institut of Agricultural Engineering, supported by the Hungarian Ministry of Agriculture and Rural Development .

All the stakeholders (Ministry, research instituts, technological partners and services providers, SMEs, the biggest Producer Organisation of the Farmers) already signed a Memorandum of Understanding to set-up and operate this Living Lab with stron collaboration, from the first part of 2007.

- ***Focus area for service and value creation in Living Lab:***

1. As one of the first pilot actions and service (coming from C@R IP *coordinated by University of Szeged*) is a *novel* P2P ad h wireless solution for the rural farmers and producers in Hungary , which will be set-up and installed to provide the farmers and its (family or micro) organisations involved in agricultural prodcution with direct access to useful and up–to-date databases of the daily operation and production, forecasts, market prices on free or low prices.

2. A newly developed *Collaboration framework for* Product Path Information System will be used through *mobile devices (e.g.* NOKIA 770 LINUX based internet tablet) to solve the communications problems, where neighter wire nor wireless network infrastructures are available.

3. This approach is improve the set-up an ad-hoc and open community network between the end-users (farmers and produce organisations) and all the stakeholders in rural areas and also the creation of an online national advisory system for the farmers.

Speaker: Tunde Kallai

Organization: PANAC – Hungarian Automotive Cluster & VARINEX Rt. (Hungary)

- ***Name of Living Lab:*** **Knowledge Center of Collaborative Engineering in Györ - Automotive Living Lab (ALL)**
- ***Description of Living Lab*:**

- A significant presence of the hungarian automotive suppliers should be guaranteed by the first Automotive Living Lab in Györ/ Hungary, close to the Hungarian-Austrian border, in the biggest International Industrial Park in Hungary.
- By the strong supports of national and local stakeholders, a Memorandum of Understanding have been signed in the last April.2006, by the Ministry of Economy and Transport , 3 local SMEs (Varinex Rt, X10D Ltd, MONET 2000 Ltd.), West-Pannon Regional Development Agency, Gyor Industrial Park Ltd, INNONET Public Company , the COMIST & CoSpaces EU IST project coordinators and PANAC , as the largest automotive cluster in Hungary, representing around 80 industrial members,
- The physical workspace of the ALL in Györ will be opened in the next year 2007, in the new building of the Operational Center of INNONET Public Company, in Gyor Industrial Park.

- **Focus area for service and value creation in Living Lab:**

- The set-up the necessary methodologies, institutional building is under progress, the creation of the physical labs for the CWE technology and IT tools's transfer , the innovation platforms for the co-creative human interactions, the development of the educational materials etc. through some ongoing EU IST projects (Regins, RICARDA, ,BelCar,CoSpaces) as well.The ALL expect a real and closed collaboration among the linked network partners from Europe and Hungary, to be able to facilitate the distributed design and collaboration work processes , virtuals and physical work methods for the automotive industrial partners accross Europe, in each types and levels (OEMs, T1 and suppliers)by PRODUCT DEVELOPMENT, PRODUCT AND PRODUCTION SIMULATIONS, DIGITAL FACTORY ,TESTING & LABORATORY , RAPID PROTOTYPING, VIRTUAL REALITY, ENGINEERING FULL SERVICES.

European Network of Living Labs

- *a sustainable open co-creation environment to empower citizens and workers in research and innovation of new services, products and systems*

Building the foundations of a European Network of Co-Cretive Living Labs

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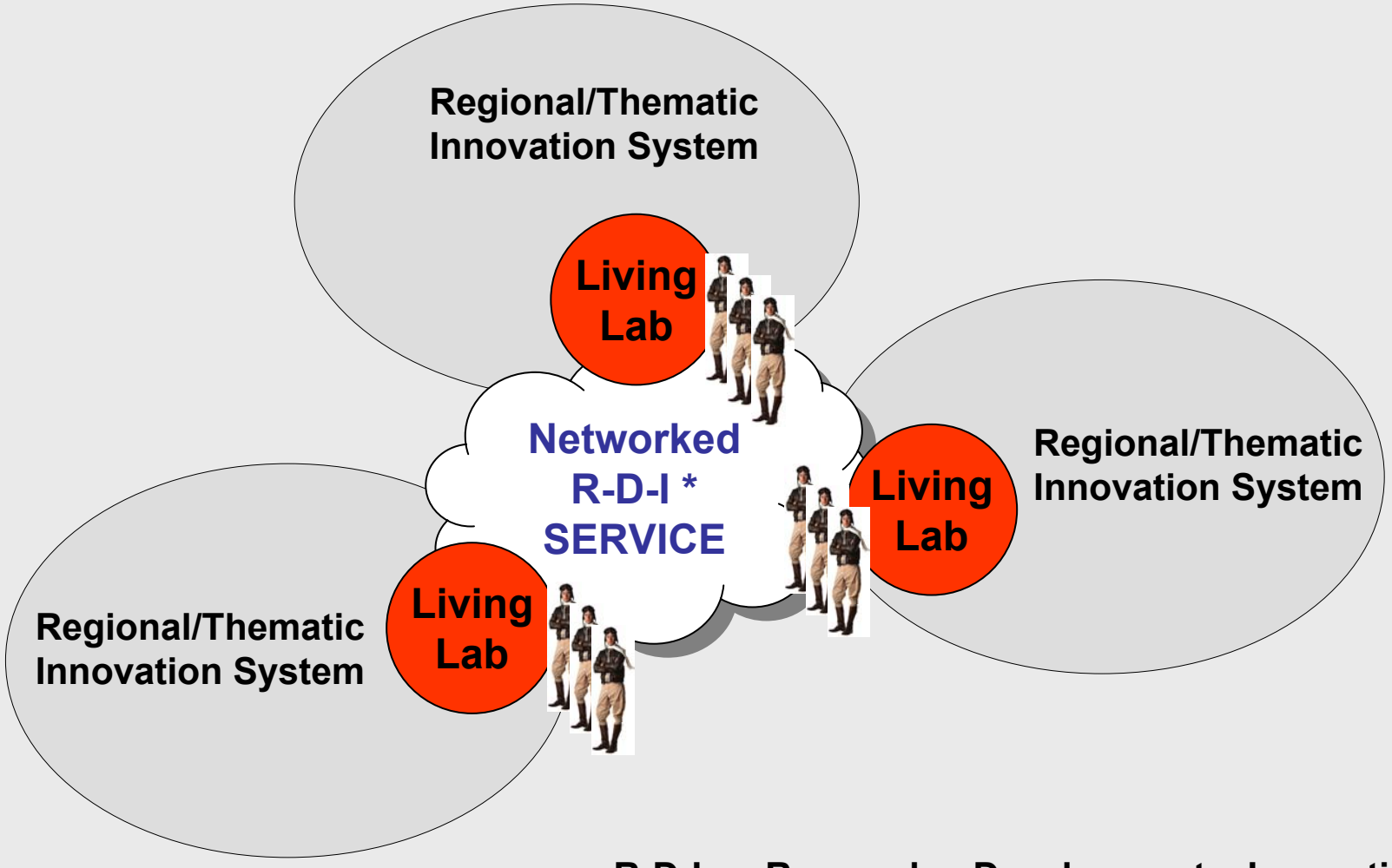
Why a Network of Living Labs ?

- Improve usability in user's full context
- Wider inclusion of European citizens in innovation
- Bias innovations for adoption
- Contribute towards single European Market
- Facilitate joint effort in research and innovation
- Help European diversity to boost innovation
- Utilize regional/local knowledge and drive

Initiating a European Networked R-D-I Service



R-D-I = Research – Development – Innovation

20 November 2006:Launching of a European LL network

- **Finish Presidency: Co-create a trans-European innovation infrastructure**
  - „precursors" of regional innovation clusters
  - a tool of the European knowledge based society
    - Increase social consciousness
  - open innovation environment
  - open reference architecture - > catalyze the digital convergence
  - sharing of European resources through networking
  - Human centric, solution centred / driven co-creative innovation
    - Demand pulled vs. product push
- **20th of November 2006 – Official launching of a pan-European network of Living Laboratories**

Finland's EU Presidency

http://www.tietoyhteiskuntaohjelma.fi/ajankohtaista/news/en_GB/100116_en_1_0/

circle

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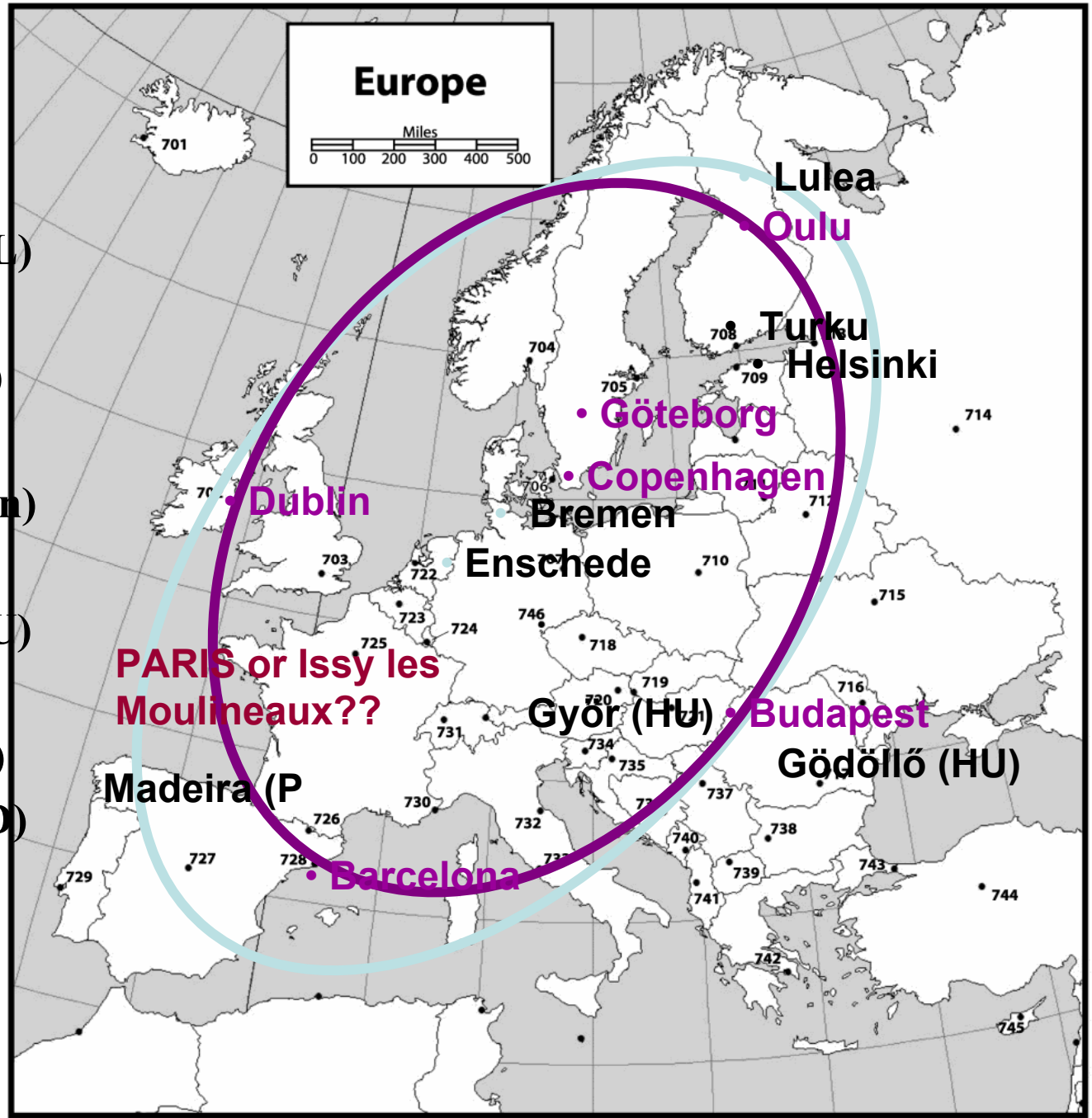

II circle

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t/Context - G

a more efficient innovation system

- **open co-creation**
  in natural daily life/work environment
  together with engaged citizens/users

- closing the gap between
  needs/ideas and business/user valid solutions

- *- tell me and I will hear*
  - show me and I will see
  - let me experience and I will understand
  - appreciate my engagement and I will be committed

Thank you for your attention!

Tunde Kallai
Coordinator of the Hungarian Living Labs Initiative
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