

# **Co-Creative Research and Innovation to Connect the Lisbon Strategy to People: European Network of Living Labs Event**

Guimarães, Portugal, 21<sup>st</sup>-22<sup>nd</sup> May 2007  
(with project specific meetings on the 23<sup>rd</sup> May)

## **Background**

The European Network of Living Labs applies new methodologies for co-creative research and innovation, including new means of open source, open architecture developments, IPR, management of research and innovation as well as new forms for direct user involvement in the innovation process.

Following from the considerations of the report of the Hampton Court Expert group chaired by Esko Aho, the Guimarães Event elaborates on the concept and actual results of existing Living Labs, and constitutes a fundamental step towards connecting the Lisbon Strategy to a more user-driven European Innovation System. It is a 2 day Event targeted to all kinds of stakeholders involved open co-creative research and innovation, namely: final innovation users, corporate R&D managers, public sector leaders in R&D and innovation, academia, policy makers in innovation and R&D, and all kinds of experts in EU countries. Parallel to the Event there will be an Exhibition of the work undertaken by existing Living Labs (*actual results in terms of proto-prototypes, products, posters, photos, videos, etc.*).

## **General objectives of the Event**

- To demonstrate and promote the concept and results of Living Labs;
- To publicly announce the launch of the 2<sup>nd</sup> wave of European Living Labs;
- To discuss co-creative research and innovation in the context of the Lisbon Strategy.

## **Venue**

Centro Cultural Vila Flor  
Avenida D. Afonso Henriques, 701, 4810-431 GUIMARÃES, Portugal

## **Organization**

The event is organised in cooperation with CNELPT – Cabinet of the National Coordinator for the Lisbon Strategy and the Technological Plan attached to the Presidency of the Council of Ministers - Portugal, IAPMEI – Institute for SMEs and Innovation, The University of Minho, the European Commission DG Information Society and Media, CoreLabs and Clock EU Coordination Actions, Open Future EU Specific Support Action and several enterprises.

## **Organization Contact**

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# Day 1 - 21<sup>st</sup> May

**08:30 Registration**

**09:00-10:00 Opening Session**

Welcome Address

*Manuel Mota – Vice-Chancellor, The University of Minho*

The Lisbon Strategy: Connecting Innovation to People

*Carlos Zorrinho, National Coordinator for the Lisbon Strategy and the Technological Plan - Presidency of the Council of Ministers*

Challenges for an Innovative Europe

*Ulf Dahlsten, Director, EC DG-Information Society and Media*

Policies for Science and Innovation

*Manuel Heitor, Portuguese Secretary of State for Science, Technology and Higher Education*

Innovation Policies for SMEs

*Castro Guerra, Portuguese Secretary of State for the Economy and Innovation*

**Session 1** **How to promote competitiveness through innovation?**

**10:15-10:45** Chair: *António Cunha, PIEP/University of Minho*

Policies for demand driven innovation

*Esko Aho, Chairman of the Expert Group, Finland*

Lead Markets for Innovation

*Ruud Smits, Department of Innovation Studies, Utrecht University*

Open Innovation. How to benefit from Lead Users in analogous Markets

*Cornelius Herstatt, Head of the Institute for Technology and Innovation Management at the Hamburg University of Technology (TUHH)*

**10:45-11:15 Coffee break**

**Session 2** **How can Living Labs contribute to Innovation?**

**11:15-12:15** Chair: *Carlos Zorrinho, National Coordinator of the Lisbon Strategy and the Technological Plan*

**Open Innovation, eServices and Living Labs**

*Olavi Luotonen, Living Labs Portfolio Coordinator, Information Society and Media Directorate-General, European Commission*

*Bror Salmelin, Advisor to the Director, ICT addressing Societal Challenges, Information Society and Media Directorate-General, European Commission (t.b.c.)*

EcoDigi-Cities as Living Labs in Three Continents: Europe, USA and China

*Jarmo Suominen, University of Art and Design in Helsinki, Finland and MIT, in Massachusetts USA*

Forming of National Funding Schemes for the Support of Living Labs - theories and practices

*Ulf Blomqvist, Head of Department – Services and IT, Vinnova, Swedish Agency for Innovation Systems.*

The potential role for Living Labs in Portugal

*Jaime Andrez, President, IAPMEI Portuguese Institute for SMEs and Innovation*

**12:15-12:30 2<sup>nd</sup> Wave of the European Network of Living Labs**

*Living Labs Portfolio Leadership Group*

*Chair: Veli-Pekka Niitamo, Chair of the Living Labs Portfolio Group*

**12:30-14:30 Lunch**

**Session 3 (panel discussion) 14:30-16:00 What is the added value of Living Labs for Competitiveness?**

*Chair: Lurdes Ferreira – Jornal Público*

Nokia Perspective

*Veli-Pekka Niitamo, Mobility Research Director, Nokia Corporation. Chair of the Living Labs Portfolio Group*

France Telecom Perspective

*Paul Friedel, Director for Research, France Telecom*

IBM Perspective

*Richard Straub, Advisor to the Chairman IBM Europe, Middle-East and Africa*

Y-Dreams Perspective

*António Câmara, CEO YDreams*

Via Verde, Brisa Perspective

*João Bento, member of the Administration Board, Brisa*

Debate

**16:00-16:30 Coffee break**

**Session 4**  
**16:30-17:30** **How to sustain emerging user-driven research,  
development and innovation communities?**

*Chair: Olavi Luotonen, Living Labs Portfolio Coordinator, Information Society  
and Media Directorate-General, European Commission*

**The European Living Labs Academy: How to Coach Leaders and  
Engage Stakeholders in Open Innovation Environments**

*Jan Annerstedt, Professor, Copenhagen Business School & Co-Director, Living  
Labs Europe.*

**Living Labs and Global Innovative Corporations**

*Serge Ferré, Vice-President of Nokia Europe*

**The European Network of Living Labs: a Roadmap**

*Mikael Börjeson, CEO, Centre for Distance-spanning Technologies (CDT), Luleå  
University of Technology; Coordinator, CoreLabs EU Coordination Action. Co-  
Chair of the Living Labs Portfolio Group (t.b.c)*

**The Network of Living Labs in the North Region of Portugal: Urban  
Environments for IT and Innovation,**

*Cristina de Azevedo – CCDRN, Comissão de Coordenação e Desenvolvimento  
Regional do Norte*

**Session 5**  
**17:30-18:00** **Closing Session**

**Guimarães at the forefront of emerging Portuguese Living Labs**

*António Magalhães, Mayor of Guimarães*

**Statement of the Slovenian Presidency**

*Primoz Pristovsek, Director General for Higher Education and Science, the  
Republic of Slovenia*

**Perspectives for Innovation and Territorial Development**

*Francisco Nunes Correia – Portuguese Minister for Environment, Spatial  
Planning, and Regional Development*

## Day 2 - 22<sup>nd</sup> May

### Workshop programme

#### OPEN INNOVATION COMMUNITY – ISSUES

*These facilitated workshops are intended for the broad interaction of Open Innovation Community members and other interested participants – probably the majority of the 250 people attending Day 2. They will deal with issues important for developing a strong sense of what the community can and will offer members. The discussions will focus on what (prospective) community members want, need and are ready to do themselves. Input for the workshops is work-in-progress by CoreLabs and CLOCK.*

*The workshops will result in specific deliverables intended to give visibility to and empower the community, encouraging people and their organizations (cities, regions, companies, living labs) to become active members.*

#### 09.00–9.50 **SESSION 1: WELCOME & OVERVIEW (Plenary session)**

**Chair: Alvaro Oliveira, Chair and Policy Coordinator, CLOCK**

- Overview of the day & major themes
- User-driven Global innovation – **Veli-Pekka Niitamo, Nokia**
- Strategy for the European Network of Living Labs in the context of the EU Presidencies - **Seija Kulkki, CKIR**
- Instructions for Session 2 (Parallel sessions)

#### 9.50 – 10.00 **CHANGE SESSIONS**

#### 10.00-11.30 **SESSION 2: EMERGING LIVING LABS (Parallel sessions)**

- **Room 1: Clinic for candidates 2<sup>nd</sup> wave**

**Chair: Annika Sällström**

The aim of this clinic session is to give those interested in Living Labs second wave the opportunity to gather and discuss their interest, identified issues and their experiences. Discussions based on the 4 criteria for the second wave expressions of interest

- **Thematic interest groups**

**Room 2: eServices for citizens**

**Chair: Kari Mikkälä**

Why should and how could citizen participate to eService development? What kind of eServices could benefit most from an open livinglabbing approach? Which stakeholders should contribute to a co-creative livinglabbing process?

**Room 3: Rural**

**Chair: Luigi Fusco**

The focus of this group is to discuss the primary interest of the communities involved or potentially interested in Rural LLs, in terms of application domains, technologies, readiness to offer / share / access services from other (Rural and not rural) LLs. The group shall discuss possible common plans and solutions for exchange of experiences and cooperation.

#### **Room 4: Open access networks**

**Chair: Jose Luis Moutinho**

The concept of Open Access Network is associated with shared telecommunication networks as well as disruptive business models that may result in a new ubiquitous urban and rural infrastructure.

- **Rooms 5 Success Stories from the field**

**Chair: Leif Lindenhall and Paolo Martinez**

ENoLL members and emerging LL's tell about their activities and achievements

*Coffee & tea available in the parallel sessions*

**11.30-11.40 CHANGE SESSIONS**

**11.40-12.30 SESSION 3: IP ´S PRESENT THEIR RESULTS (Plenary session)**

**Chair: *Olavi Luotonen and Alvaro Oliveira***

- Five Living Labs related IP's (C@R, Laboranova, CoSpaces, eCoSpace and WearIT@work) ) describe their work, the results to date, and their expectations for the future. What can the IPs do for the Living Labs community? What can the Living Labs community do for the IPs? What are the next steps to strengthen this potential win-win co-creation?
- Instructions for the exhibition

**12.30-14.15 Lunch and visiting the exhibition**

**14.15-15.00 SESSION 4: EUROPEAN INNOVATION SYSTEM (Plenary session)**

**Chair: *Seija Kulkki and Alvaro Oliveira***

- European Innovation System : models and funding mechanism  
**Seija Kulkki and Alvaro Oliveira**
- Learning Skills for Open Innovation in Europe  
**Ossi Kuittinen, TeliaSonera**
- Instructions for Session 5

**15.00-15.10 CHANGE SESSIONS**

**15.10-16.40 SESSION 5: EUROPEAN INNOVATION SYSTEM (Parallel sessions)**

- **Room 1: European Innovation System : models and funding mechanisms**  
**Chair : Seija Kulkki**
- **Room 2: Creating a culture of innovation & entrepreneurial spirit among citizens/consumers**  
**Chair: Paolo Martinez**

- **Room 3: User-driven Global innovation**  
**Chair: Veli-Pekka Niitamo**
- **Room 4: Learning Skills for Open Innovation in Europe**  
**Chair: Ossi Kuittinen**
- **Room 5 : The Open Innovation Community**  
**Chair: Annika Sällström**

*Coffee & tea available in the parallel sessions*

**16.40-16.50 CHANGE SESSIONS**

**16.50- 17.20 CLOSING (Plenary session)**

**Chair: Alvaro Oliveira and Paolo Martinez**

Conclusions from today by the chairs from the parallel sessions and next steps