

Région



Provence-Alpes-Côte d'Azur

PACA Labs

Boosting Innovation through Experimentation



*PACA LABS :*  
a regional programme  
to foster user centered open innovation



Brussels – January, 27th  
2010



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## PACA LABS : a regional programme to foster user centered open innovation

### • Context

- A regional pilot Programme launched by the PACA Region , lauched in 2008 (- 2013)
- Fundings : Region and EFRD 2007-2013,
- A key programme in the Regional innovation Strategy (2010-2013) ; focused on ICT sector in the 1st phase ; to be extended to other sectors
- Following « Digital Territory » programme (2008-2013)

### • Objectives

- To give SME the opportunities for tests, experimentations and fields for « proof of concept » with communities of users in real life
- To foster open innovation and cross-fertilization through collaborative projects
- To give an active role for the territories (« smart territories/communities »)
- To give a regional framework for local « living labs » initiatives and link them to clusters

### • Fundings and Governance

- 1M€/year to support innovative projects
- An innovative and Learning Governance of the programme



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# PACA Labs' objectives

## Facilitate access to market and market take-up

- Encourages regional ICT-based SMEs to develop and demonstrate products, services, knowledge
- Funds testing, OI, user-driven experimentation (market response)

## Involving local authorities in the innovation cycle

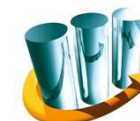
- All projects require the participation of a designed « territory »: local authority, public authority or grouping of local authorities
  - Involved in the deployment of locally designed solutions
  - Involved in the final economic output of such solutions

## Promote user-driven models and an OI environment

- Users are directly involved in the development of innovative products and services
- Encourage flow of ideas: funds the set-up of « OI spaces »



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# Partners



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## Boosting Innovation through Experimentation

# Funding Opportunities

## 1. Testing

Real-life prototyping

Design, ergonomoy, market access



## 2. Open Innovation

Joint conception with end-user involvement

Experimental projects involving end-users, local authorities...



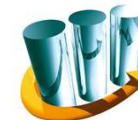
## 3. « Open Innovation Spaces »

OI spaces, ecosystem or living-lab-type structures

Developing open innovation services



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# Factors of success

## For SMEs

- Non-technological research into usages, practices and user needs
- Commercialisation: brings better designed products quicker to the market

## For academia

- Involves and brings together academia, enterprise and target communities to explore new usages and practices
- Monitoring and analysis of data

## For citizens

- Informs local authorities on the new usages of ICT products and services
- Empowers the citizen–user: joint conception and co-creation
- A set of products and services designed to respond to user needs
- Communicating innovation and new technologies to the public



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# Paving the way for future innovation

- **Validate the socio-economic benefits of real-life prototyping and experimentation**
- **Validate the involvement of local authorities in the development of regional innovation policy and the economic impact this can generate**
- **Assess the capacity of the Region to develop knowledge-intensive services which are to become a building block of our Regional Innovation Strategy**
- **From ICT to all technologies: PACA Labs to act as a testing ground for regional innovation policy proposals more generally**



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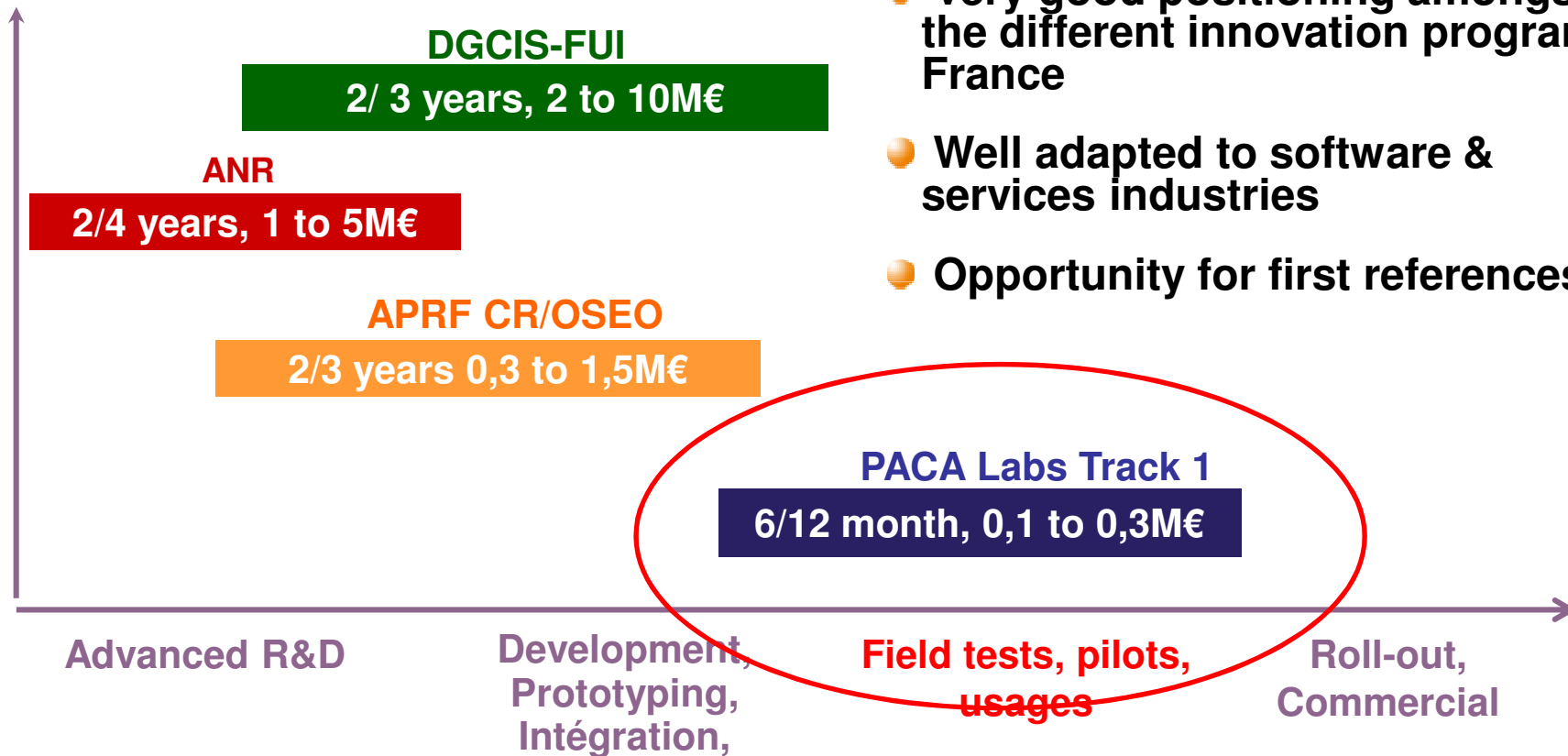




# PACA Labs & SMEs



- Large success within the SMEs community
- Very good positioning amongst the different innovation program in France
- Well adapted to software & services industries
- Opportunity for first references





# Example

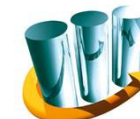
- 27 SMEs involved in 11 projects selected at call 1 last year.
- Project VIZ
  - 2 SMEs, 1 engineer school and 1 territory
  - Multimedia kiosk to download interactive tourism guides to MP3 players and mobile phones
  - Project over 6 months deployed before tourism peak season
  - Location : « Tourist Information Office of Hyeres » (close to Toulon)





# Benefits

- **“We could do it by ourselves, but we would never had the idea of being in a partnership with a territory and a university”**
- **Established Relationship with a territory**
  - **Territory(ies) may become a new market**
  - **Collaboration with territories foster emergence of new projects**
- **Foster access to market : “the best showcase we could imagine”**
  - **Test usages**
- **Change the mindset of the SME**
  - **Changes the SME Innovation pattern through involvement of users**
  - **Raise questions**
    - **Is the solution adapted to the market ?**
    - **Change the “go to market” strategy of the SME**





## TELECOM ParisTech Missions



Graduate Engineering School for Information & Communication Technologies

Research group Deixis-Sophia: covering the ICT "social-human" oriented perspectives

*Design a methodological framework*

- Drive project leaders towards a user-centred approach of experimentation
- Support the ICT Mission of the Regional Council in the assessment of the protocols for analysing the test results

*Interview the actors of PACA Labs projects*

- How do SMEs and Universities collaborate?
- How do SMEs practice user-centred design?
- How do local authorities appropriate PACA Labs Programme and promote digital innovation?

*Identify Social and Human Sciences laboratories*

- When required, connect project leaders with local SHS laboratories



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# PACA Labs: a complementary tool to the *Pôles de compétitivité*

## PACA Labs

## Pôles de compétitivité

### Innovation *IN* the territories

- Focus on the *University-Enterprise relationship*
- Territory as a production *place* of innovation and as a *public funds provider*

### Innovation *BY* the territories

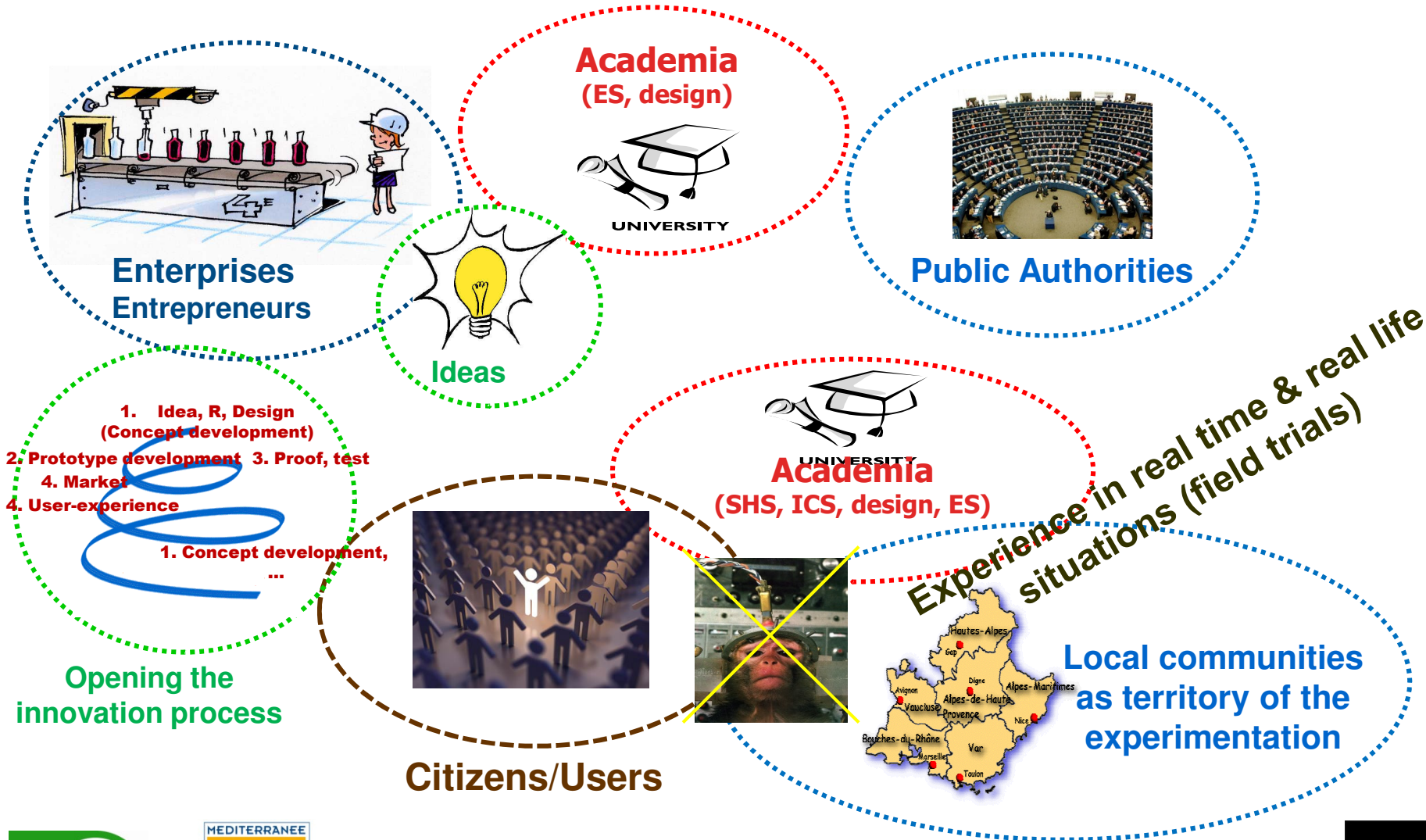
- Towards the development of the *Territory-University relationship*
- Local authorities act as partnerships "*catalyst*" and projects *initiators*
- Territory: a *vector* of the communities of users

Bruxelles – 27 janvier 2010





# The PACA Labs Living Lab approach



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## Some difficulties and challenges

- Identification of the relevant communities of users
- Set up of the conditions for naturalistic experimentation
- Usage feedback integration in the development of the projects
  - Assess the user experience
  - Reach a good compromise between initial design and user requirements
  - Practice “flexible” innovation, accept product/service reshaping
- *Role and challenges of the social scientists*
  - *Translators from designers to users, to favor both appropriation and adaptation*
  - Find the common language, logics of action and temporalities
  - Go beyond enterprise reluctances towards social sciences



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