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Open Innovation rooted in Research and Education

eit Knowledge & Innovation Community
EIT ICT Labs

Experience and Living Labs
An Asset for Innovation

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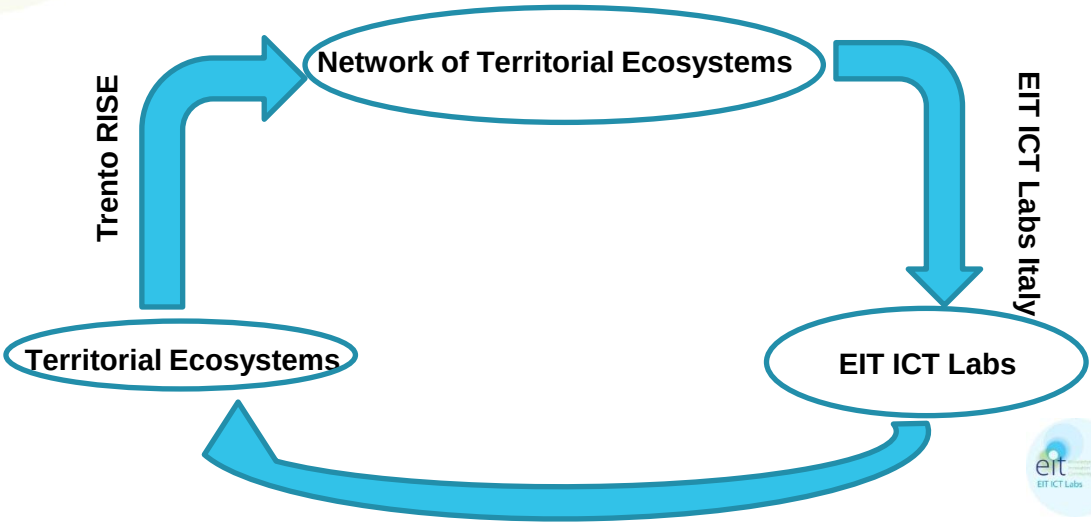
Background concepts


Network of Territorial Ecosystems
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Territorial Ecosystems
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Territorial Ecosystems

Territorial Ecosystems stem from the systematic interactions among

- **Citizens (= end users)**
  - **stimulate**, and **participate** in, service innovation
- **Companies,**
  - deliver **service innovation** enabled by technical innovation
- **Research centers and universities**
  - deliver **technological innovation**

The Trentino Region

We are a "small" territory:

- 20.000 hectares
- 500.000 inhabitants
- 60% over 1000 mt / 20% under 600 mt

With some "big" numbers in interesting topics:

- Expenditure in R&D = 2.09 GPD (1,26 Italy - 2,01 EU27)
- 6,4 every 1000 inhabitants employed in R&D (3,8 Italy - 4,9 UE27)
- 1 University, 12 Public Research Centres – Fiat Research – Microsoft Research Centre
- 900 km optical fiber, 1600 access points, industrial district connect 100 Mb
- 61% Family connected to Internet at home (55% Italy)
- 71% index ICT in Public Sector (59% Italy)

Trento Rise

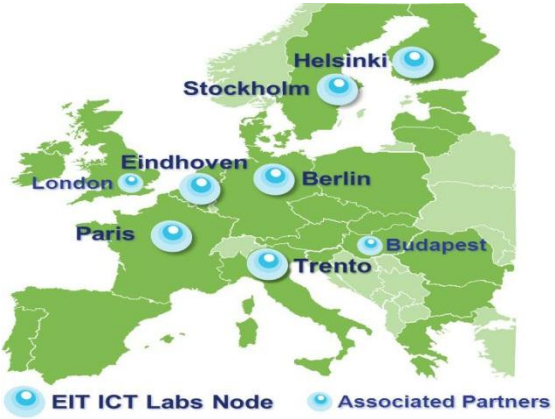
- Association partnered by **FBK** (ICT Research centre) and **University of Trento**
- Funded (mainly) by Province of Trento
- Core partner, and host of the Co-location Center, of the Italian node of EIT ICT Labs

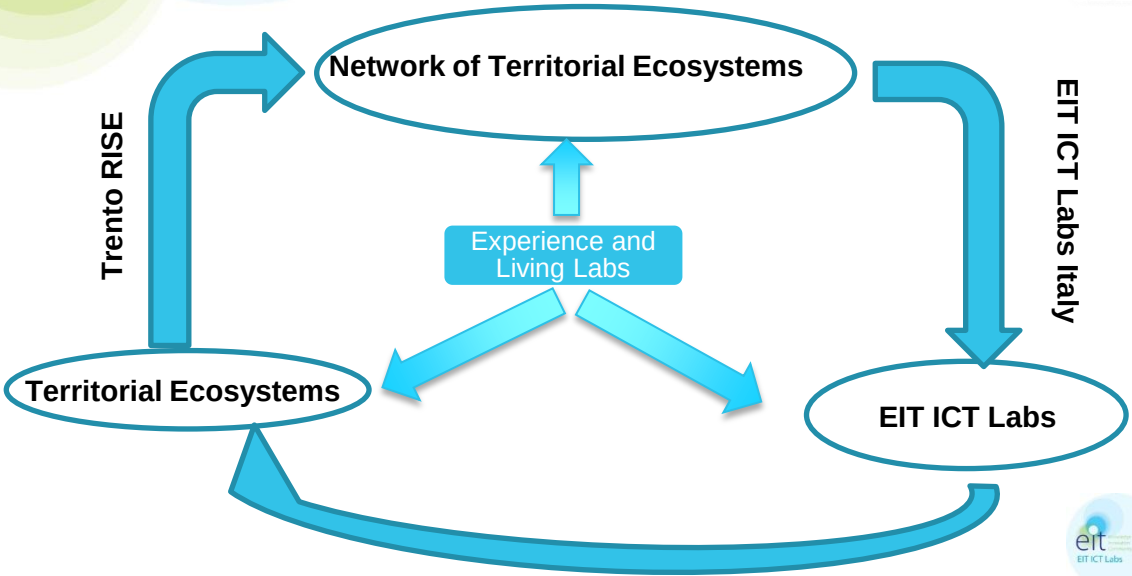
Mission:

- Organizing and leading the territorial ecosystem
- Fostering innovation through Public Private partnerships involving **Public Administration and Citizens** (e.g. as “stakeholders” and “users”) **Universities, Research Centers**, and **Companies**

EIT ICT Labs - Thinking Global, Acting Local

- **Focus on Territory and on Leveraging ICT for Quality of Life**
- **Strong Academia and Industry participation**
- **Strong support and stimulus from national and local governments**

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Experience and Living Labs

Concept and working model

Experience and Living Labs

Experimentation environments for testing and modifying products and services

- *Focus on the end-user-experience*
- End-users involvement in real-life or real-as-life settings.
- Users may act as co-designers

- One of EIT ICT Labs' tools supporting innovation and speeding up transition to market

.

E&LL

What:

- Territory-wide **socio-technical facilities**
- permanent **pools of users**, **infrastructures**
  sets and **stakeholders**,

Why

- Support the **validati**
- address user-co
- make avail
- attrac

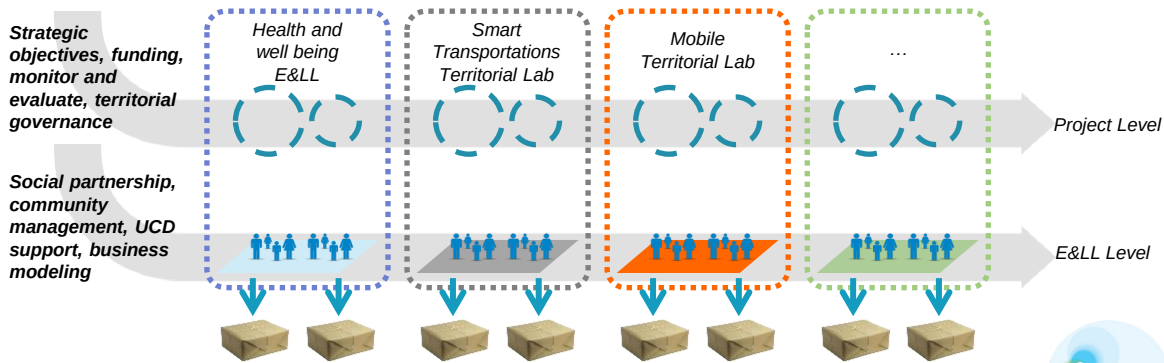
olved testimonials
ration of local
of novel services

How

- **Fo** **ser-experience**
- End- vement in real-life or real-as-life settings.
- Users act as co-designers

One of EIT ICT Labs' tools supporting innovation and transition to market

E&LL: working model



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Trento E&LL

Two examples

Health and Well Being E&LL

Based on a strong local social partnership (social cooperatives, volunteering associations, public bodies)

Pool of older people (>200)

Available services

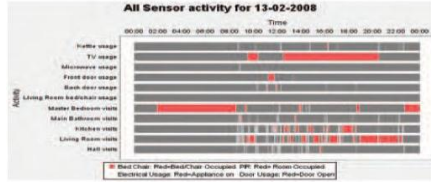
- Testing and validation of H&WB services at peoples' homes
- Support for speeding up transition to market

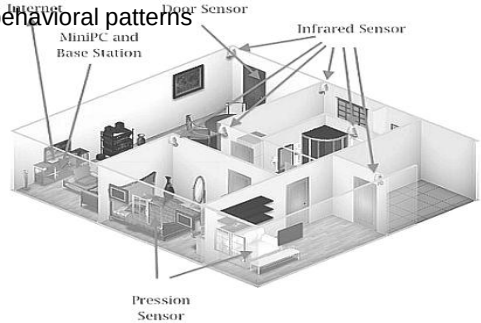
First customer

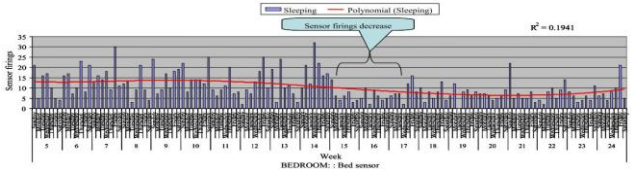
- Winner of PCP tender (up to 1,5M€ per 3 years)
- Goal: deliver advanced services for primary and secondary prevention with older people at home
- Validation: 200 older adults, professional and non-prof. caregivers

Details on involved technologies

- Ambient intelligence and monitoring
- Multimodal analysis of human behavior
- Decision support systems
- Advanced middleware for data management
- Human computer interaction for visualization of complex behavioral patterns
- Social networking
- Mobile computing







Mobile Territorial Lab

MTL Goals

Users

- Currently >60 users
- 150 in June 2013
- Going to open to anybody willing to be part of the community
- Community management

Service RDI

- **Data analysis platform** for large communities
- User's behaviors **self awareness** platforms
- **Personal Data Store** for mobile data management
- **Co-design** and beta testing of networking mobile **apps**
- Targeting specific **CoP** (Communities of Practices)

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Trento E&LL

Business model

E&LL: value network

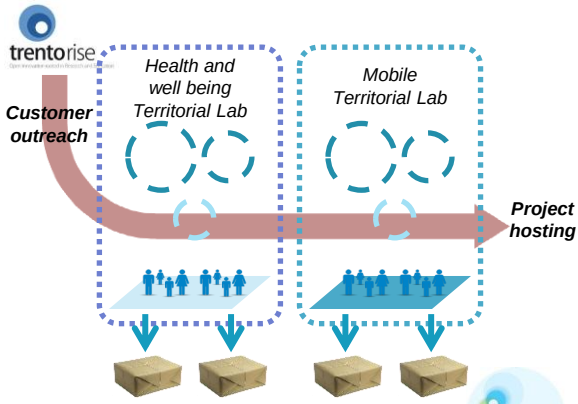
Marketing and Client Outreach to attract companies and projects to become "customers" of E&LLs

Customers exploit E&LL services:

- Program #1: Support in **designing** E&LLs-related Tasks and Activity
- Program #2: **Methodological consultancy** for UCD aspects
- Program #3: **Planning, coordination and execution** of real-life experimentations and validations

Revenues:

- Customers pay a usage fee
- EIT ICT Labs covers part of the costs for its members



The vision: Open E&LLs cross-border network

- E&LLs as One-stop-Shops offering User-Centered Design services
- Employing sound business models
- Covering all the RDI cycle phases
- Covering several innovation domains (HWB, Energy, Media, Transportations, etc.)
- Providing specific assets (users panels and basic ICT)
- Online repository and marketplace

Towards an EU-wide market of User-centered design services

Thank you