

LIVING LABS: FROM IDEA TO SUSTAINABLE BUSINESS

CO-ORGANISED BY CIRCE, FUNSEAM, CTA AND UNIVERSITÉ TOULOUSE III - PAUL SABATIER

WORKSHOP

13 September 2022 / 9AM - 2PM

Hotel Zentral ([Link](#))

Zaragoza, Spain

INTRODUCTION

Decarbonising the economy requires a huge breakthrough in innovation. However, although innovation continues at an unprecedented pace, innovations often require deeper and more effective validation and involve the participation of all stakeholders.

As a solution to this problem, the Living Lab concept emerged in the late 1990s to address the development, testing, and improvement of innovations in real-world contexts based on user-centred research methods. Today, Living Labs have evolved into a more robust research approach, in which different disciplines are linked together to provide answers to the challenges of industrial sectors and the economy.

However, there is still a long way to go in creating Living Labs adapted to the requirements of the ecological transition. This process of transversal transformation of the economy requires innovations in which the reduction of environmental and social impact, economic impact, and the protection of consumer interests are paramount. Similarly, existing Living Labs also need to be rethought to improve their value proposition in the new innovative environment.

In this context, different environments emerge as real scenarios for validating technological and social innovations to find out how end consumers respond to innovations. Among these environments, we can identify university campuses. Therefore, technology transfer and innovation departments can see in participation in Living Labs an opportunity to establish new research relationships in the context of open innovation to advance technological, social, and regulatory innovation to enable new products and services with robust business models to enter the market.

OBJECTIVE

The objective of this Workshop is to assist in the design of Living Labs linked to the requirements of the ecological transition and to create testing environments for technological, social, and regulatory innovations based on a wider range of open innovation action. The Workshop will help Living Lab owners and those setting up new Living Labs to identify the benefits of a better value proposition within the innovation validation environment.

More specifically, the specific objectives of the Workshop are:

1. To present Living Labs success cases to the attendees.
2. To help attendees design a concrete value proposition for Living Labs.
3. To explain to participants the benefits of certification in the ENoLL network, the world's largest network of Living Labs.

WHO IS THIS WORKSHOP FOR?

The invitation to this Workshop is addressed to representatives of the innovative environment of the SUDOE region. In particular, the invitation is addressed to:

- ✓ Representatives of Living Labs working on the validation of innovations in the energy, sustainability, and circular economy sectors.
- ✓ Staff in charge of technology transfer in research centres or universities.
- ✓ Staff in charge of open innovation in public or private organisations.
- ✓ Staff in charge of the technical and administrative management of demonstrators, testbeds, and other elements of technological validation.
- ✓ Other parties interested in the creation of test environments for the validation of technological, social, and regulatory innovations.

Register [here](#).

AGENDA

9:00h – 9:30h | **REGISTRATION**

9:30h – 9:45h | **WELCOME AND INTRODUCTION**

- ✓ Georges Zissis, Transnet project director

9:45h – 10:15h | **BENEFITS AND REQUIREMENTS OF ENoLL'S LIVING LABS CERTIFICATION**

Description: This session will describe the benefits of the European Network of Living Labs (ENoLL) certification. ENoLL is the international, non-profit, independent association of benchmarked Living Labs. ENoLL facilitates knowledge exchange, joint actions, and project partnerships between its historically labelled +480 members in Europe and worldwide. It aims to promote the Living Labs concept to influence EU policies, enhance Living Labs and enable their implementation at a global level.

- ✓ Presentation: Joan Batalla, Director-General of Funseam
- ✓ Speaker: Fernando Vilariño, former President of ENOLL

10:15h – 11:15h | **PRESENTATION OF SUCCESSFUL LIVING LABS**

Description: In this session, attendees will have the opportunity to learn first-hand about four Living Labs success stories. These recognised Living Labs will present their value proposition in innovation, their objectives, and the characteristics of their operation.

- ✓ Presentation: German Lopez, Head of the Energy sector (Technological Corporation of Andalusia)
- ✓ Living Lab Endesa Malaga (Speaker TBD)
- ✓ Living Lab University of Barcelona: Salvador Mena, Fundació Bosch i Gimpera
- ✓ MobilityCity, Antonio Soriano Ibarra
- ✓ HERA DroneHUB, Isabel Buatas, LivingLab Director

11:15h – 11:30h | **Coffee Break**

11:30h – 13:30H | **LIVING LABS VALUE PROPOSITION**

Description: This session will help attendees to identify the benefits of creating a value proposition for the market in the services that can be provided in a test environment such as Living Labs. The session is configured with a series of activities between consolidated Living Labs and proposed Living Labs and creators of technological and social challenges of the energy transition.

- ✓ Presentation: Eduardo Sugrañes, Innovation & Market Intelligence Manager of CIRCE
- ✓ Activity 1: Initial Questions
- ✓ Activity 2: Speed Dating Activities
- ✓ Activity 3: Compilation of answers
- ✓ Outcomes review & Conclusions

13:30H – 14:00H | **Walk to the Restaurant**

14:00H – 15:30H | **Lunch Break**

ABOUT THE TR@NSNET PROJECT

This workshop runs as part of the European cooperation TR@NSNET project. This European project, co-financed by ERDF funds, and brought to fruition by the consortium led by the French Toulouse III University - Paul Sabatier includes the participation of the Foundation for Energy Sustainability (Funseam), the Polytechnic University of Madrid, the Faculty of Science of the University of Lisbon, the CISE – the University of Beira Interior, the University of La Rochelle, the CIRCE Foundation, and the Technological Corporation of Andalusia (CTA). It aims to contribute to the challenge of ecological transition by defining a new model of Living Lab in the context of open innovation. More information on www.transnet-sudoe.eu