

CIHEAM Bari-Italy **UniClaD Partner 6**



Project “Enhancing capacity of universities to initiate and to participate in clusters development on innovation and sustainability principles” (UniClaD)



Co-funded by the
Erasmus+ Programme
of the European Union

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Food Living Labs Methodology

Moldova Workshop Comrat 8-10 April 2024



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Living Labs Methodology



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Living Labs Methodology

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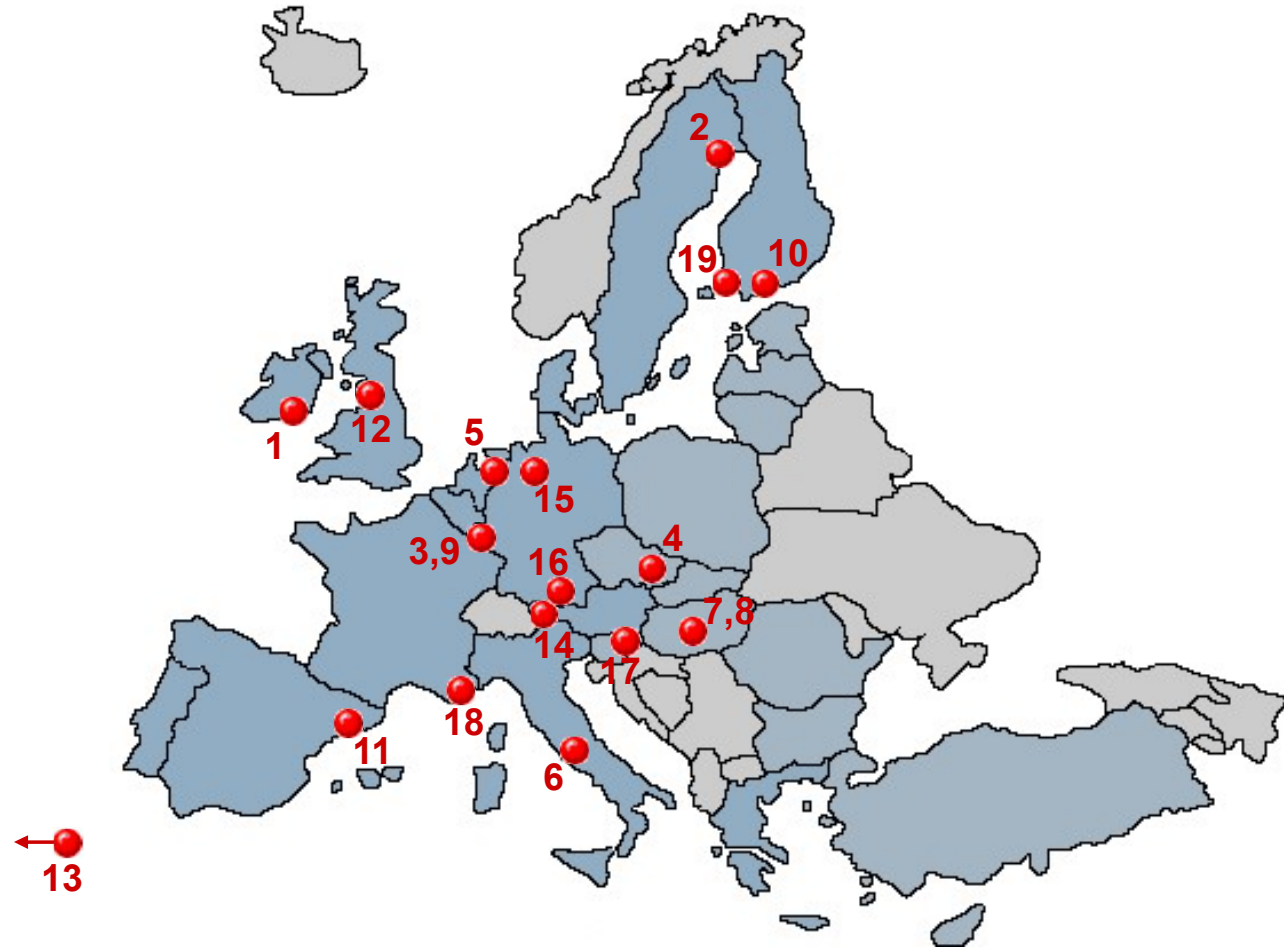
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Who are the Living Labs of the First Wave?

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#	Name	Headquarter Location
1	Arc Labs Waterford	Waterford, Ireland
2	Botnia Living Lab	Luleå, Sweden
3	Open Innovation Centre Brussels	Brussels, Belgium
4	Wirelessinfo Czech LL	Litovel, Czech Republic
5	Freeband experience lab	Enschede, Netherlands
6	Frascati Living Lab	Frascati, Italy
7	Győr Automotive LL	Budapest, Hungary
8	Gödöllő Rural LL	Budapest, Hungary
9	Hasselt&Leuven IBBT i-City LL	Brussels, Belgium
10	Helsinki Living Lab	Helsinki, Finland
11	i2Cat Catalonia Digital Lab	Barcelona, Spain
12	Manchester EastServe	Manchester, UK
13	Madeira Living Lab	Madeira, Portugal
14	Mobile City Bregenz	Vorarlberg, Austria
15	Mobile City Bremen	Bremen, Germany
16	Knowledge Workers LL	Munich, Germany
17	Slovenia eLivingLab	Maribor, Slovenia
18	LL ICT Usage Lab	Sophia-Antipolis, France
19	Turku Archipelago LL	Pargas, Finland

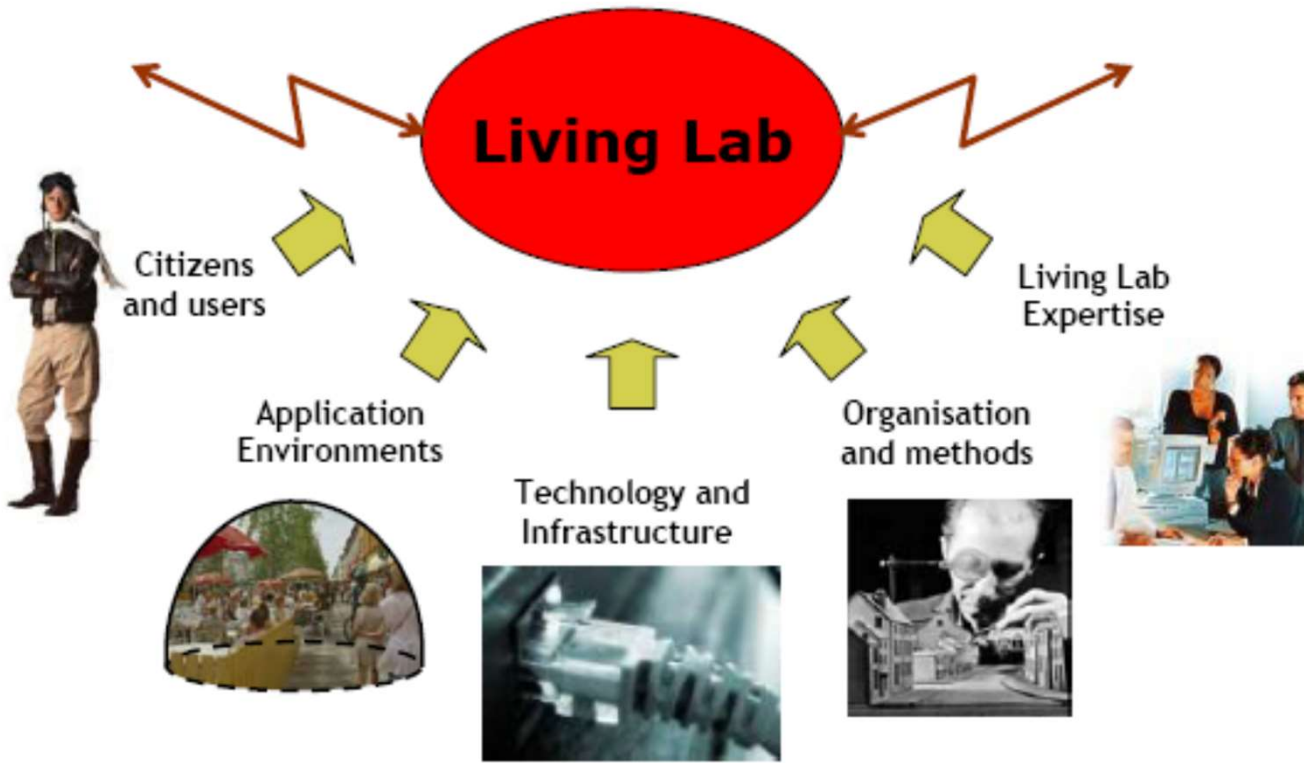
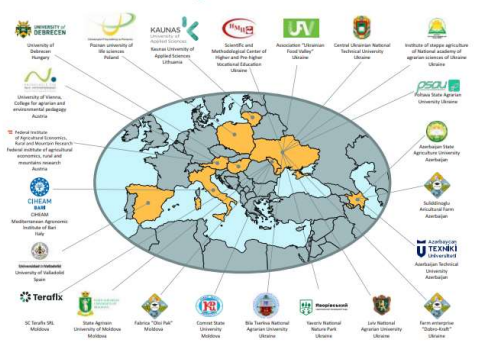




What are the elements of a Living Lab?



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Source: Mikael Börjeson, CDT, 8.2.2006, Co-creative Living Labs event.





Living Lab Definition



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1. Living Lab Introduction

1.1. Living Lab definition

Living Labs (LLs) can be characterized in multiple ways and serve several purposes. Living Labs operate as intermediaries among citizens, research organizations, companies, cities and regions for joint value co-creation, rapid prototyping or validation to scale up innovation and businesses.



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“Living Labs are real-life test and experimentation environments that foster co-creation and open innovation among the main actors of the Quadruple Helix Model”.



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Living Lab Mindset



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1. Living Lab Introduction

1.2. Living Lab mindsets



Multi-actor approach

The multi-actor approach (MAA) aims at exactly this.

It brings the right people together from science, practice, or anyone who can help tackle the objective of the project.

All experience and knowledge are therefore taken into account and the partners create results together, to answer real problems.

Co-creation

Co-creation has become a widely used term to describe a shift in thinking from the organization as a definer of value to a more participative process where people and organizations together generate and develop meaning

User-centered approach

User-centered approach is a collection of processes which focus on putting users at the center of product design and development.

Real-life setting

A living lab operates in the real-life setting of the end users, infusing innovations into their real life instead of moving the users to test sites to explore the innovations.





Living Lab Objective



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2. UniClaD-EU Living Lab

2.1. Objective

The overall aim of is to integrate **multidisciplinary (transdisciplinary)** knowledge by developing **co-creative spaces** called “Living Labs”, built on the progress made in previous WPs

“Each living lab in will enable participants (UniClaD’s partners and **external stakeholders**) to identify and elaborate on the characteristics that are specific to their Research/business agrosystem and to test in a real-life **collaborative and knowledge co-creation models**”.



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Living Lab Actors



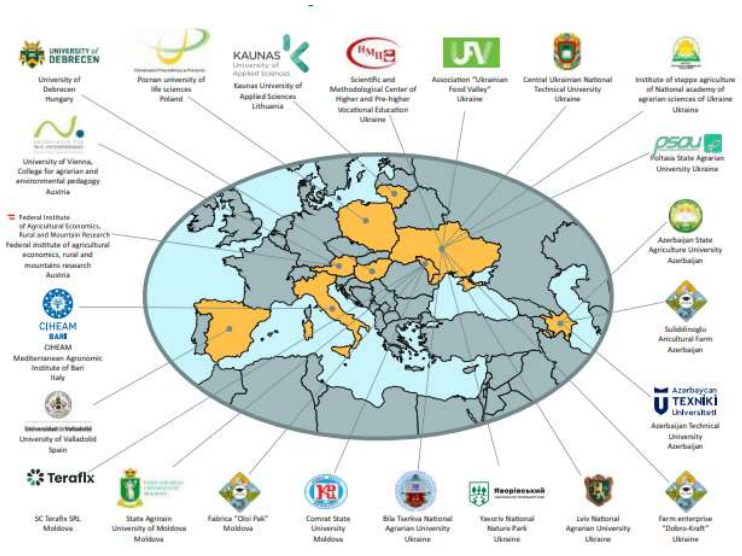
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2. UniClaD-EU Living Lab

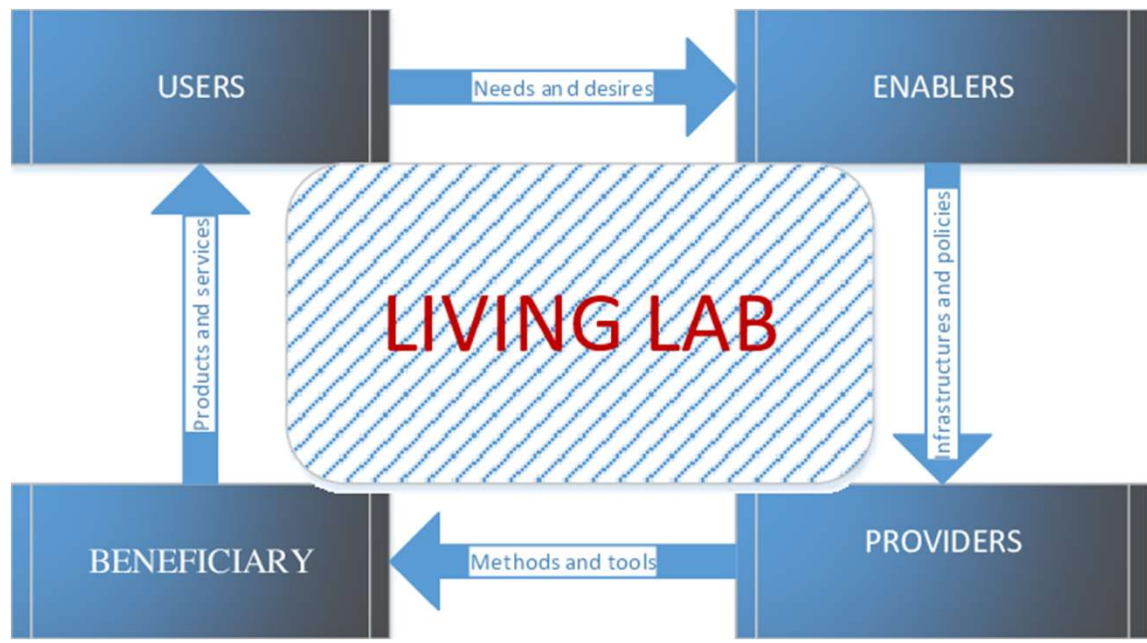
2.2. Methodology



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Living Lab Actors/Stakeholders



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2. UniClaD-EU Living Lab

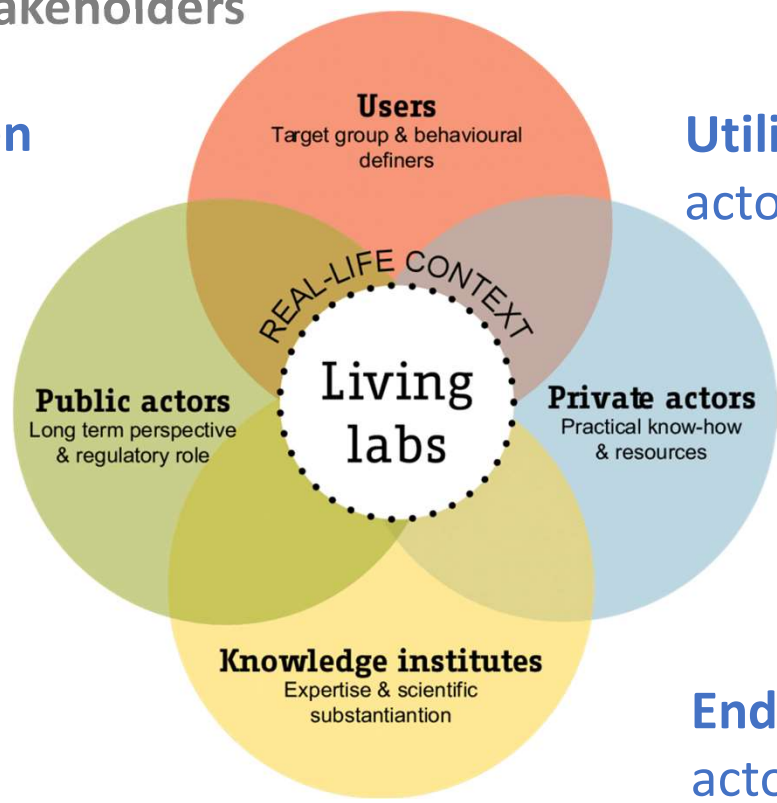
2.3. Actors/Stakeholders



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Enabler-driven actors.

Utilisers-driven actors.



User-driven actors.

End-users actors

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Living Lab Phases



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2. UniClaD-EU Living Lab / 2.4. Phases: What to do?

Phase 1 Identification of the main actors.

- Generation of the stakeholder's maps. Design of the main types of actors (Persona). Main characteristics. Analysis of the regional bio-based value chain.

Phase 2 Definition of Challenges and Barriers to develop business models around agri-food cluster valorization and needed data gathering to the business cases generation.

- Regional open sessions (virtual and face2face) for the definition of challenges and barriers to develop new business models and needed data gathering to the business cases generation.

Phase 3: Co-creation process with actors around Challenges and Barriers defined.

- Regional open sessions (virtual and face-to-face) for the co-creation process of action lines to develop new business models and to overcome barriers and challenges defined

Phase 4: Transfer of the project results to the actors

- Knowledge transfer activities (Regional and European) to share the project results and the knowledge and solutions generated during the regional sessions



Living Lab Planning



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2. UniClaD-EU Living Lab

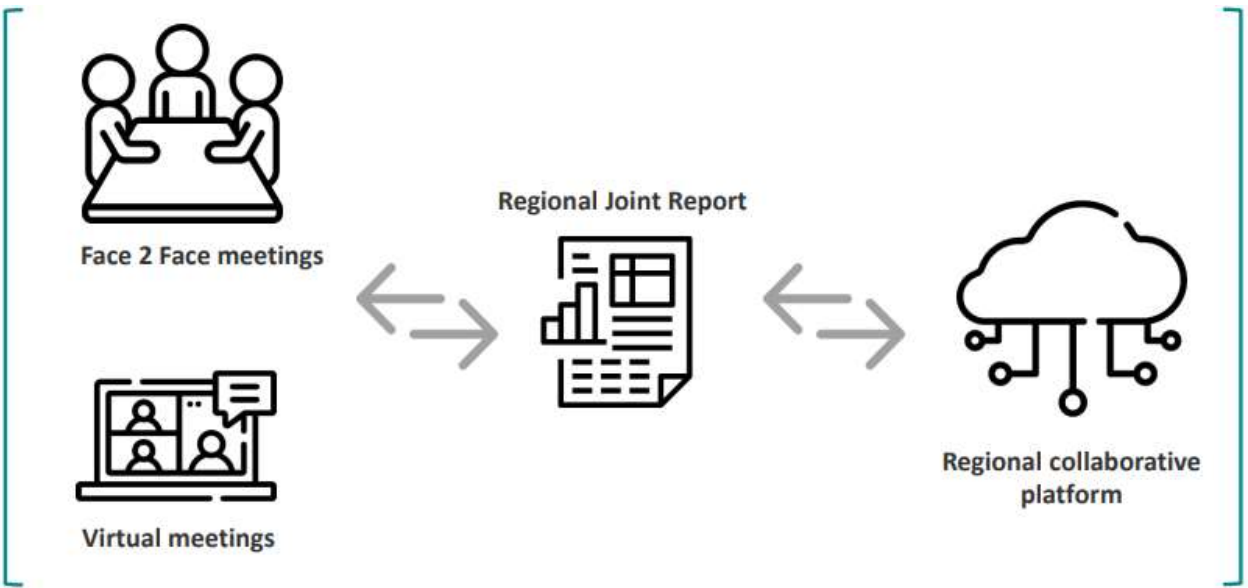
2.5. Planning/How to Do?



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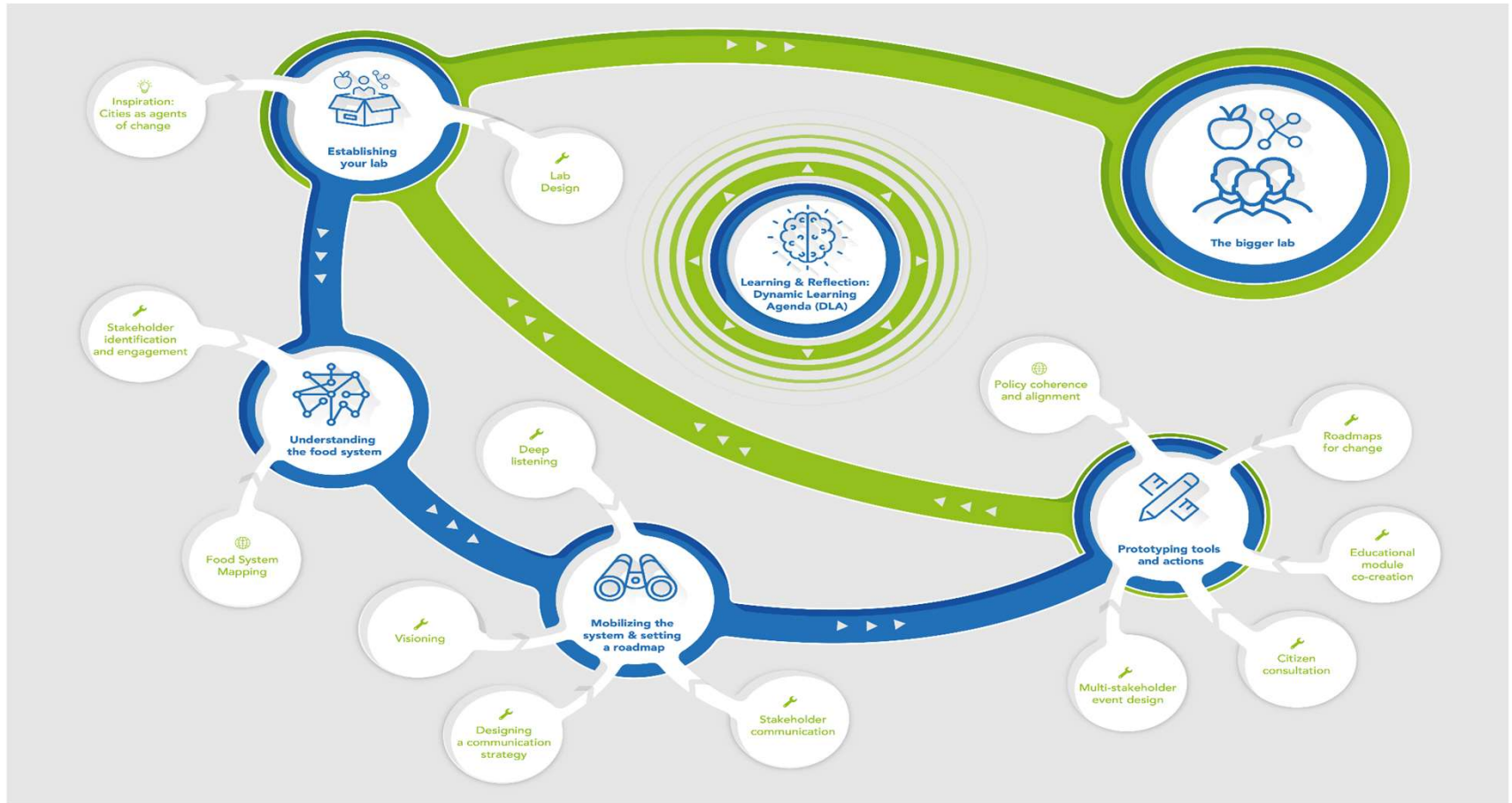
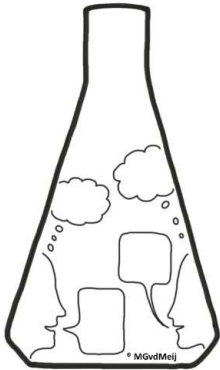


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Food Living Lab



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<https://knowledgehub.fit4food2030.eu/resource/lab-design/>

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Practical Food Living Lab



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In a nutshell

Would you like to set-up a multi-stakeholder platform, network, or lab for food system transformation?
Acts as facilitator for food system transformation in a specific local context.

What for?

helps you to work with communities

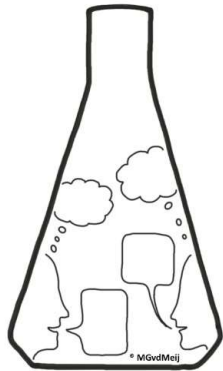
For whom?

Intermediaries of change / food system transformation

How long?

Applying may can take several hours to months or years

Created for
University name





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Partnership Map

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Questions & Remarks



Selected Readings

Scuderi, A., Cascone, G., Timpanaro, G., Sturiale, L., La Via, G., Guarnaccia, P. (2023). Living Labs as a Method of Knowledge Value Transfer in a Natural Area. In: Gervasi, O., *et al.* Computational Science and Its Applications – ICCSA 2023 Workshops. ICCSA 2023. Lecture Notes in Computer Science, vol 14106. Springer, Cham.
https://doi.org/10.1007/978-3-031-37111-0_37





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<https://www.scoop.it/topic/ftn-press-review>



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