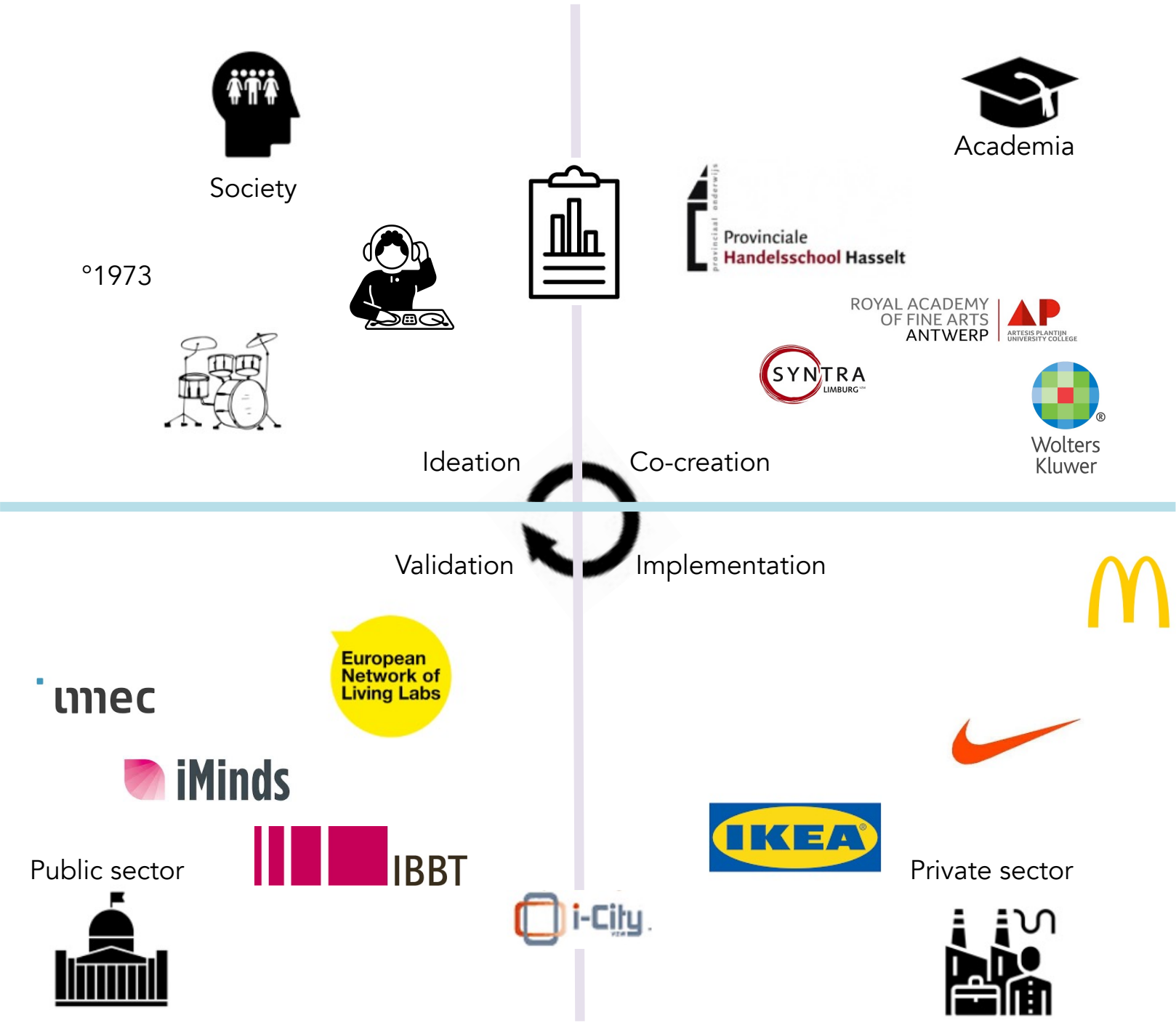




Empower everyone  
to innovate



Network builder  
ENOLL



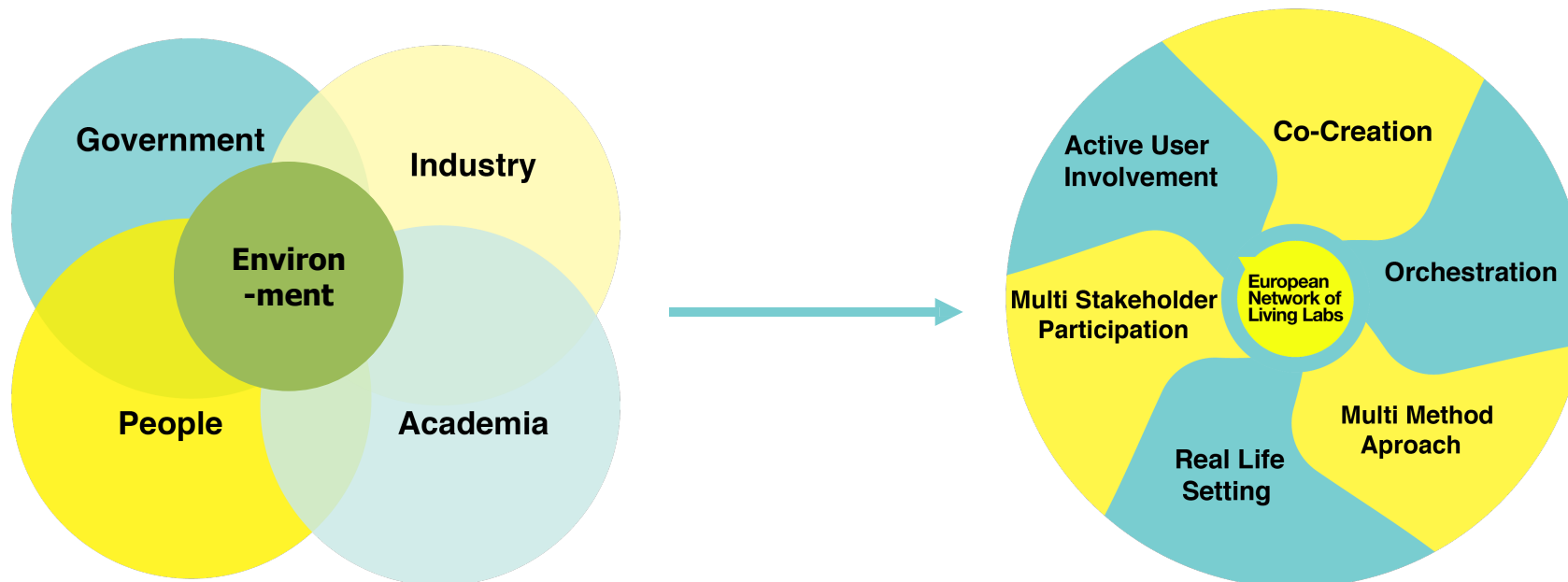
# Our definition: Open and User-centred Ecosystems

Living Labs are open innovation ecosystems in **real-life environments** using **iterative feedback processes** throughout the **lifecycle approach** of an innovation to create **sustainable impact**.

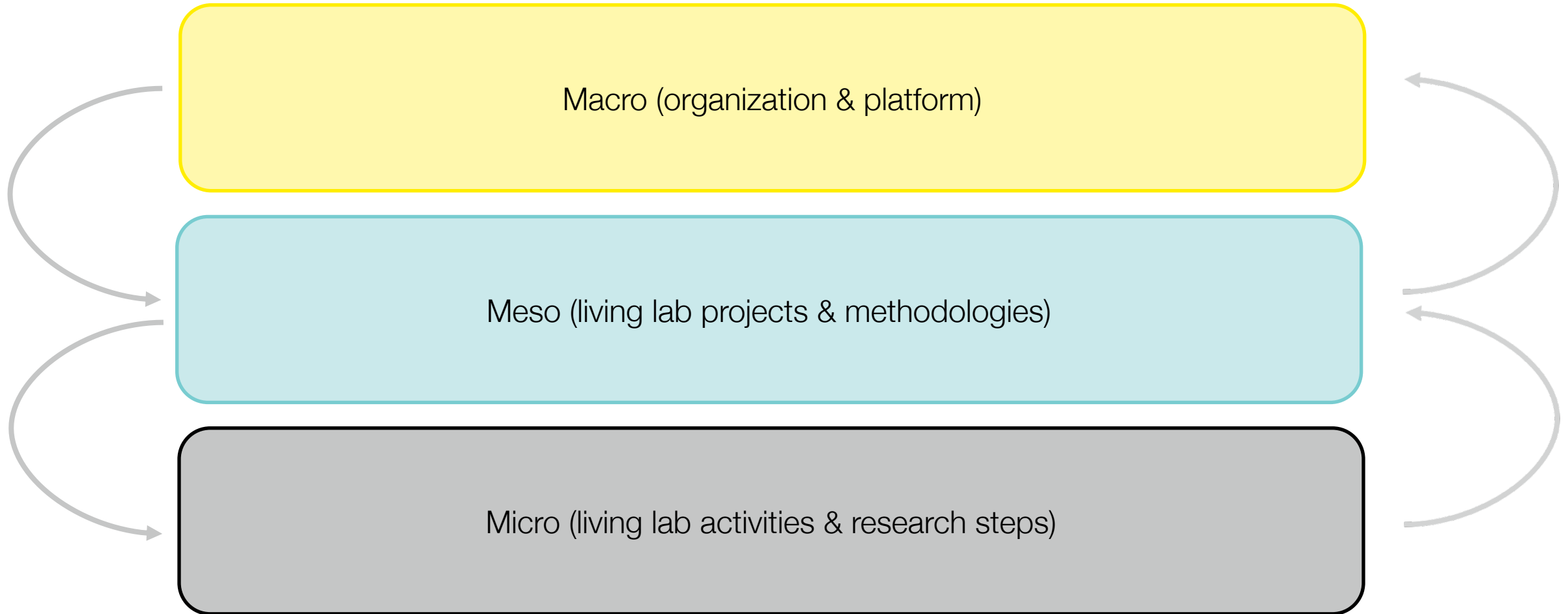
They focus on **joint-value co -creation**, rapid **prototyping and testing** and **scaling-up** innovations & businesses.

Living Labs operates as **intermediaries/orchestrators** among citizens, research organizations, companies & government agencies/levels.

Within the **wide variety of types of living labs** and their implementations they all have **common elements**.

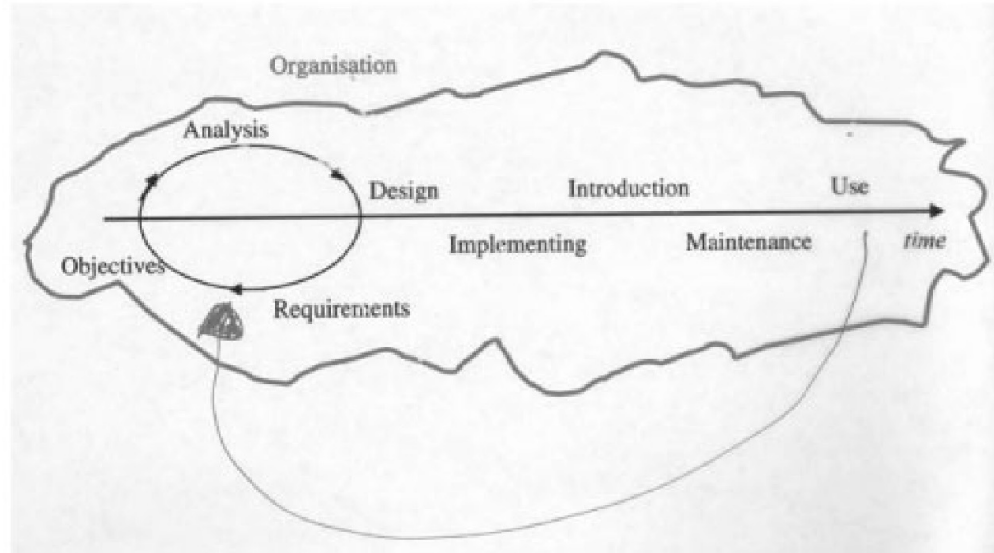


# The 3-layered model



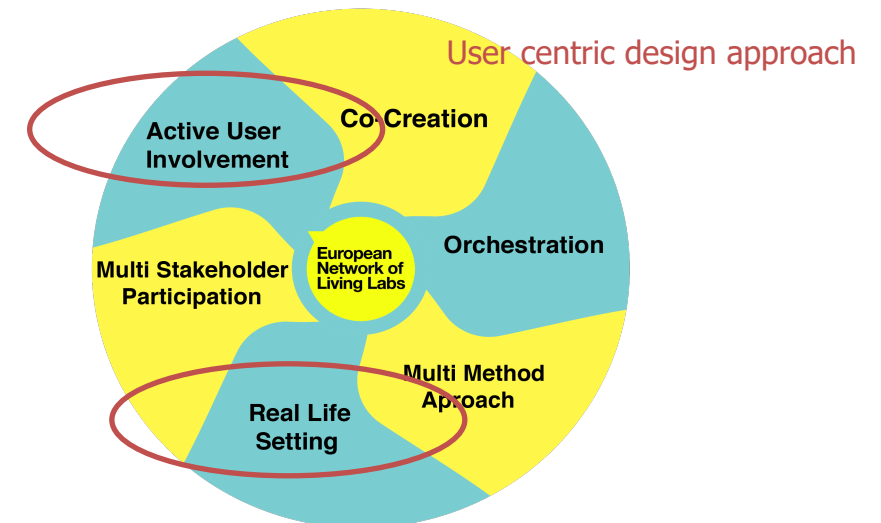
# A little trip down memory lane

## The 60's & the 70's



### Scandinavian cooperative & participatory design movement

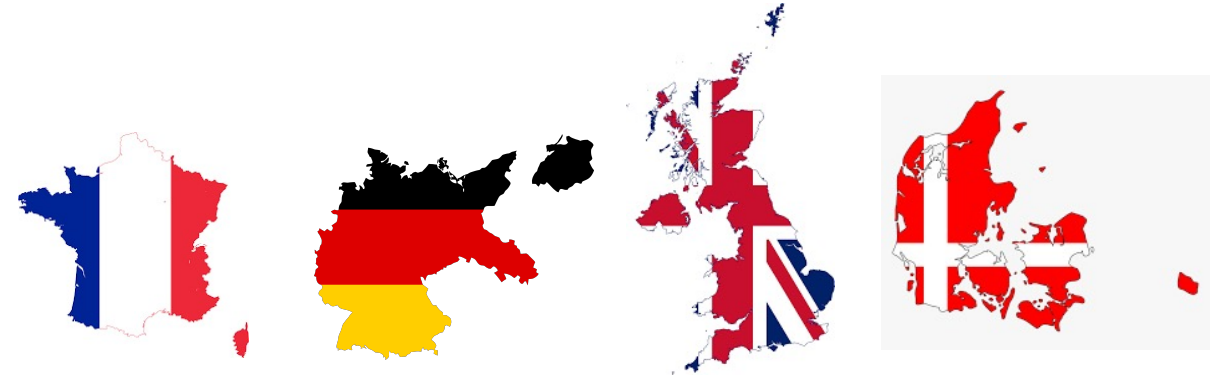
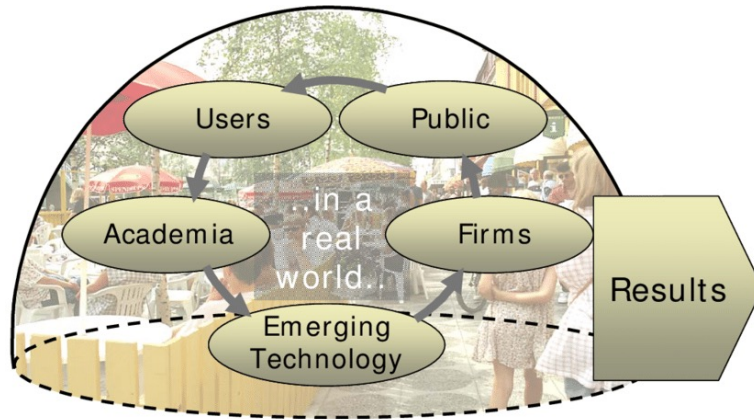
- Trade unions & involved workers
- Design of IT in the workplace
- Later onwards scaling up to home, school & public spaces



# A little trip down memory lane

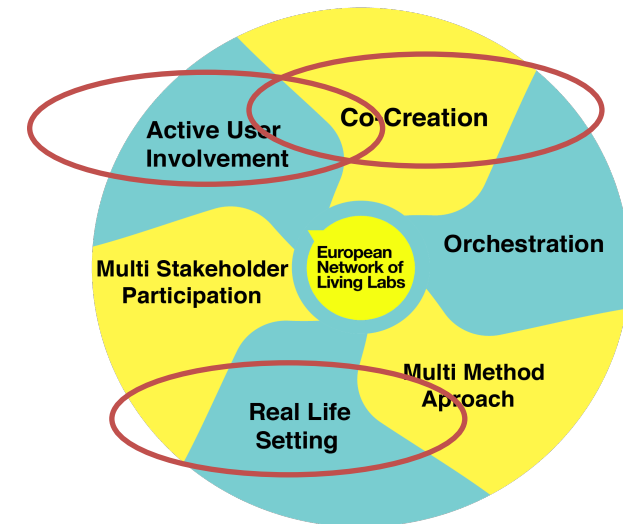
European  
Network of  
Living Labs

## The 80's, early 90's



## European proto-living labs

- Social experiments with IT
- Outside of laboratories
- Bottom up



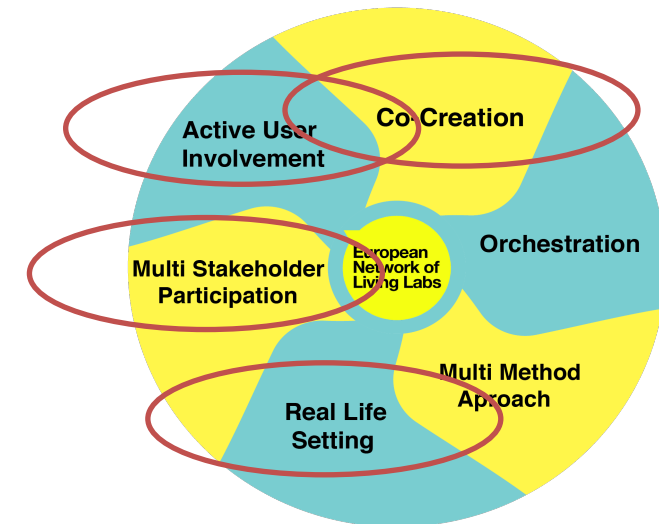
# A little trip down memory lane

## The 90's



### Digital city initiatives

- Main focus on network infrastructures
- Multi stakeholder
- Co-creation of methods





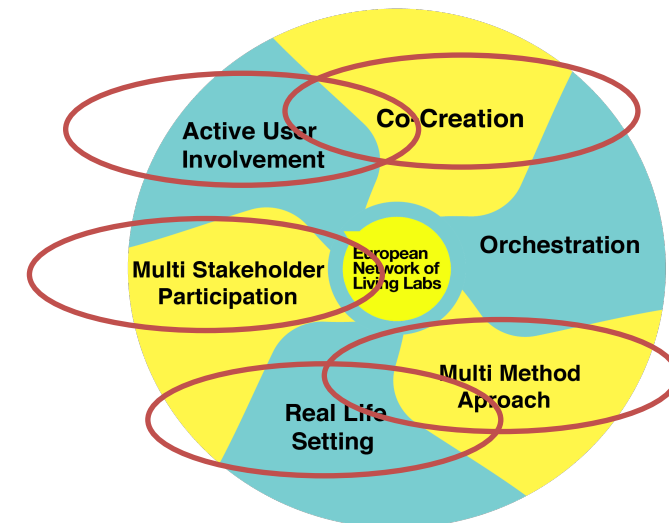
# A little trip down memory lane

2004



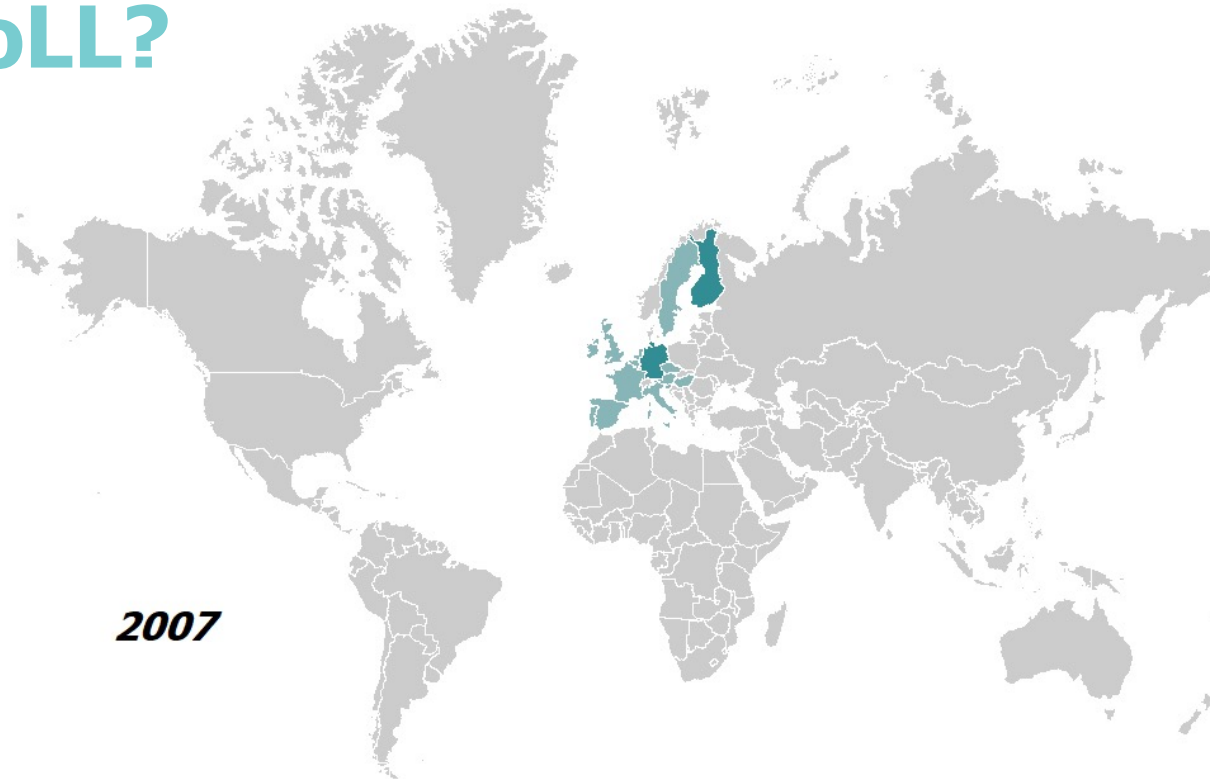
## M.I.T. From Home lab to living lab

- A new “living laboratory” for the study of ubiquitous technologies in home settings
- Context-aware interaction technologies
- Volunteer research participants
- Multi stakeholder
- Sustainable impact





# What is ENoLL?



The European Network of Living Labs (ENoLL) is **an international non-profit association** which aims **to promote and enhance user-driven innovation ecosystems**, more precise the Living Labs concept globally.

ENoLL focuses on facilitating knowledge exchange, joint actions and project partnerships among its **historically labelled +/- 500 members**, **influencing EU policies, promoting living labs and enabling their implementation** worldwide.

# Areas of work

European  
Network of  
Living Labs



ENOLL  
Working  
Group  
*on mobility*



SMART CITIES  
& REGIONS



E-GOVERNMENT /  
E-PARTICIPATION



SOCIAL INNOVATION



ENVIRONMENT



HEALTH &  
WELL BEING



SME &  
START-UPS



CULTURE &  
CREATIVITY



ARTIFICIAL  
INTELLIGENCE



EDUCATION



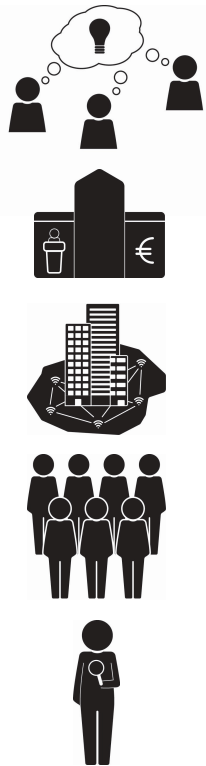
RURAL & URBAN  
ACTIVITIES

# Actors in a living lab



Utilizers	‘Customers’ of the Living Lab that utilize the Living Lab to co-create innovation
Enablers	Resource (financial) providers or facilitators to sustain the Living Lab platform
Providers	Infrastructure or service providers for to be used in Living Lab projects
Users	Participants of the Living Lab activities (panel / user community)
Researchers	Knowledge generators of the Living Lab (user & stakeholder co-creation)

# Onfluence of Actors in a living lab



Utilizers	Determine the scope & outlook of the Living Lab. High impact on the possible services & revenue streams
Enablers	Typical enablers are public innovation funds & university programs Other types are less common (for living labs)
Providers	Providers are dominant actors in 'test beds' & technology-driven living labs.
Users	Although of crucial importance, they are NOT always a consortium partner
Researchers	Main issue is usually the research mindset vs. delivery mindset Action research

# Types of living labs

From a conceptual perspective at the moment we identify 4 'types' of living labs:

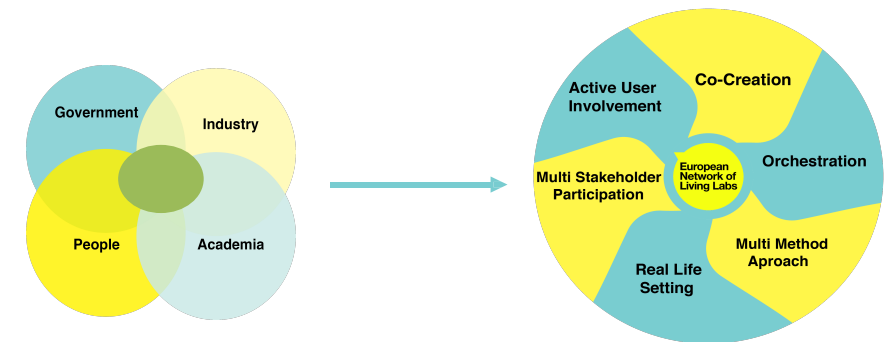
- **Urban & Rural Living Labs:** Opening the city/region as a site for experimentation (+) co-creation, active user engagement, real-life settings experimentation, multi-stakeholders, multi-method.
- **Living Labs as a service** (for SME's & start ups): offering general LL tools & methodologies to companies to help them accelerate their innovation funnels
- **Research driven living lab** (research focused): from out different topics of research this type of living labs are dealing with co-creating models for solving problems
- **Living testbed** (provider focused): this type of Living lab focuses on the development of new technologies and the acceptance of it by society via demonstration projects (e.g. House/Farm of the future, Industry 4.0 labs)

Most living labs **combine** several types, but their **focus** is on one of the above.

# The strengths of a living lab

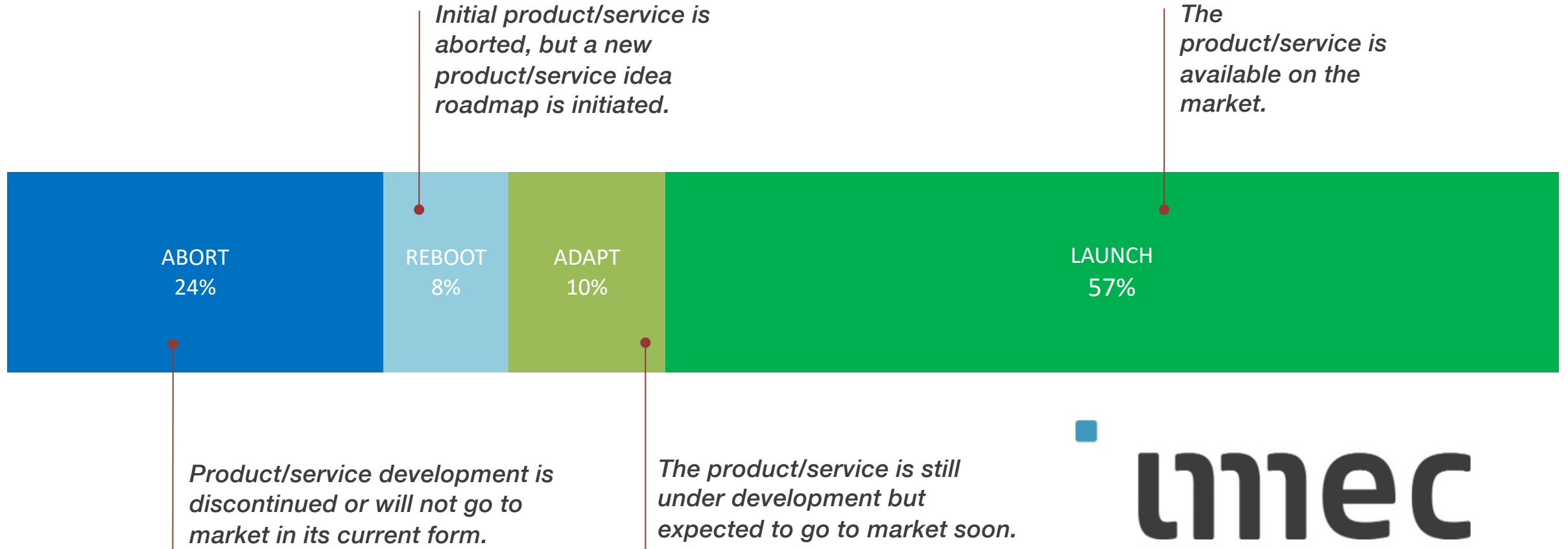
The key points of a living lab are:

- The **ecosystem approach** beyond projects
- **Accelerate the gap between ideation and validation & implementation** through an iterative co-creation process with all involved stakeholders
- **Empower bottom up innovation** and participation
- **Involve all parts of the quadruple helix** in the innovation funnel via an orchestrated approach that **builds trust** for long term collaborations
- **Create real long term sustainable impact** on **ecosystems, people and organizations** via common understanding and involvement
- **Scaling up** in a **transdisciplinary** way (social, systems, geographical, operational)
- **Domesticate & develop products & services** from the beginning in real life settings



# Living Lab Insights\* have been used to:

European  
Network of  
Living Labs



OFFLINE USERS: 1 – 742

ONLINE USERS: 3 – 20.000

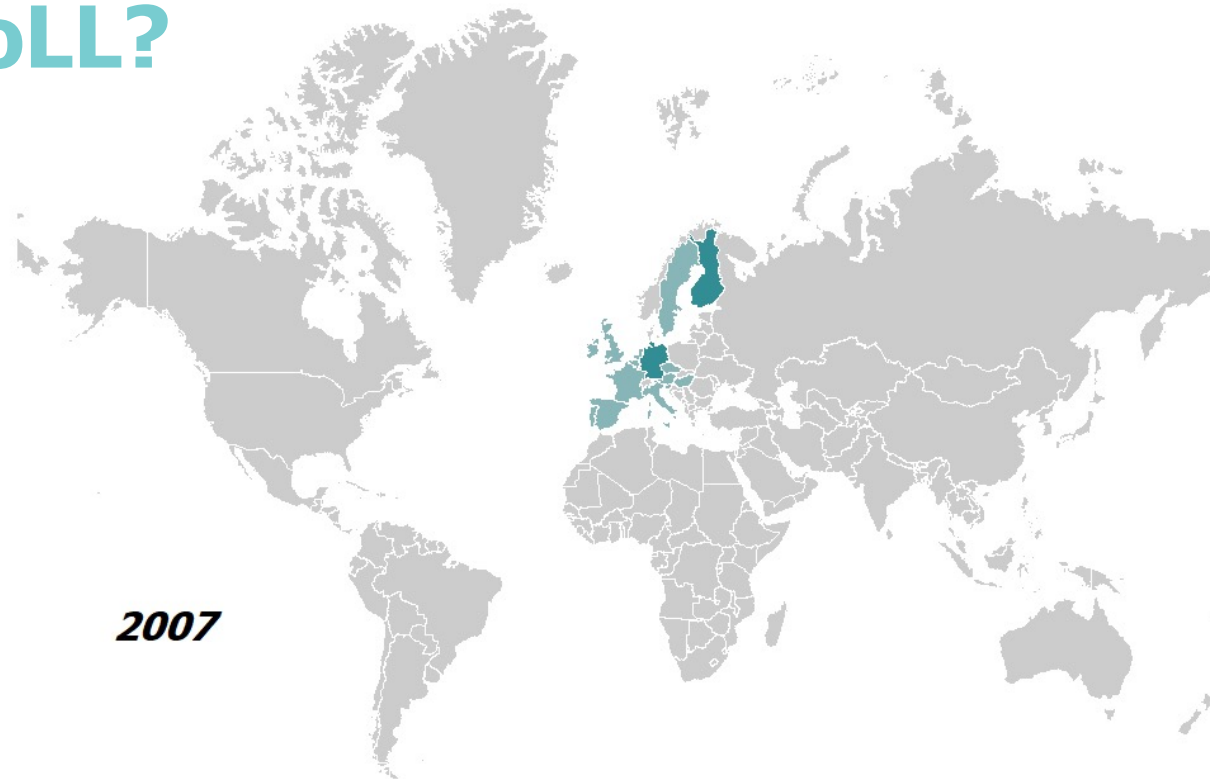
DURATION: 2 – 18 MONTHS (AVG. 8 MONTHS)

\*N=86

Last updated May 2018



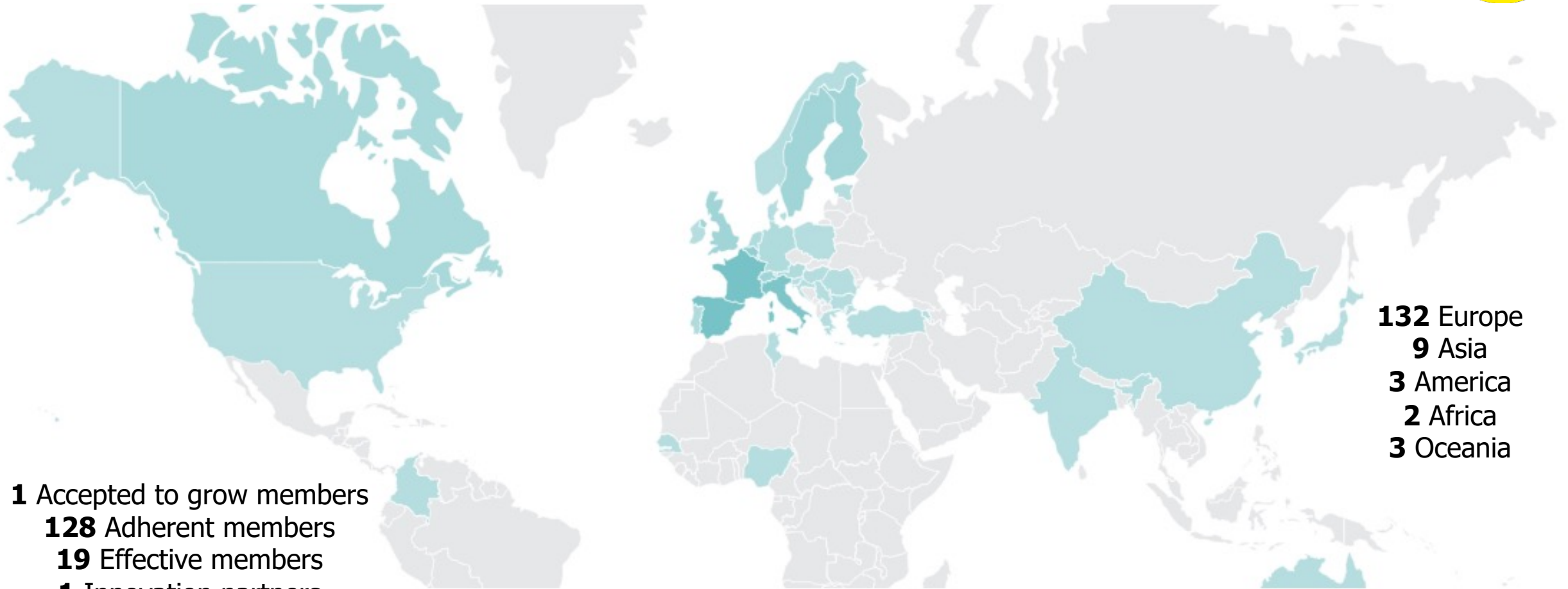
# What is ENoLL?



The European Network of Living Labs (ENoLL) is **an international non-profit association** which aims **to promote and enhance user-driven innovation ecosystems**, more precise the Living Labs concept globally.

ENoLL focuses on facilitating knowledge exchange, joint actions and project partnerships among its **historically labelled +/- 500 members**, **influencing EU policies, promoting living labs and enabling their implementation** worldwide.

# Some numbers



- 1** Accepted to grow members
- 128** Adherent members
- 19** Effective members
- 1** Innovation partners

# A path to grow



### The ENoLL Capacity Building Program


**Tailor-made mentoring plan**  
The ENoLL Capacity Building Program provides a tailor-made mentoring plan specific to your organisation needs and priorities.


**Living Lab Expert support**  
Your mentor(s) are selected from a pool of Living Lab experts from the ENoLL network, with long-standing experience in the field of Living Labs and specific areas of expertise.

**Training & Mentoring offers**

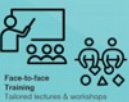
- Online/Presential mentoring meetings (on a recurring basis)
- One-day tailor-made Face-to-face training (theory + practical work). Train-the-trainers program.
- Site visit mentoring (one-time visit on site)
- Supporting e-course materials.

**Accelerating your learning curve**  
& recommendations







**Online / Presential mentoring**  
Recurring mentoring meetings



**Face-to-face Training**  
Tailored lectures & workshops



**Site visit**  
Mentoring meeting on site



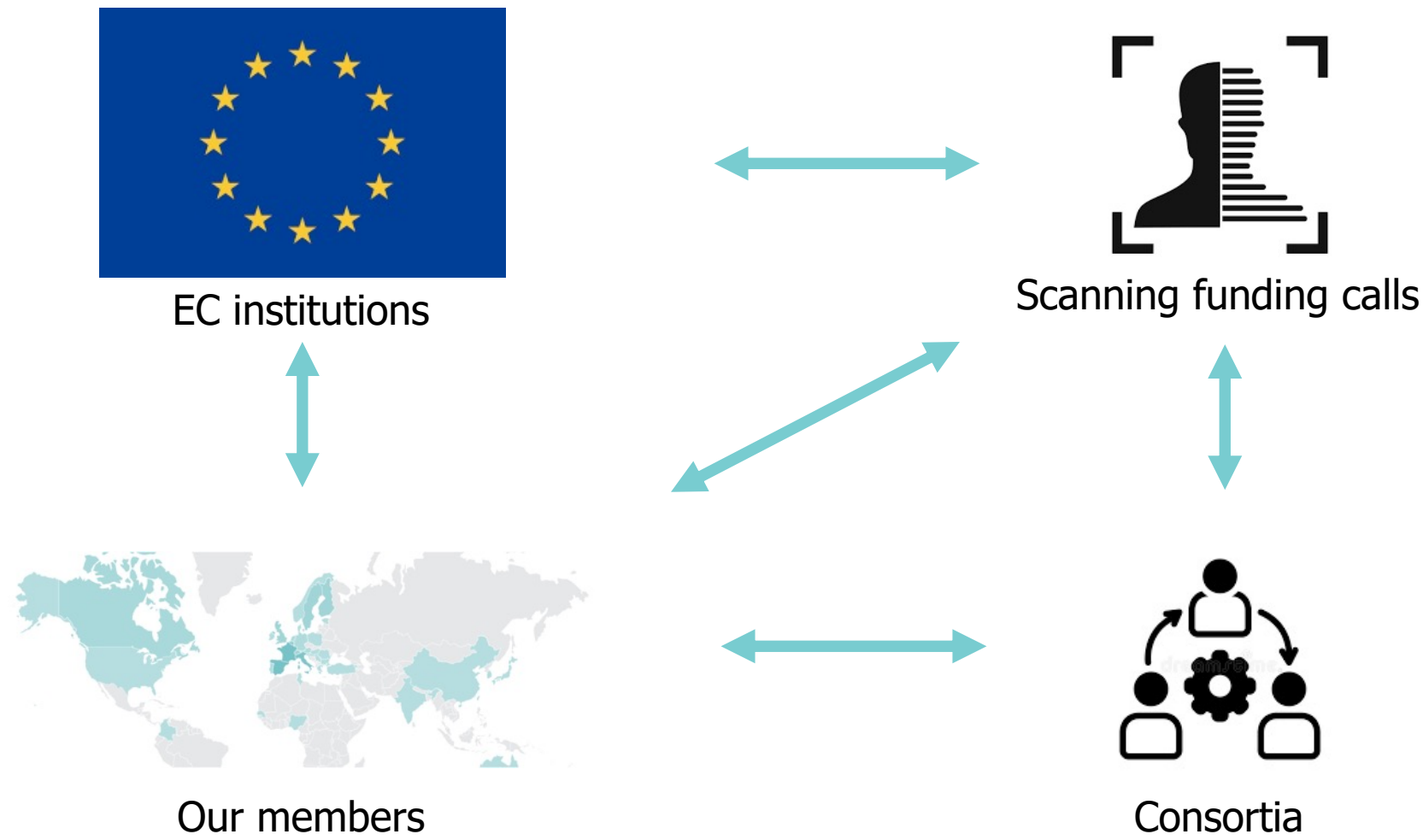
**E-courses**  
Complementary learning materials



**ENoLL Membership Application Guidelines**

Wave 2020 (14th)

# Other services



# Labelling & certification

24/7

European  
Network of  
Living Labs

ENoLL Membership  
Application Guidelines

Wave 2020 (14th)

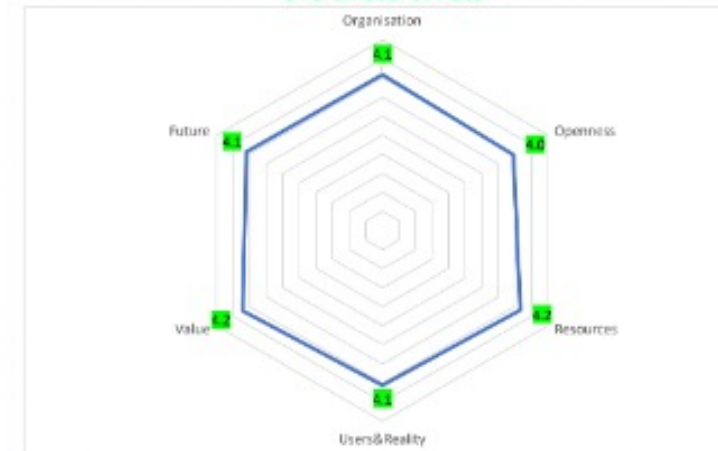
## 19002 Evaluation Report.pdf

will have their scores signalled next to them. The score range is 0 (no evidence or no activity) – 5 (comprehensive evidence)

In order to be accepted as a member of the ENoLL network through this evaluation processes, following acceptance conditions are applied:

- An overall score above 50% (15/30)
- Max. 1 chapter with a score <50%
- At least 2 out of 3 evaluators which scores the application above 50%
- At least 11 out of 21 criteria with a score above 60%

Overall Score: Pass

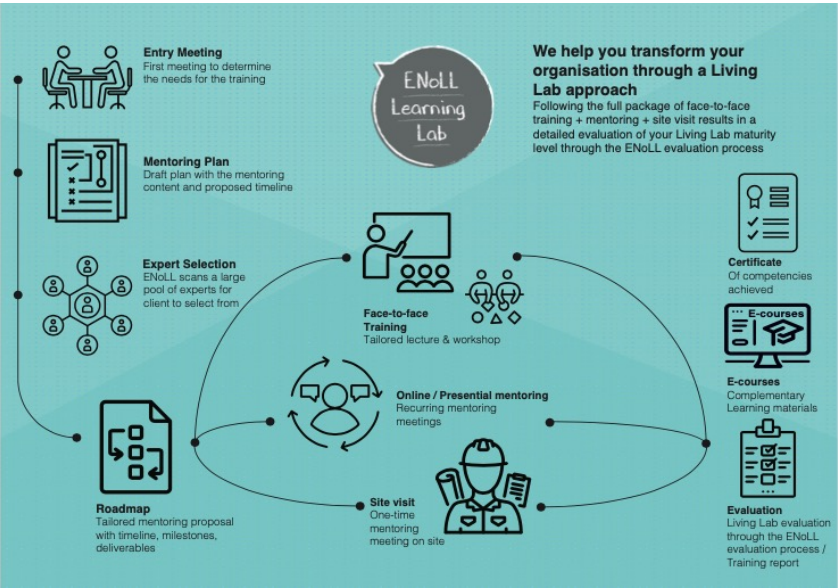


**3** peer blind review  
by experts (effective members)

<https://enoll.org/about-us/how-to-become-a-member>

# Capacity building program

## ACCELERATING THE LEARNING CURVE TO **TRANSFORM YOUR ORGANISATION** THROUGH A **LIVING LAB APPROACH**



Mentoring  
1 on 1

The screenshot shows the ENoLL website (enoll.org) with a navigation bar including Curriculum, Collaborative workflows and Materials, and LinkedIn Group Virtual Learning Lab. The main content area features a yellow banner with the **open living lab days** logo, the text **ENoLL Capacity Building Virtual Learning Lab**, and the **ENoLL Learning Lab** logo. Below the banner, the text **Virtual Learning** is displayed in large, bold letters.

Learning Lab  
1 to many



# Action oriented task forces

**Mobility**

**Agriculture &  
Agri Food**

**Culture &  
Co-creativity**



**Social  
Innovation &  
Digital Rights**



**Social Impact  
of  
Artificial  
Intelligence**



**Health  
&  
Well-being**



**Rural Living  
Labs**



**Energy  
&  
Environment**

Subscribe here:

<http://bit.ly/ENOLLAOTF>



# Agriculture & Agri Food working group

European  
Network of  
Living Labs



# ENoLL Projects

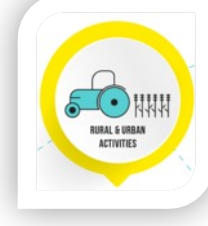
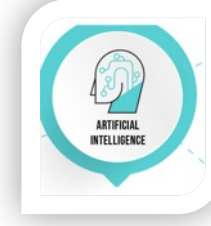
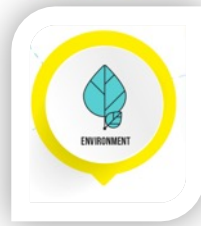
European  
Network of  
Living Labs



DT4 Regions



LIVING-IN.EU



	Search			Farmers			Policy makers			Consumers			Intermediaries (advisors) running/managing Living Labs (included) & value chain actors			Communication (public/infrastructure/selection)	
	Input SCAR	Input WPS	Possible CB items	Input SCAR	Input WPS	Possible CB items	Input SCAR	Input WPS	Possible CB items	Input SCAR	Input WPS	Possible CB items	Input SCAR	Input WPS	Possible CB items	Input SCAR	Possible CB items
Agro-Ecology in general	standardized agroecological model for scientific and educational purposes	Conceptualization of agroecology (resilience, robustness, vulnerability)	Standardized agroecological model	Shift from conventional farming	Variation of agroecological practices & biodiversity services		Mapping of agroecological initiatives in the European countries		Mapping of agroecological initiatives in the European countries	Awareness of the costs and added value of agroecological practices			Incoherence between supporting & hampering transition policies			A specific inclusion to ensure the sharing of experiences and best practices across Member States on the adoption of agroecological approaches	
	methodological approach of agroecological research	Common understanding of the scope and diversity of agroecological transitions including barriers / drivers, benefits and the roles of different types of actors	Training courses on environmental communication techniques to make agroecology attractive for farmers & consumers	Attractiveness of rural lifestyle & farming	Agronomic and practice	Dissemination & Promotion events on Agroecology	Long-term, strategic system thinking and planning in agroecological practice	develop systems and holistic analysis	Strategic system thinking agroecological model	realistic expectations in terms of seasonality and types of products you can find			Influence of mainstream farmer organizations on policy processes (lack of support for AE)				
	long-term data series on agroecosystems + digital and computer models for monitoring	Data collection and sharing	Open database?	Special attention to aging issues	Validation of agroecological practices & biodiversity services		guides on funding resources to support AE transition farms		Guidelines on funding resources	Affordability of AE products for some groups			retail logistics have been adapted to industrial-scale farming and smaller-scale (niche) markets			target urban/rural food movements with communications about AE	A (European) community platform on agroecology (e.g. The toolbox for farmers)
	studies on the social and environmental impact of agroecological schemes	social and economic particularities		Knowledge intensity & availability of knowledge to the farmers		A knowledge catalogue	precise indicators that quantify the magnitude & quality of the ecosystem services	innovation tracking and demonstration	KPIs for measuring impacts	challenge to change diets towards 'sustainable diet'			Logistics pandemic: long chains may be cheaper to operate than short ones			communication between different actors (highlighting the role of actors between rural areas)	
	local knowledge & scattered information	Transversal management	A knowledge catalogue: conceptualization, diversity of transformation, social & economical impacts	Lack of education, training, skills on AE	Connection between the farmer & the consumer & the citizen	Training on agroecological benefits, impacts, economics & finances (e.g. "A, gro(w) to 2")	Inconsistent, fragmented and uneven structures/mechanisms at the national and European levels to facilitate the co-creation of innovative solutions		Dissemination & Promotion events on Agroecology	difficult logistics across food deserts where you can only access mainstream food-less selling points			Lack of skills and knowledge on AE			communication between different actors (consumers, research, value chain actors, farmers)	
	agroecological management practices	Understanding long-term implications and benefits of such transitions. Clarifying the relationship between agroecological transitions and organic farming		Labour intensity: AE is more labour intensive, harder to mechanise. Productivity related barriers. Perception of low profitability of production through AE	Technology related particularities		trade-off between local empowerment and national commitments			knowledge on how to process AE products (variety or plant mixes)						local knowledge & scattered information	A knowledge catalogue
Living labs & research infrastructures in Agro-ecology		Role and expectations from the local/territory	Training & education on LL's & lighthouses and their benefits	Digital and computer models for farmers including blockchain technologies		Training on the use of digital/computer models & farming technologies	pressure on farmers & smallholdings to intensify agricultural practices		Training & education on LL's & lighthouses and their benefits	research groups for Europe-wide strategies to promote benefits of agroecological schemes to consumers	How to promote agroecology and LL approaches inside RPs		Support peer learning and co-learning processes/step coaches	multi-actor communication & cooperation	Training on setting up and running an ALL (e.g. "ALL ready to grow")	long term platforms	A (European) community platform
		Dealing with very different and heterogeneous knowledge (practice and theory, local and scientific)	Training on setting up and running an ALL (e.g. "ALL ready to grow")		particularities for ALL		skills & knowledge on agroecology	How to set up and run an ALL	Training on setting up and running an ALL (e.g. "ALL ready to grow")		Data sharing & collection	Open database?	Technologies to process AE products				
	Research laboratories on scientific, technical and socio-cultural and economic agroecological issues	how to value common goods - How to do with imposed time scales (seasonal experimental) and with long-term implications of researchers and academia, at which integrating ecological environmental priorities with economic / socio-economic priorities - creating and understanding common	A knowledge catalogue: roles & expectations, multi-actor cooperation, best practices, demonstration videos, links & lessons	functioning of LL and their set-up		Training on setting up and running an ALL (e.g. "ALL ready to grow")	multi-governance models (large diversity of stakeholders)		A knowledge catalogue: skills, governance models, business models				Technologies to manage more farms/trials			a European newsletters service on funding calls and any help for the agroecology sector	Transparent way of funding calls & opportunities
				Multi-actor communication and cooperation			business models of AE LL and RI		Guidelines on how to build competencies & skills								
				competencies & skills needed													
	create model regions where demonstration on AE can be made + boosting high tech farming for AE	multi-actor communication & cooperation	Promotion events about ALL's & RIs	Boosting high-tech farming practices (precision farming, remote control, digital machinery etc.)		Demo-events on the use of digital/computer models & farming technologies											
A network of living labs & research infrastructures in Agro-Ecology	Living lab covering diversity of territories (zones LLs) and diversity of actors within LL		Mapping of ALL's & RIs	Digital and computer models for farmers including blockchain technologies	ALL-ready-webinar/ knowledge hub	A knowledge catalogue: barriers & benefits of networked approach, economic & social impacts, funding	Tool for Agroecology Performance Evaluation (TAPE)	Capacity and step-by-step guidance to set up, manage and monitor a network and understanding and assessing its long-term sustainability. Guidance for funders and policy stakeholders	KPIs for measuring impacts	Platform containing educational products related to capacity building of consumers	ALL-ready-webinar/ knowledge hub	A knowledge catalogue	Support peer learning and co-learning processes/step coaches			Online platform where all publications, resources and forums on agroecology are documented	A knowledge catalogue
	Meta-analysis			Access to agroecological farm and food system demonstration networks	ALL-ready test network	A (European) community platform	Skills & knowledge development	to train and support in building the foundation of cooperation among network members (skills needed, capacity needed etc.) and in facilitating this cooperation under internet supervision	Guidelines/ roadshows/ training around the set up of a network of ALL, facilitates multi-actor dialogue, understand needed funding schemes	Establish research groups for Europe-wide strategies to promote benefits of agroecological schemes to consumers	ALL-ready test network		Absence of a specific mechanisms to ensure the sharing of experiences			Practical online tool for multi actors	A (European) community platform
	Banking repositories of ancient/traditional and minor forgotten seeds and varieties	Capacity to identify and raise new research questions in the run of LL and RI and to extract the genetic value of local varieties	Open database?	Production of a collection of agroecological farmers stories and testimonials	Tool to facilitate the exchange of best practices at EU level on Agroecology, LL and RI, and the institutional setting to it related	Demonstration videos to show the benefits of being part of a local/regional/ international network of ALL's	A permanent discussion forum among all policy makers (local/regional/ international)	A roadmap for decision makers/stakeholders to set up a network of ALL		Tool to facilitate the exchange of best practices at EU level on Agroecology, LL and RI, and the institutional setting to it related		A (European) community platform	Localised digital knowledge how to share it?			Create a new magazine?	Dissemination & Promotion events on Agroecology
	System thinking as neutral entry point + research strategies on AE management practices		A strategic system thinking research agenda about ALL's				Living lab/ agroecological office	a guide for policy-makers for understanding all the funding schemes that can support LLs 2js guide to facilitate national multi-actor dialogue between national policy makers and all stakeholders with a stake on Agroecology, LL and RI	Living lab/ agroecological office		CLLD21	Dissemination & Promotion events on Agroecology	Common languages, strategies & communication between different actors				Dissemination & Promotion events on Agroecology

European Network of Living Labs

# Q & A

Koen Vervoort  
Network Builder  
[koen.vervoort@enoll.org](mailto:koen.vervoort@enoll.org)  
+32 496 70 46 46

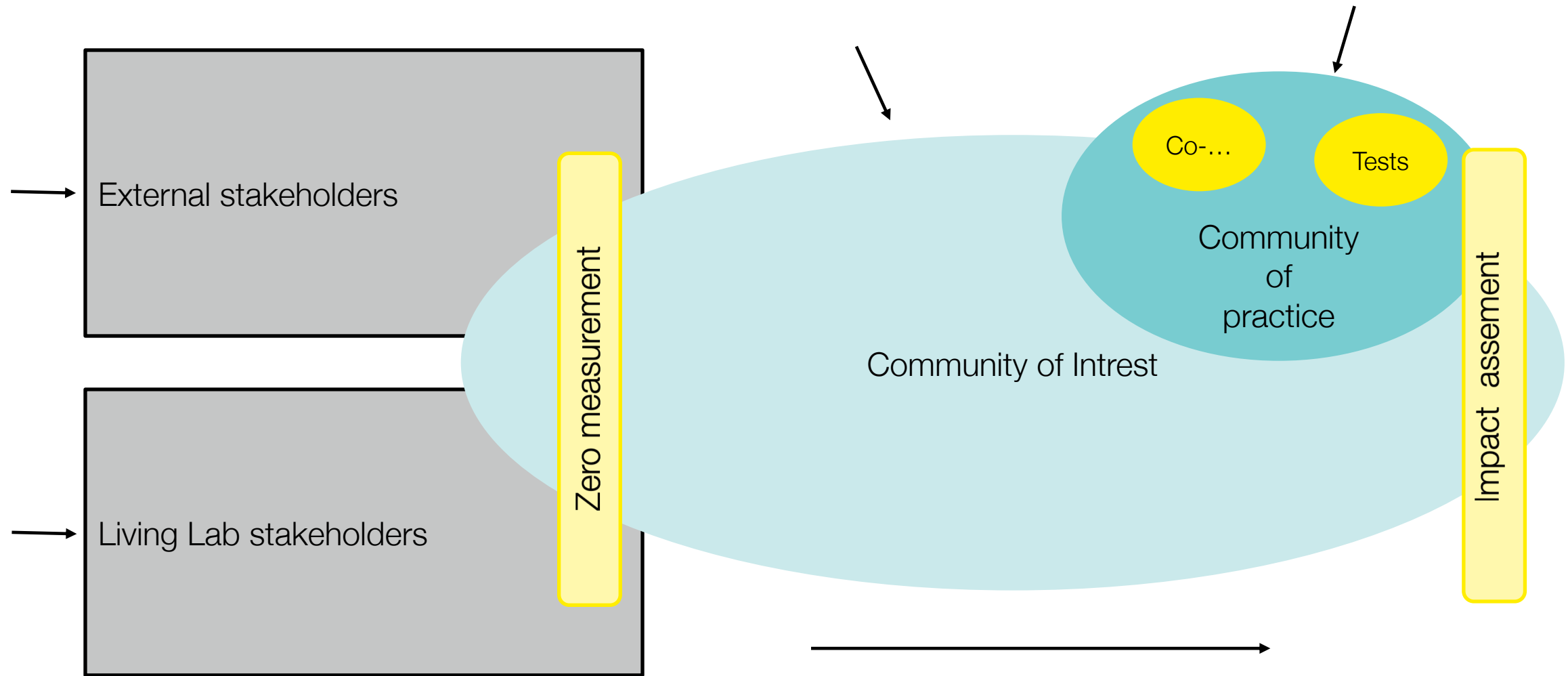




# Our labelling process chapter by chapter

- **Organization**: *this first chapter deals with the organization, management and governance of your living lab*
- **Users & Reality**: *this chapter evaluates how your living lab is dealing with all different kinds of user engagement & how your living lab processes are deployed in real life settings.*
- **Resources**: *this chapter describes the different available resources of your living lab (infrastructures, materials...) and their potential use/service.*
- **Openness**: *this chapter looks at your approach in general towards open innovation and the inclusion of all the groups of the Quadruple helix.*
- **Value**: *this chapter looks at the outcomes of your living lab and how they create values and benefits for all the involved stakeholders of your living lab.*
- **Business Model & plans for the future**: *this chapter evaluates your current business model and accessibility to funding and looks at your SWOT analysis & strategic plans for the future to investigate the sustainability of your living lab.*

# Stakeholders engagement: a sustainable perspective



# A structured approach

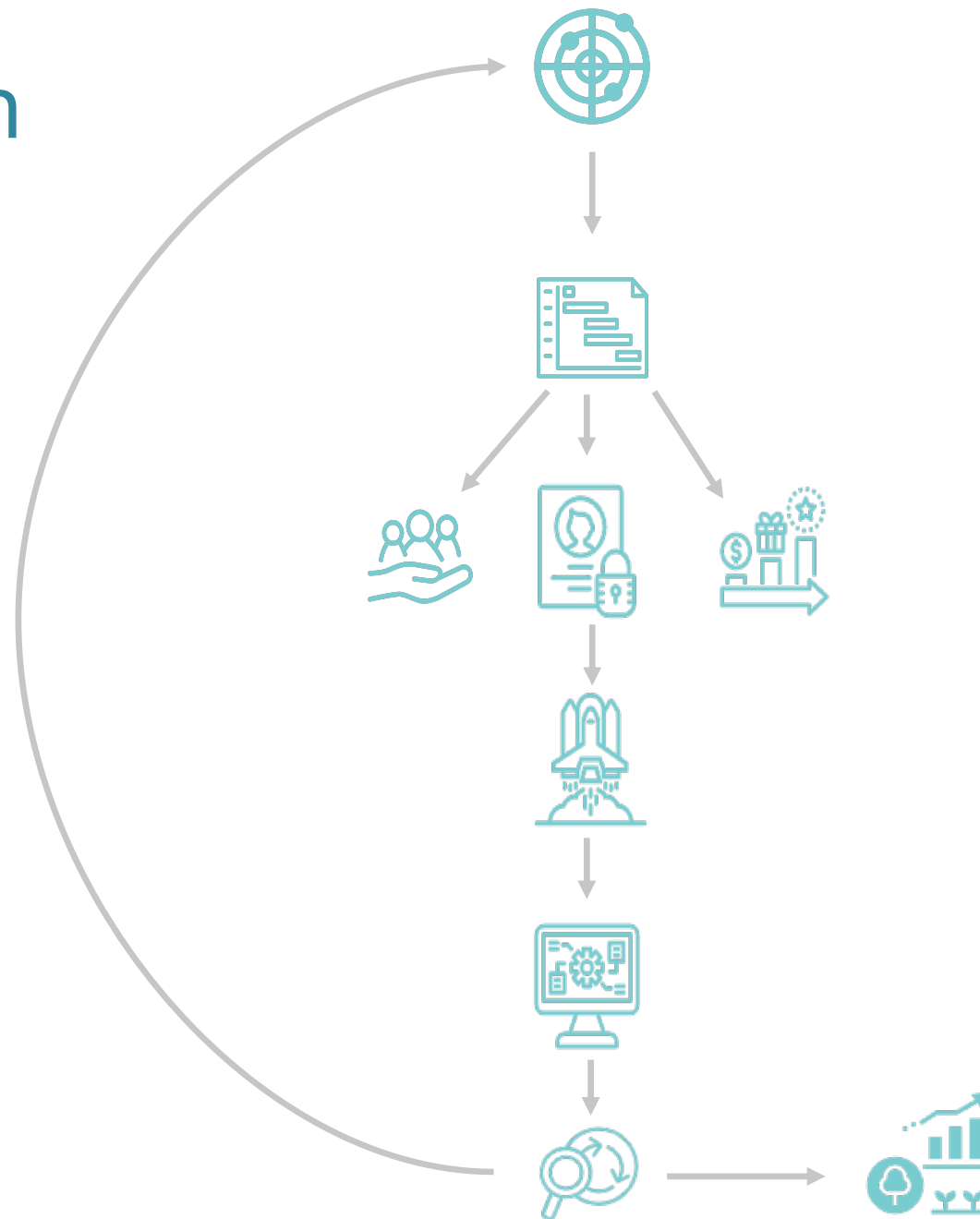
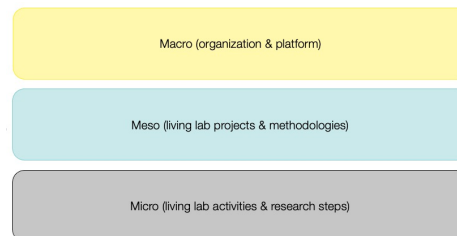
© Koen Vervoort

European  
Network of  
Living Labs

Scoping  
Planning  
Support/Protect/Reward  
Launch  
Monitor  
Lessons learned

Ecosystem grows

Macro, meso & micro level of a living lab

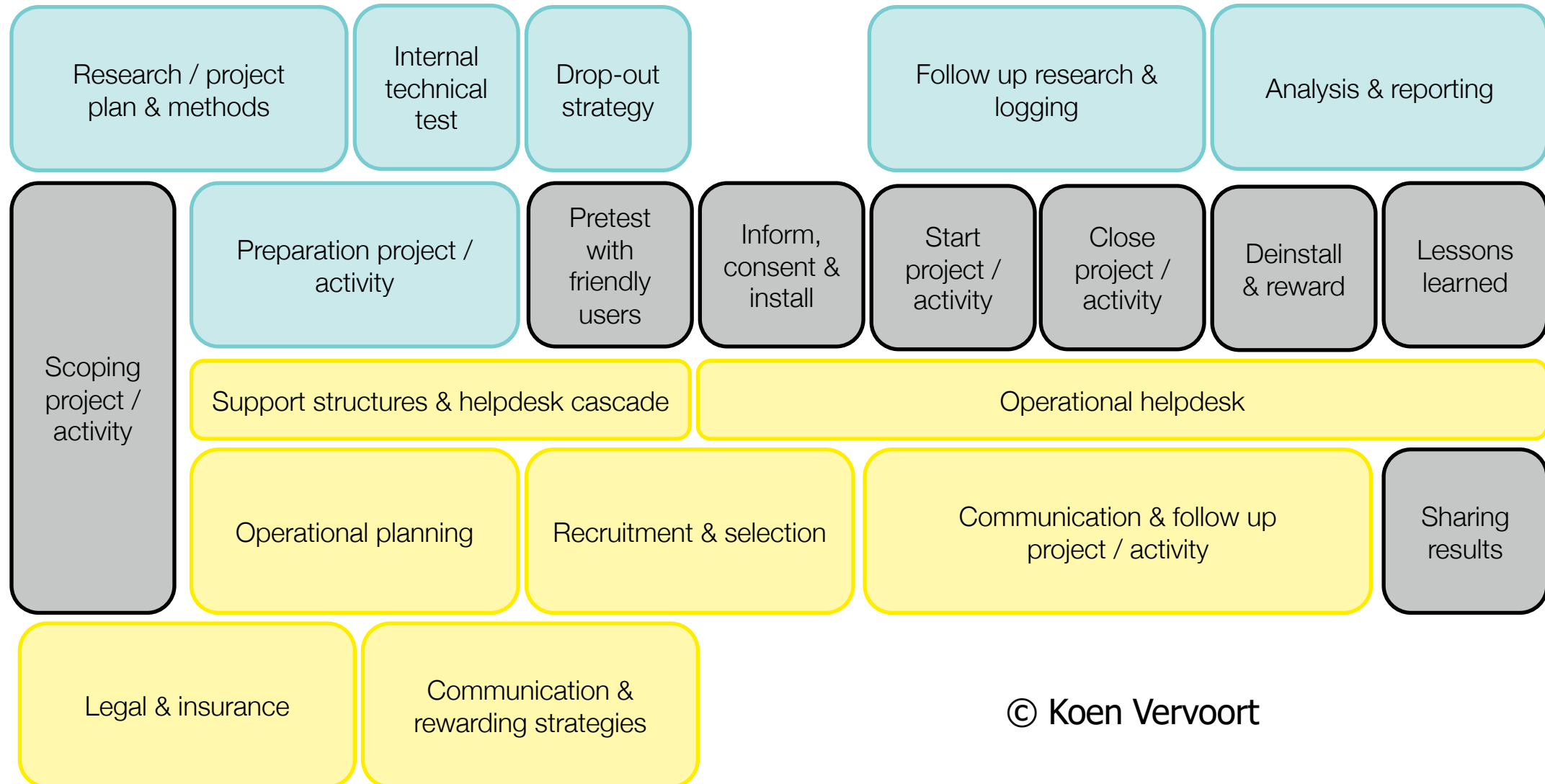




# Roadmap stakeholder engagement/involvement



European  
Network of  
Living Labs



© Koen Vervoort