



**European
Network of
Living Labs**

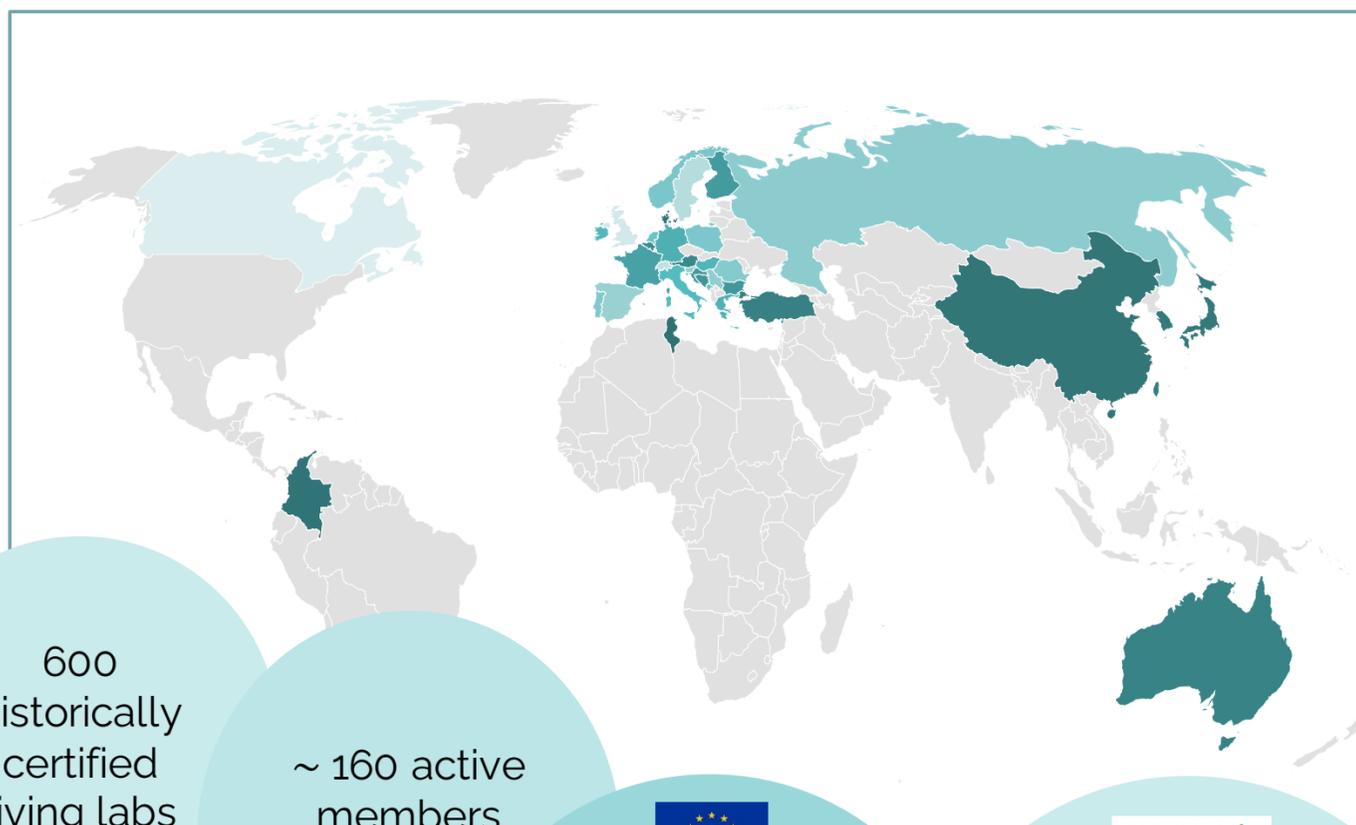
Rural Living Labs

Beyond European projects: Tips and Tricks for Living Labs

European Network of Living Labs - Dolinda Cavallo, Project manager

ENOLL - EUROPEAN NETWORK OF LIVING LABS

ENoLL is the international non-profit association of certified Living Labs



600 historically certified living labs

~ 160 active members (89% in Europe)

5 continents
36 countries

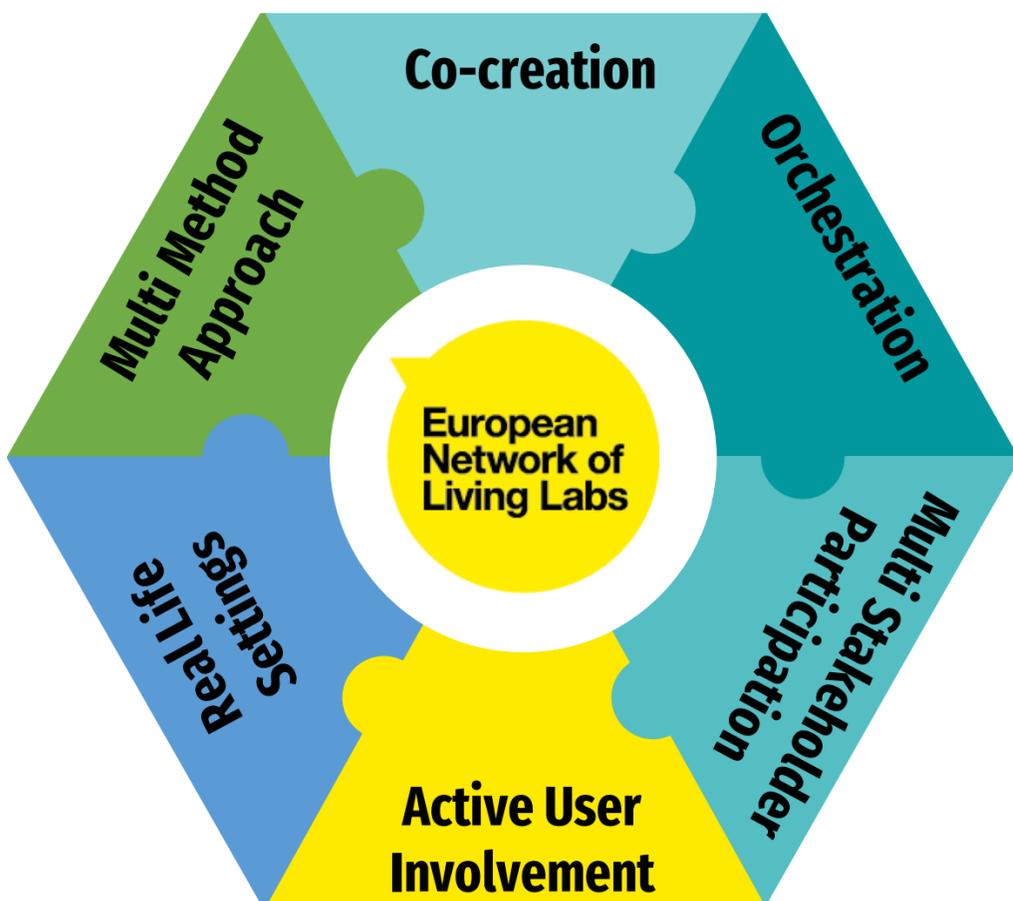
 Active in 20+ EU-funded projects to support LL creation and strengthen the impact of LL



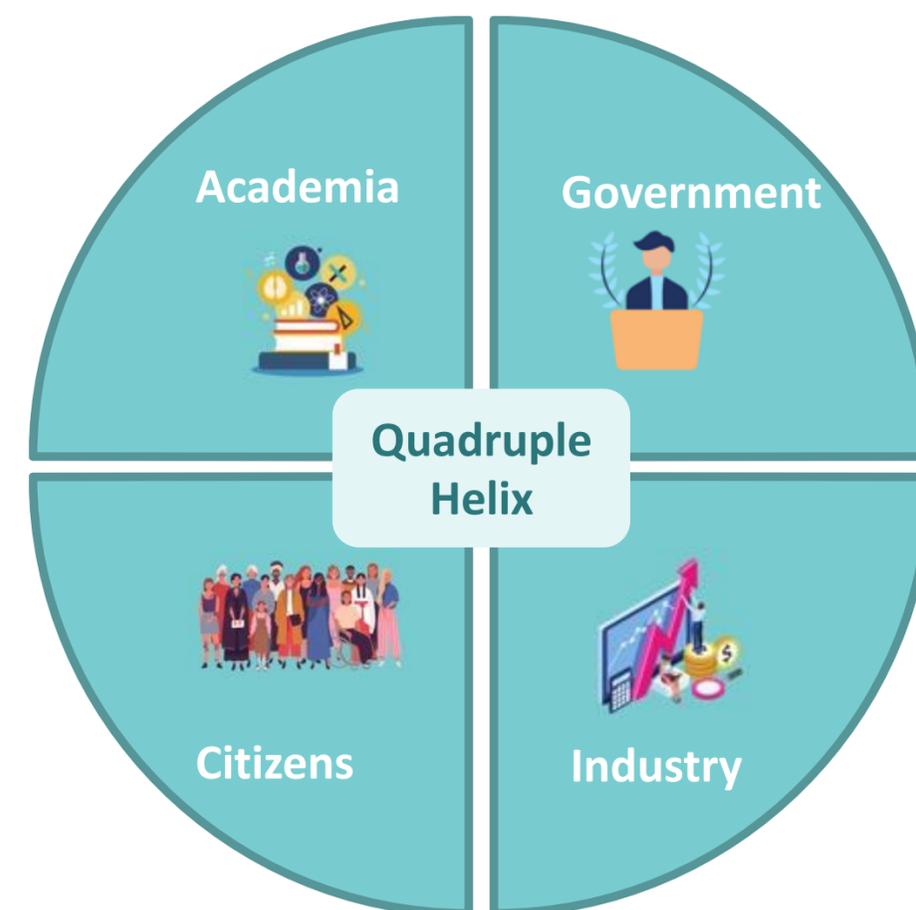
- Founded in 2006 under the auspices of the Finnish European Presidency
- ENoLL focuses on facilitating knowledge exchange, joint actions and project partnerships among its members
- Its aim is to **promote** the Living Labs concept, **support EU policies, enhance Living Labs and their sustainability** and **enable their implementation at a global level.**
- ENoLL growing community includes members that operate by the main living lab principles such as **multi-stakeholder co-creation, iterative active user involvement** and **real-life intervention.**

What are Living Labs?

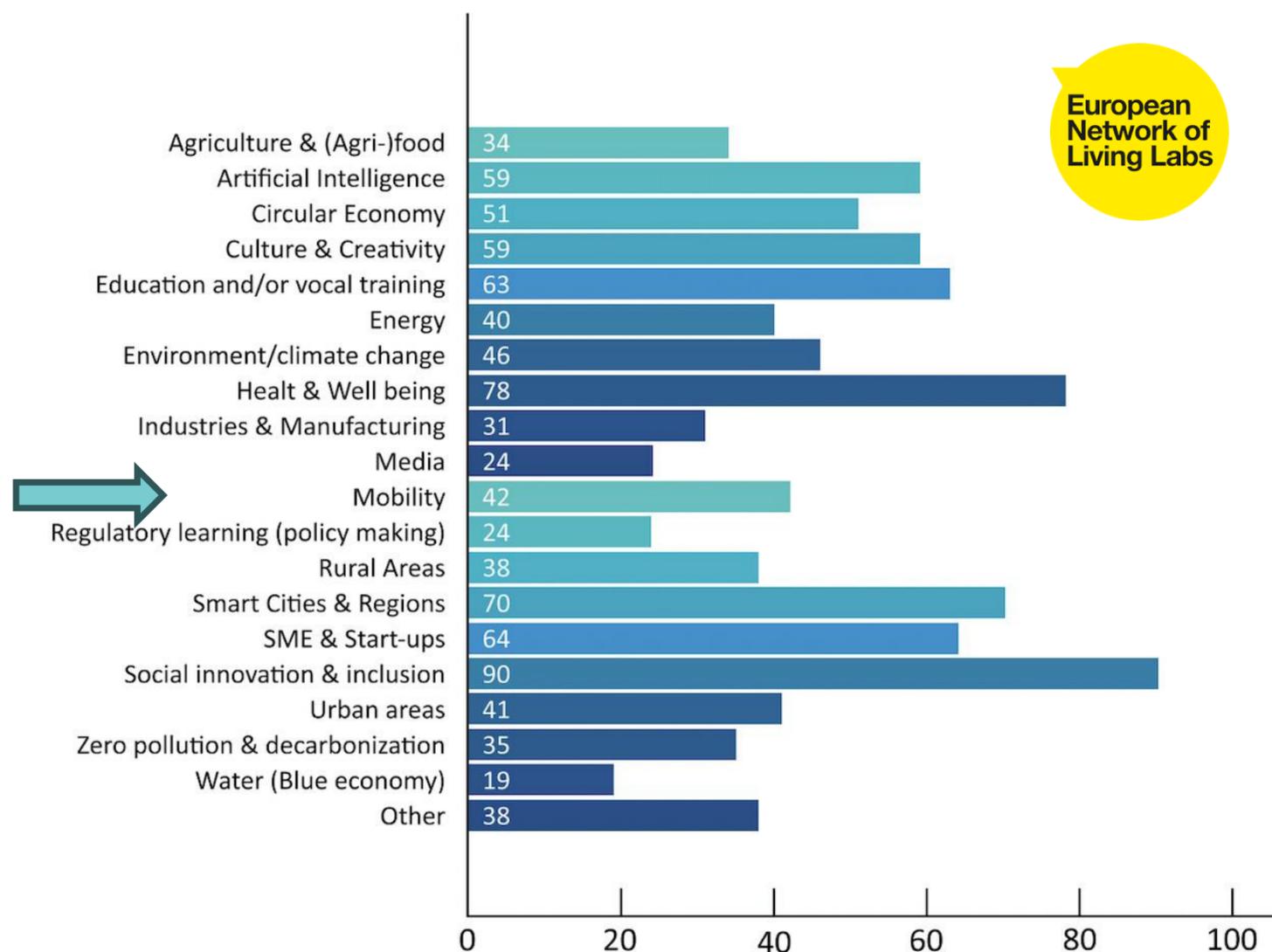
Living Labs are **open innovation ecosystems** in **real-life environments** based on a **systematic user co-creation approach** that integrates research and innovation activities in communities, placing **citizens at the centre of innovation**



Living Labs operate as **intermediaries** among **citizens, research organisations, companies and government** agencies or levels for joint-value co-creation, rapid prototyping or to scale up innovation and businesses.



ENOLL LIVING LABS AREA OF WORK & SERVICES



Multiple areas of work & transversal approach

ENOLL: A PATH TO GROW

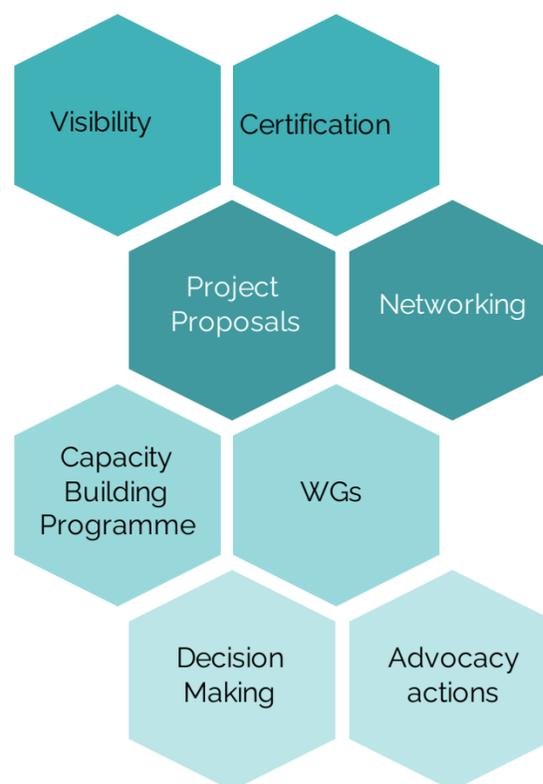
MISSION

ENoLL mission is to be an **Ambassador** of European values of **co-creation** and **open innovation**, to provide value to its **members** and external **stakeholders** by offering them **opportunities** to develop their **capacities & knowledge** in order to strengthen them in **developing and scaling-up** impactful innovative products & services and expanding their own value to their own stakeholders.

VISION

ENoLL aims to be the leading organization empowering the **global** development of Living Labs as **enablers** of **impactful** open innovation ecosystems where everyone can co-create and innovate via cross-border & cross-sectoral **collaboration** in an **inclusive** way.

MEMBERS VALUE OFFER



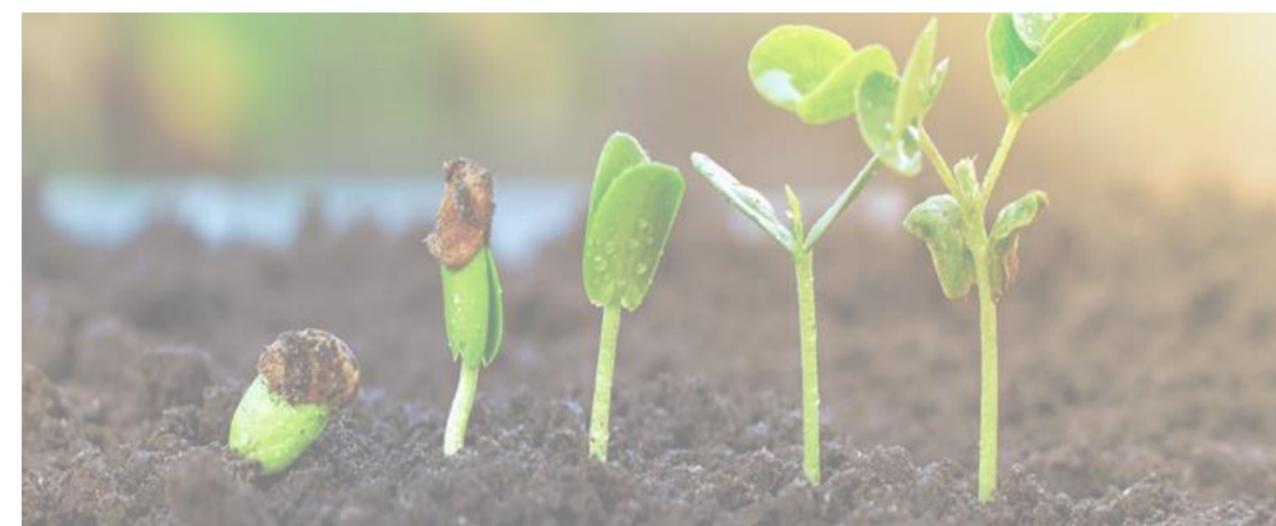
Certification & Labelling
Quality evaluation procedure, formal certification



Capacity Building
Learning programmes for LL creation and ENoLL certification



Working Groups
Knowledge exchange & collaboration on hot topics



ENOLL WORKING GROUPS



ENoLL Working Groups focus on key topics of interest within the ENoLL Community. They are open to members and externals who are interested in working with others in a specific domain.

• Agriculture, Agri-food & Rural Living Labs

- Culture & co-creativity
- Digital Sustainability
- Energy & Environment
- Health & Well Being
- Mobility
- Joint Working Group on Living labs as regulatory learning tools
- Social Impact of AI
- Social Innovation & Digital Rights
- Joint Working Group with the European Commission on Digital sustainability, Zero pollution



AGRI-RURAL LIVING LAB

Suppliers

Retailers

Customer
s

Farmers



Research
ers



Advisors



Existing and new
technology



Cultivation
experts



LIVING LABS PITFALLS AND CHALLENGES

Theoretical & Methodological Challenges

- ...
- New data collection & analysis methods in real-life setting
- Lack of pre-determined objectives in LL research
- Balance between research and development

Governance & Process-related Challenges

- ...
- Multi-business collaboration and the issue of openness
- Visibility and dissemination of the LL activities
- Financial issues
- Technical and infrastructural challenges

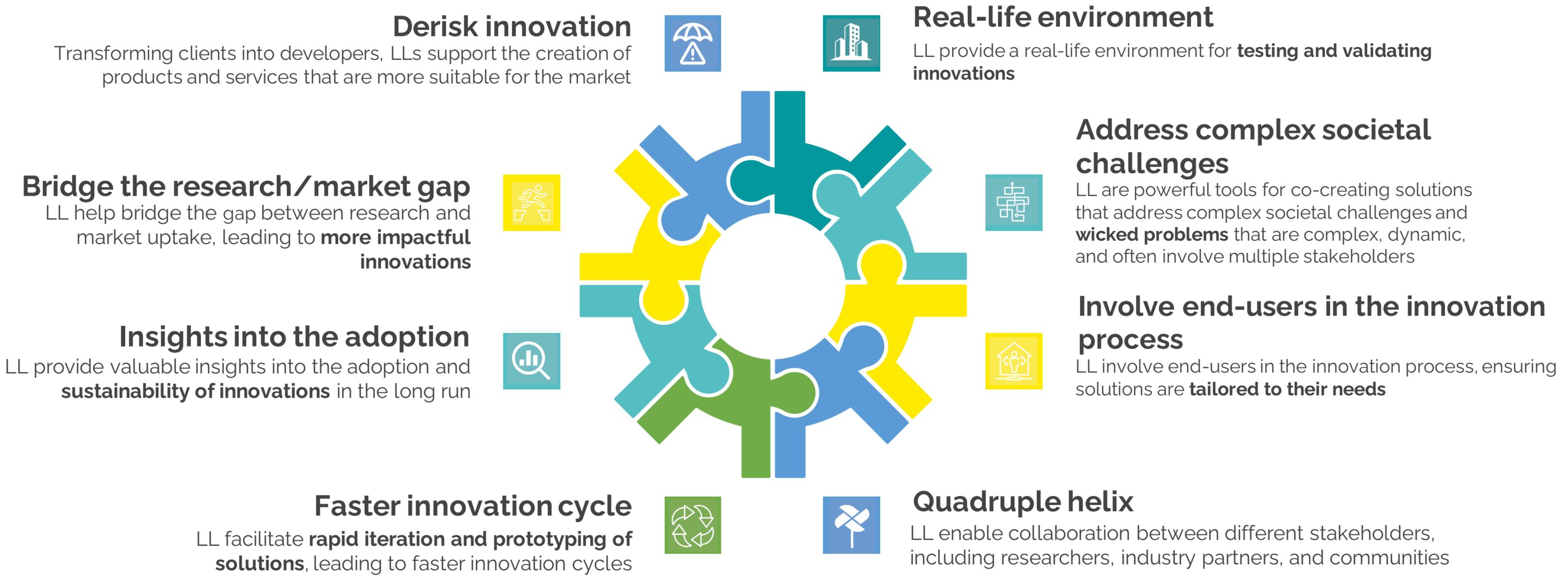
Actors' Motivations, Needs and Expectations

- ...
- User recruitment challenges
- Building commitment with stakeholders
- Identifying relevant parties and contacts
- Cultural factors on user motivation and engagement

Ethical Challenges

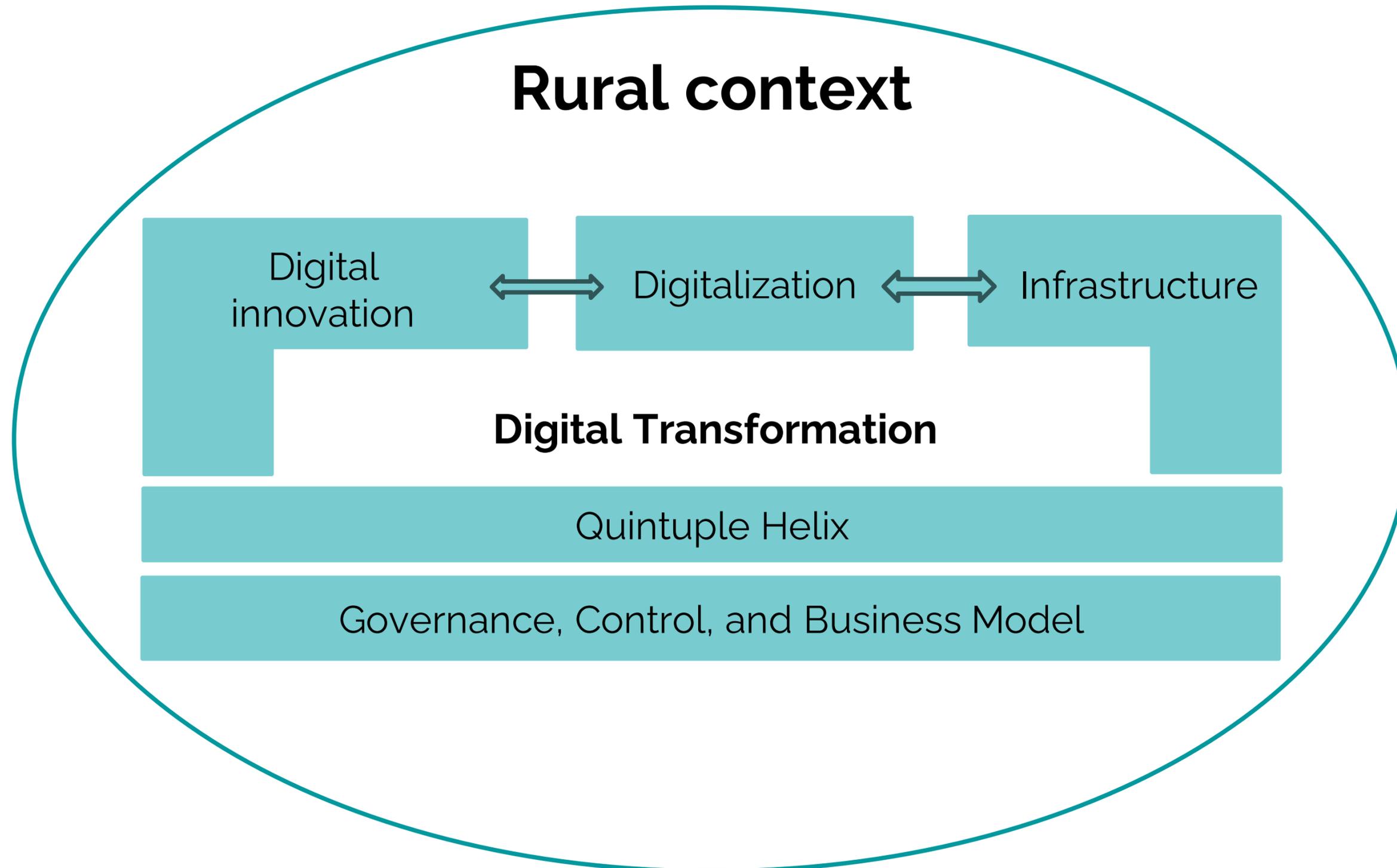
- ...
- Voluntariness on participatory research
- Privacy and use of participants' data
- Overlooking user's interest in LL activities

WHY LIVING LABS?



By leveraging the strengths of Living Labs, we can create innovative solutions that meet the needs of end-users while also driving societal impact.

KEY COMPONENTS OF RURAL LIVING LABS



BARRIERS AND IMPACT OF RURAL LIVING LABS

BARRIERS TO RURAL DEVELOPMENT	IMPACTS OF RURAL LIVING LABS OPEN INNOVATION
Lack of telecom infrastructure, and lack of physical infrastructure resources, e.g., transport	Improving the conditions for ICT innovation increases the attractiveness of rural environments for infrastructure investment in particular communications infrastructure
Economic, business, and social conditions	Supporting innovation and business incubation to create jobs and enable working and doing business on distance
Lack of innovation culture	Early involvement of citizens and business users to raise awareness and create innovation communities
Difficulties of introducing new ways of working and business	Create experience environments and high-level of user involvement to enable early participation in the innovation process
Heterogeneity in policies, cultures, working methods	Early involvement of rural policy stakeholders and linking to rural development policies

THE DINGLE PENINSULA LIVING LABS

Aim: create an ecosystem that could support more diverse long-term sustainable incomes on the peninsula.

Topic of work: agriculture, tourism, energy



CHALLENGES

- Low- paid employment and young people are leaving the area
- Access and development of future technologies

IMPACT

- Deep relationship of trust: discussions with individuals about their barriers
- A lot of voluntary support
- The community is very much willing to participate, provide feedback and helping with co-designs
- Policymakers are invited to learn the impact of the activities implemented.

GUADALINFO

Aim: to empower people (using ICTs as a tool) to be the driving force behind the transformation of their communities and to enhance digital literacy.

Topic of work: rural communities, Technology and open innovation



CHALLENGES

- Larger rural cities at risk of social exclusion
- Transformation within communities: low employability, lack of digital literacy, lack of innovative culture and citizen participation

IMPACT

- The significance of actively collaborating with and towards the needs of the citizens.
- A significant initiative involves collaborating with father-mother associations to introduce robotics and IT-related activities for children aged 10.
- A mentor has been designated within the Living Lab (LL) network to offer assistance to users in navigating technology devices and overcoming administrative challenges effectively.

LIVING LABS AS RESEARCH INFRASTRUCTURE

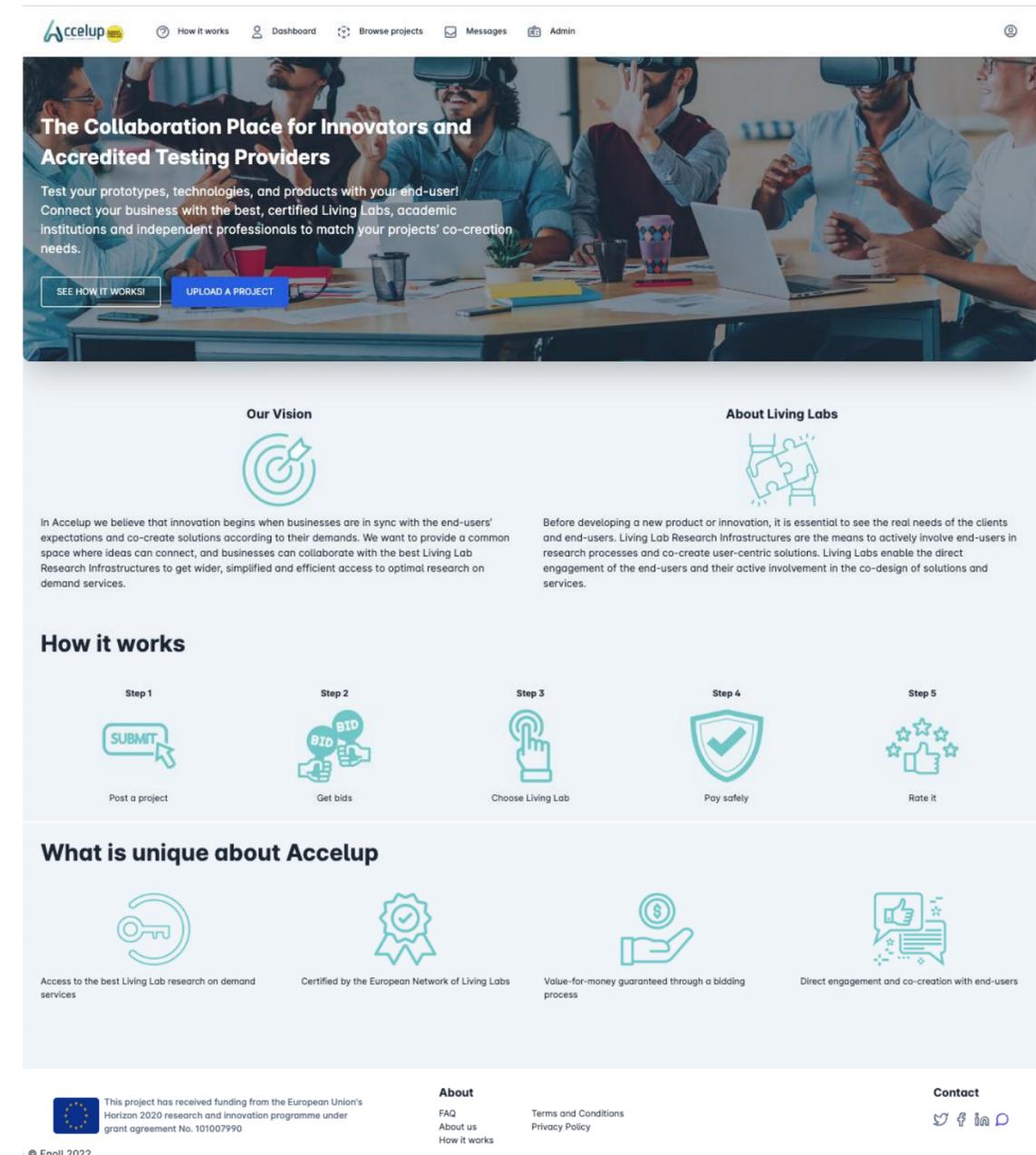
We are changing the paradigm



Collaboration place for innovators & accredited service providers to test prototypes, technologies, and products with certified Living Labs

- Increased visibility
- Network expansion
- Find new clients
- Find private funding for sustainability

<https://accelup.eu/>



The screenshot shows the Accelup website interface. At the top, there is a navigation bar with links for 'How it works', 'Dashboard', 'Browse projects', 'Messages', and 'Admin'. The main header features a large image of people using VR headsets in a workshop setting, with the text 'The Collaboration Place for Innovators and Accredited Testing Providers'. Below this, there is a call to action to 'Test your prototypes, technologies, and products with your end-user!' and a description of the platform's purpose. Two buttons, 'SEE HOW IT WORKS!' and 'UPLOAD A PROJECT', are visible. The main content area is divided into several sections: 'Our Vision' with a target icon, 'About Living Labs' with a puzzle icon, 'How it works' with a five-step process (Post a project, Get bids, Choose Living Lab, Pay safely, Rate it), and 'What is unique about Accelup' with four key features: access to best research on demand, certification by the European Network of Living Labs, value-for-money guaranteed through bidding, and direct engagement with end-users. The footer includes a European Union funding notice, an 'About' section with links to FAQ, Terms and Conditions, and Privacy Policy, and a 'Contact' section with social media icons.

https://youtu.be/8aVmmRFvSnU?si=tD1shuoR_WUJNm3N

Thank You

Our contacts



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More info:

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- **Projects & Proposals**
projects@enoll.org
- **Membership, certification & more**
info@enoll.org

The logo features a stylized world map in white on a teal background, surrounded by concentric circles in shades of teal and yellow. A yellow speech bubble on the right contains the text "European Network of Living Labs".

**European
Network of
Living Labs**

A yellow speech bubble containing the text "European Network of Living Labs".

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<https://enoll.org/>



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<https://www.linkedin.com/company/enoll-european-network-of-living-labs->



<https://twitter.com/openlivinglabs>