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What's the role of living labs in EU research ?

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## Living Labs: what's in a name ?

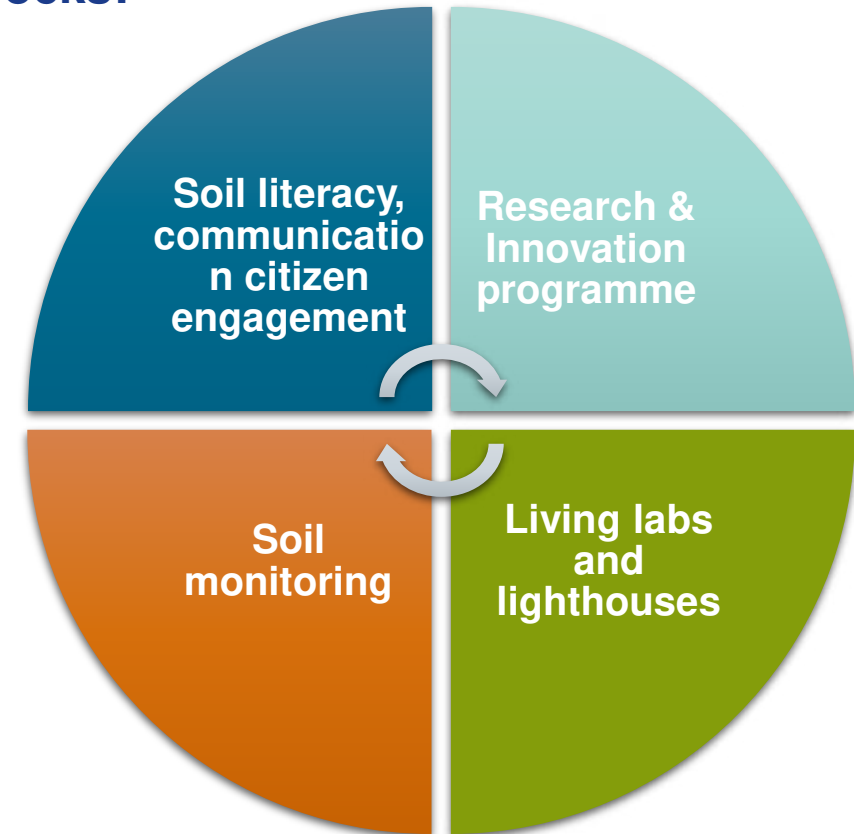
- **1749**: first time the term “living laboratory” was used
- Numerous definitions
- Common characteristics:
  - **real-life** ecosystems
  - **user-centered** research and open innovation.
  - **co-creation** approach
  - by **multiple stakeholders** from **diverse transdisciplinary backgrounds**
- Bridge the gap between cutting-edge research and tangible societal progress.



## Goal: 100 living labs and lighthouses to lead the transition towards healthy soils

- Established in 2021,
- Linking EU's research and innovation to **major societal needs**, with strong visibility and impact
- Relevant for a **significant** part of the European population and wide range of European citizens

### Building blocks:





# Why Living Labs ?

## Derisk innovation

Transforming clients into developers, LLs support the creation of products and services that are more suitable for the market



## Real-life environment

LL provide a real-life environment for **testing and validating innovations**

## Bridge the research/market gap

LL help bridge the gap between research and market uptake, leading to **more impactful innovations**



## Address complex societal challenges

LL are powerful tools for co-creating solutions that address complex societal challenges and **wicked problems** that are complex, dynamic, and often involve multiple stakeholders



## Insights into the adoption

LL provide valuable insights into the **adoption and sustainability of innovations** in the long run



## Involve end-users in the innovation process

LL involve end-users in the innovation process, ensuring solutions are **tailored to their needs**



## Faster innovation cycle

LL facilitate **rapid iteration and prototyping of solutions**, leading to faster innovation cycles



## Quadruple helix

LL enable collaboration between different stakeholders, including researchers, industry partners, and communities





## Concluding remarks

- Living labs are integral to the EU's strategy for fostering **open innovation** and enhancing the **societal relevance** and impact of research activities.
- Living labs help to ensure that the EU remains at the **forefront of innovation** by integrating research with **real-world applications** and **societal needs**



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# Thank you!

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