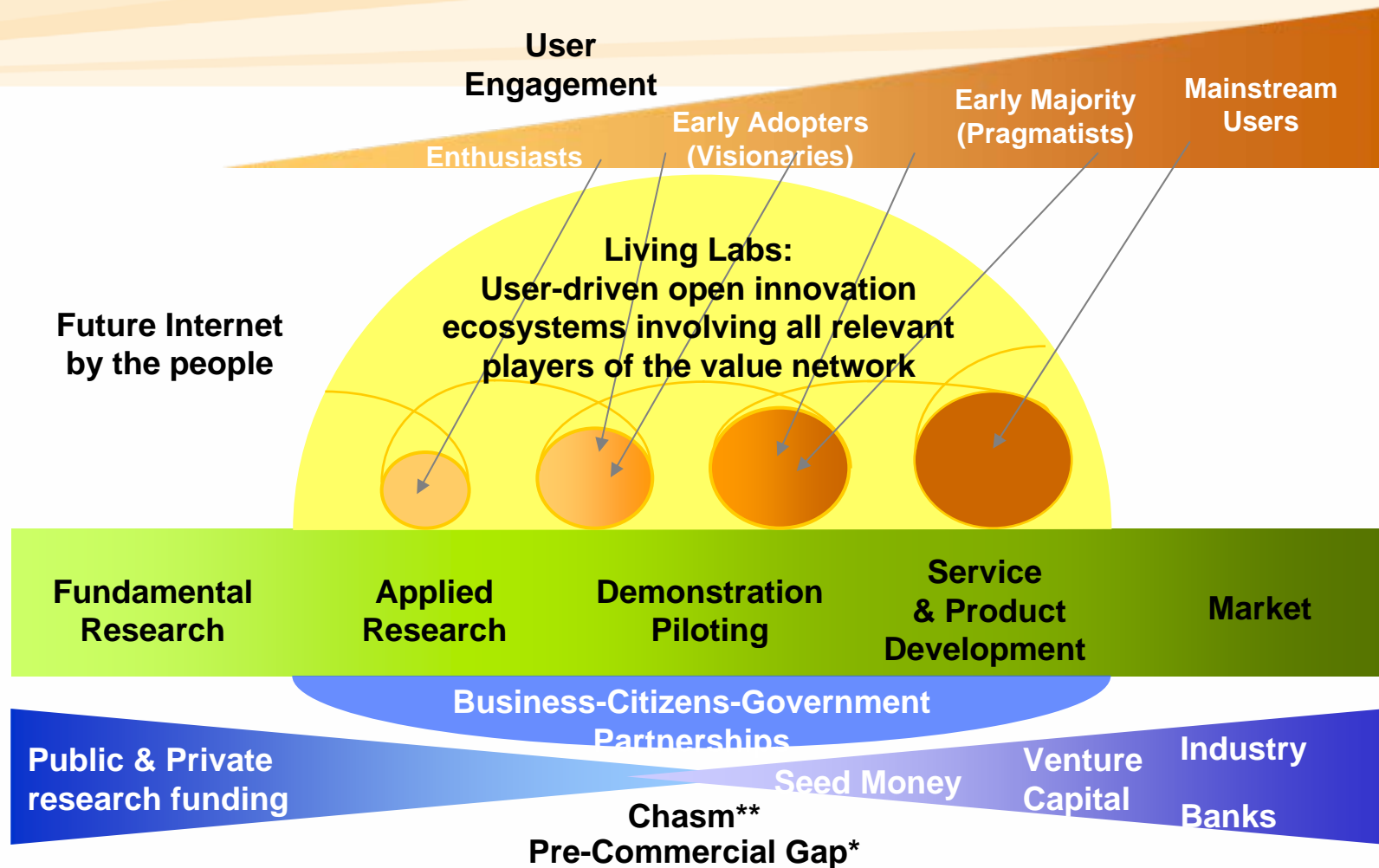


People in user-driven innovation ecosystems lighting up FIRE



* MacDonald and Associates, 2004

** Geoffrey A Moore: Crossing the Chasm, 1999



The European Dimension: Living Labs across domains and regions



- ❑ **e-Wellbeing**
filling the gap between technology development and market entry
- ❑ **e-Democracy and e-Governance**
developing the role of e-Participation and e-Democracy toolboxes
- ❑ **e-Services in rural or developing areas**
linking local experimentation environments with global representation
- ❑ **ICT for energy efficiency**
supporting the citizens as energy users in applying innovative ICT



Opportunities for Living Labs in ICT & CIP

□ Objectives directly targeted at LLs

- Piloting cross-border domain-specific networks of LLs
⇒ **CIP-8.1** (closed on 2 June 2009)
- Co-ordination of user-driven open innovation activities
⇒ **ICT-1.6**

□ LL involvement in ICT projects & CIP pilots

- Direct involvement of large user communities in experimentally-driven Future Internet Research
⇒ **ICT-1.6**
- Bridging between research and take-up in ICT applications research
⇒ **ICT Challenges 5-7**
- Participating in Pilot B projects stimulating the uptake of innovative ICT based services and products
⇒ **CIP Themes 1,3,4,7** (closed on 2 June 2009)



FP7 ICT WP 2009-10: General encouragement to apply LL methodologies and involve the user



- ❑ Bridging the gap between technologies and applications.
- ❑ Integrating all relevant actors in a flexible service and technology innovation ecosystem.
- ❑ Bring the user in the loop early in the R&D cycle.
- ❑ Proposers are encouraged to apply LL methodologies
 - for better discovering new and emerging behaviours and use patterns,
 - for assessing at an early stage the socio-economic implications of new technological solutions.
- ❑ Encouragement of direct involvement of user communities.

