APOLLON
Advanced Pilots of Living Labs Operating in Networks

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APOLLON: Taking the next step

• Local Living Labs
  – Living Labs in Europe form a new, vibrant and growing community
  – Locally implanted initiatives
  – Great variety in application domains, approaches etc.

• Prior federation on European scale
  – European Network of Living Labs is a federation of Living Labs conforming to a number of general benchmark criteria
  – European projects addressing exchange of best practices and methodologies for individual labs

• APOLLON addresses the next frontier in Living Lab Research
  – Leverage local implantation, overcome local limitations
  – Do joint testing in cross-border living lab projects
  – Offer opportunities for innovators (i.e. SMEs) to innovate and scale up internationally much faster

• Follow-up CIP projects: How to scale up to smart cities; how to line up with Future Internet experiments
Can SMEs use Living Lab networks to test and enter new markets?

APOLLON: Advanced Pilots of Living Labs Operating in Networks

The APOLLON objectives:

- Demonstrate the value for SMEs of a European network of local open innovation platforms
- Set up thematic networks of Living Labs across Europe
- Develop a common approach for cross-border Living Lab experiments

What is needed for cross-border Living Lab Networks?

- Common methodology
- Common ecosystem approach
- Common research benchmark
- Common platform guidelines
- Common integration framework
APOLLON Approach

Transferring local ILS/homecare applications into another country

Using a common research benchmark on Energy Efficiency in 4 Living Labs

Piloting a common platform for eManufacturing in 3 Living Labs

Exchanging and integrating local citizen media services between 3 Living Labs
APOLLON Pilot Experiments

- **Homecare and Wellbeing**: Pilot of monitoring & communication solutions for homecare + *Common Ecosystem Approach*
- **Energy Efficiency**: Pilot of smart metering solutions for energy efficiency + *Common Research Benchmark*
- **eManufacturing**: Pilot of remote telemetry platform & SME business platform + *Common Platform Guidelines*
- **Social Media**: Pilot of 3D virtual city community & Citizen reporters platform & Cultural Interaction app + *Common Integration Framework__

=> **User-centered testing + Adaptation to local context + Experience of innovating abroad + Partnership search abroad**
APOLLON Methodology

- Methodology for cross-border Living Lab projects
- Research and evaluation frameworks for operationalizing the methodology
- Launch of the on-line Living Lab Knowledge Centre
European Living Lab Knowledge Centre

The living lab approach is a new innovation strategy that increases the chance your products become a commercial success. In this knowledge centre, the living lab community provides support for the two processes involved in living lab innovation: the process of developing products and services with end-users and the management and (international) collaboration process, as shown below:

- **管理与合作**
- **计划与参与**
- **产品开发**
- **市场启动**
- **管理与跟踪**
- **支持与管理**
- **设计**
- **实施**
- **评估**
APOLLON Sustainability

- **Large community of interest**, formalised through APOLLON supporting and associated partnerships
- Series of workshops and events
- Consolidated through the **European Network of Living Labs** (ENoLL) thematic working groups (MoU), the Living Lab Knowledge Centre, the APOLLON portal
- Definition of commercial cross-border piloting services, and coordinated by the thematic working groups
Basic scenario for SME support in a Living Labs network

Methodology builds on the following basic scenario, which has an adapted version in each of the four experiments:

1. First contact SME, local Living Lab
2. Matchmaking cross-border living lab
3. Scoping the project
4. Stakeholder identification
5. Project coordination
6. Market potential analysis
7. Evaluation and lessons learned
8. Success story
APOLLON Approach Successful for SMEs

• Homecare & ILS: consortium SME (BE) engaged in business talks with non-consortium client organisation (FIN) to trial SME solution for potentially 1,500 users
• Energy Efficiency: consortium SME (FIN & NL) signed MoU with consortium SME (POR) for joint international business development
• eManufacturing: consortium SME (POR) signed protocol with consortium large company (GER) and in talks to extend large company platform beyond automotive services
• eParticipation: consortium smart city & client organisation (FR) reached agreement to make Urban Game app (with collaboration of various WP5 consortium SMEs) permanent

=> A number of successful international examples, some failures that led to real impacting lessons learned, some national successes, real business impact
APOLLON Approach Successful for Living Labs

• Cross-border domain-specific groups of Living Labs that cooperate in APOLLON have since the start of the project successfully acquired a range of major Europe-wide projects
  – Smart Citizen services
  – Cloud-based smart city services
  – Internet of Things apps
  – Smart City Software Development Kit
  – eGovernment services
APOLLON Approach Successful for Cities

- May 19, 2011: Social Media Pilot received Grand Prize at national Smart Cities competition Evillementiel, France
  - More than 150 participant cities
  - Issy-les-Moulineaux Pilot received the Award for the Best cultural event and the Grand Prize Evillementiel 2011, all categories included.
APOLLON FINAL EVENT
BRUSSELS, 25th of APRIL 2012

Want to get the full results?

Registrations open soon

www.apollon-pilot.eu
www.openlivinglabs.eu

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