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2019



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Living Lab 2.0: Business models for multi-actor research platforms: Case Flavoria

VIRPA D UTU Project (2018-2019)

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From linear to helical innovation 1/2

- Living lab: user-centred, open innovation ecosystems based on systematic user co-creation approach, integrating research and innovation processes in real life communities and settings.
- Living labs create and foster and facilitate attractive innovation ecosystems following the *quadruple helix* innovation model (eNOLL, 2016)



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From linear to helical innovation 2/2

- Linear models of innovation proceed in stages, from laboratory to 'practice'
- Cyclical models of innovation proceed in cycles with feedback and feed-forward loops
 - Triple helix (Etzkowitz & Leydesdorff, 2000) means that industry, government and university come together and intertwine in innovating in turns and in parallel (hence helix).
 - Quadruple helix (Carayannis & Campbell, 2008) includes also citizens for co-creating innovations -> living labs build on this idea of co-creation with all parties.



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From Living Lab 1.0 towards Living Lab 1.5

- Living labs 1.0 are environments, or research setups, where the parties could get together in an environment, where co-creation is boosted by proximity & facilitation.
- Next generation embeds automatic data gathering and storing by the partners to identify innovation process



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Flavoria® is a multidisciplinary research platform for sustainable development

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- Turku School of Economics
- Faculty of Science and Engineering
- Faculty of Social Sciences



3 experience contexts

Lunch
restaurant



Café & snack shelf



Multisensory
Lab






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MISSION

To research people's genuine experiences and choices with the newest influencing and monitoring technology

VISION

To produce scientific and multidisciplinary understanding of humans' multisensory experiencing and choice behavior, that generates global scale innovation

- New scientifically backed information to people for making informed choices
- New product and service innovations
- New innovations for restaurant and shopping spaces
- New technological solutions and services





In co-operation:





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From Living Lab 1.5 towards Living Lab 2.0

- The lessons learned from *building/space as a living lab* mean that modern living labs need to do all the above plus
 - Modelling the reaping of the benefits of the innovation
 - It works, but does it pay off?
 - Govern a myriad of data and its property, access and use rights
 - No – the data is not open, it is regulated!
 - Govern the relationships between the ecosystem and other ecosystems in the long run
 - The combination of above



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Summary

- The understanding of companies, universities, citizens and governments are considered vital in co-creation of innovations.
- At the same time, the critics of helixes are right: The model works in knowledge intensive societies, where intellectual property can be protected and actors rely on each others against the backdrop of enforceable contracts.
- Our experience shows that Living Lab 2.0 needs inevitably business design and explicit definition of terms of intellectual property and governance model.



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THANK YOU!



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