

# Experiences of Collaboration fostering within Living Labs, a case of CentraLab

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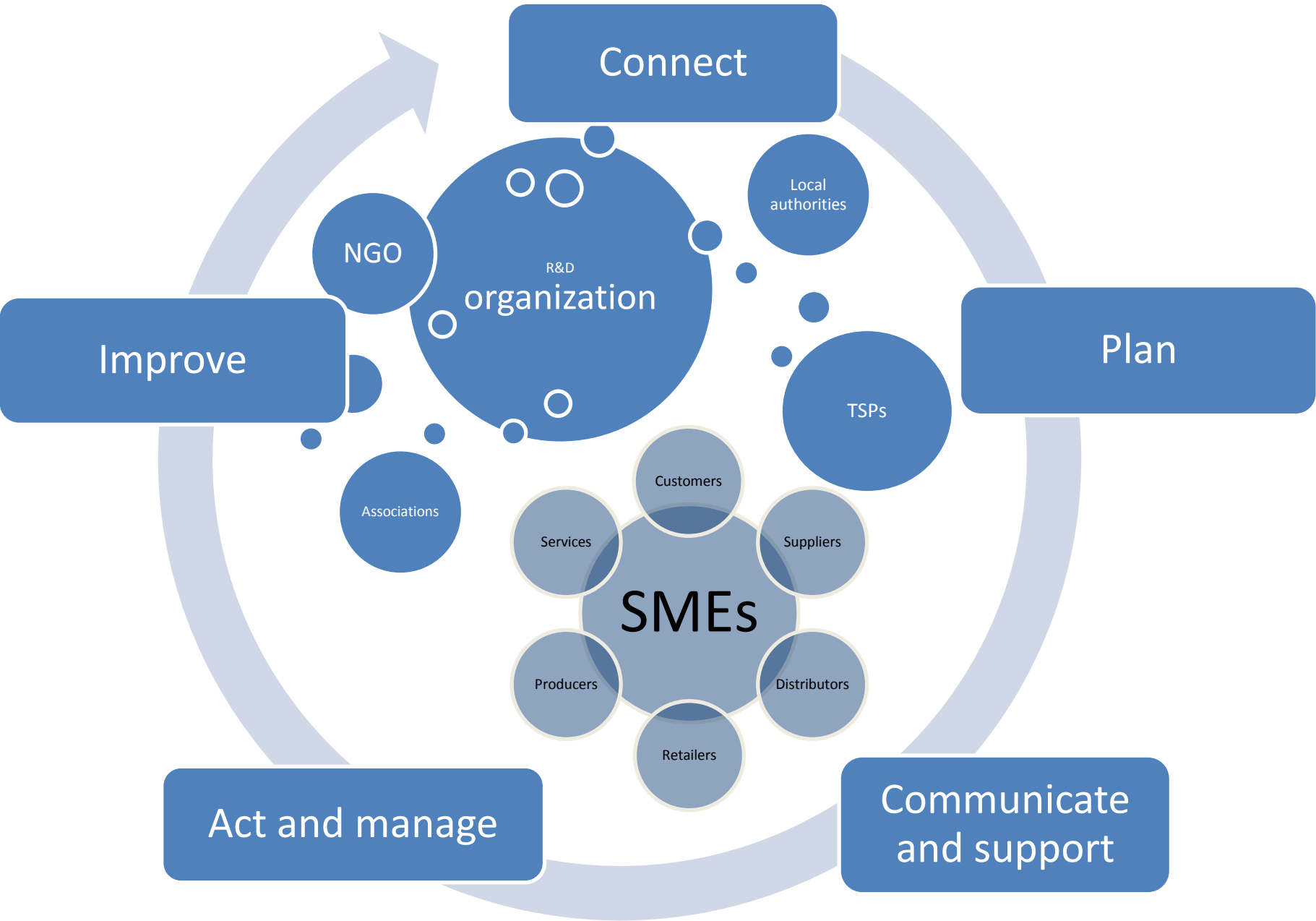
Bled, 4.6.2014

# Introduction

- Create a living lab ecosystem where users, TSPs and policy makers will co-create innovative eco tourism services / products.
- Conduct a living lab experiment where open innovation can be observed in action.
- Real time information on the changing ecosystem for the policy makers.

# Living Lab

- Living Lab is a real life environment in which researchers, developers and users are co-creating new products or services.
- Living lab is a popular approach to user co-creation and open innovation paradigm.
- Smart cities, Internet of Things, eHealth, Education, Energy Efficiency ...



Connect

R&D organization

Local authorities

NGO

Plan

TSPs

Improve

Associations

Customers

SMEs

Services

Suppliers

Producers

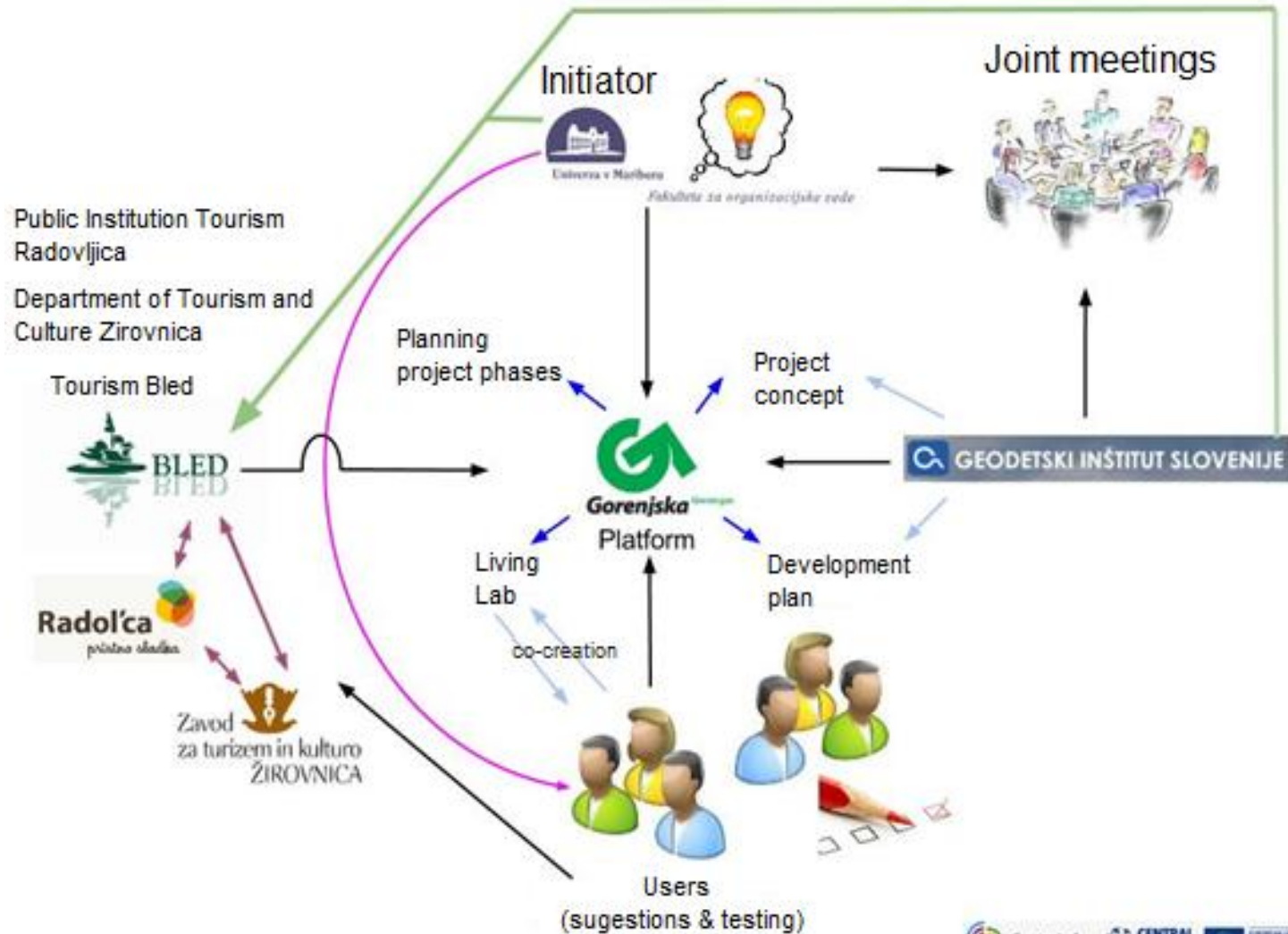
Distributors

Retailers

Act and manage

Communicate and support

# Eco tourism LL project



# Web platform

The screenshot shows a web browser window with the URL [elivinglab.org/CrossBorder/...](http://elivinglab.org/CrossBorder/...) and a page titled "Pot kulturne dediščine Žirovnica". The page features a navigation bar with links for "Pot kulturne dediščine", "Pohod 8. februar", "Kulinarika", "Stare fotografije", and "Zelena mobilnost". The main content area is divided into two columns. The left column has a heading "Obiščite zibelko slovenske kulture!" with a 4.2 star rating and a video player showing a 3D map of the Žirovnica region with a red trail line and numbered markers. The right column is titled "Najbolje ocenjene lokacije" and lists three locations: "Selo" (5 stars), "Žirovnica" (5 stars), and "Rojstna hiša Franceta Prešerna" (5 stars). Each location includes a brief description and a small image.

- GIS
- Collaborative
- Usability testing
- Cycles of experiments
- Large scale experiment deployment

# Web platform

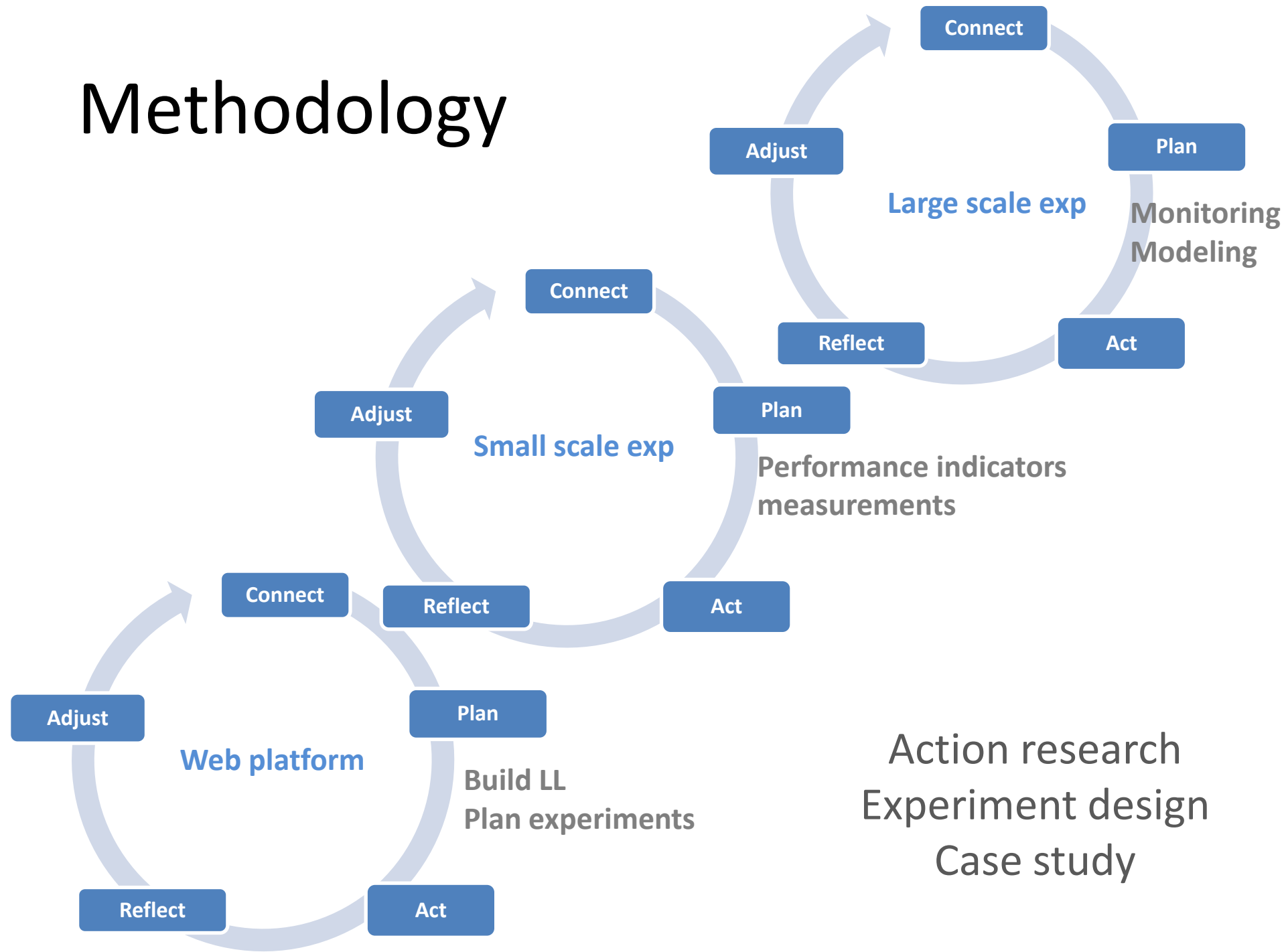
- Open source platform
- Collaborative (users can create content)
- Itinerary: at least 3 points
- Each point can be equipped with data (description, multimedia, ranking, comments)
- Incentives for users to participate

# Problem

- In a dynamic LL ecosystem it is difficult to set and measure the variables:
  - Stakeholders change, variables change
  - Needs change, user behavior changes
- Methodological
- User co-creation
- Policy makers involvement



# Methodology



# Measurements

- Variables (performance indicators) and metrics:
  - No of stakeholders (No, type, demographics).
  - Activities of stakeholders (using the platform).
  - No of nights.
  - No of quotations.
  - Revenue (individual TSP, local, regional).
  - No of referrals (to TSPs web sites, to social media).
  - Time spent in a specific tourist destinations.
  - No of tourists in a region.
  - No of new tourism products/services on the market.

# Summary of the collaboration

- **Connect phase:**

METHODS: dialogue, interview, survey, focus groups, initial workshop/introductory session, training, intake interview, fixed staff meetings (for supervising), regular conffcalls reports (to the transferring LL)

TOOLS: installation requirement document, User manual, Installation manual, Criteria for test users selection, In-depth profiling of the selected users

- **Plan and engage phase:**

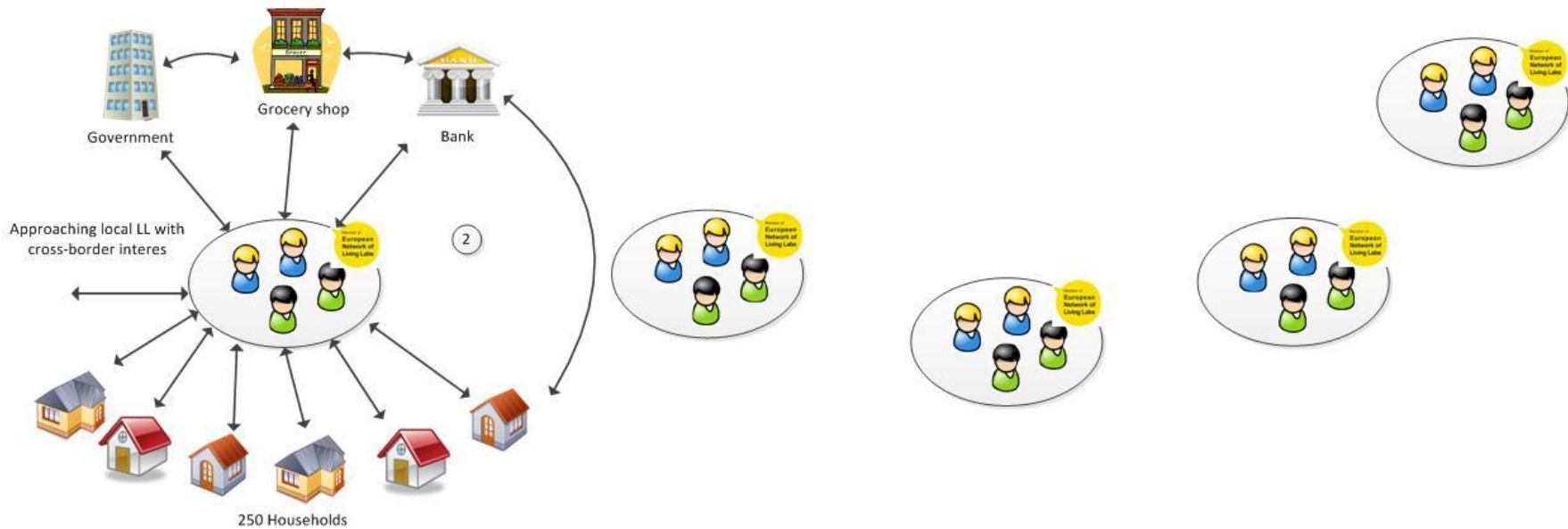
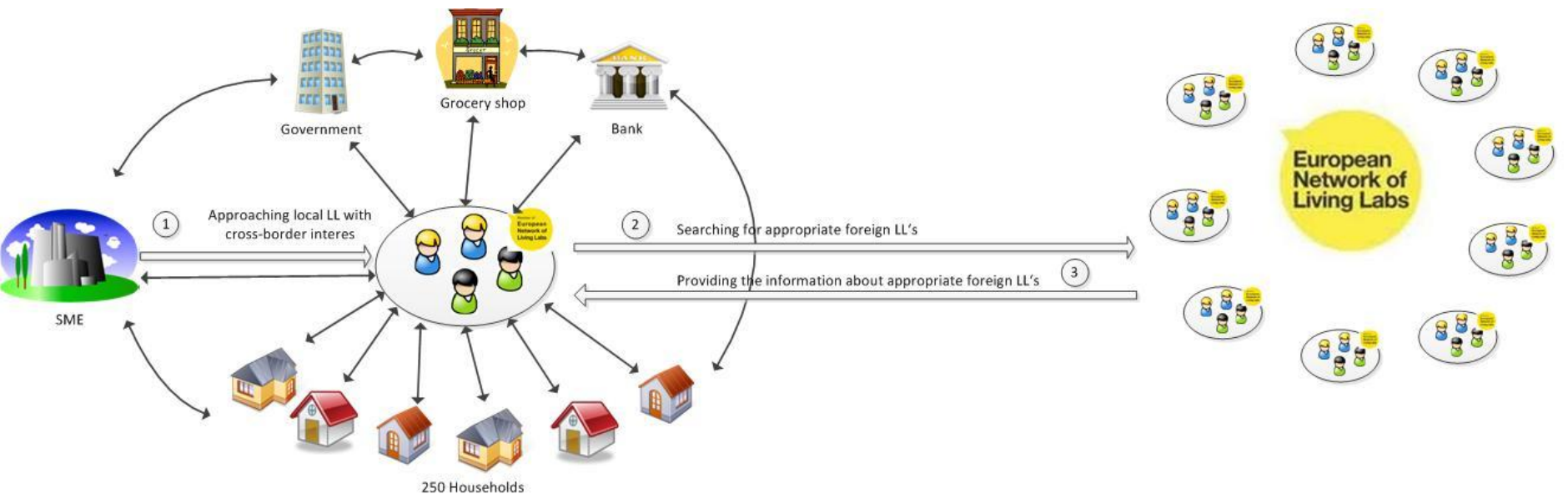
METHODS: Interviews, focus groups, observation, SW & service adjustment, collecting logging and monitoring data, fixed staff meetings (for supervising), regular conffcalls reports (to the transferring LL)

TOOLS: initial lists and questions, analysis of results – defined user requirements and findings, LLAD platform – for collecting quantitative data

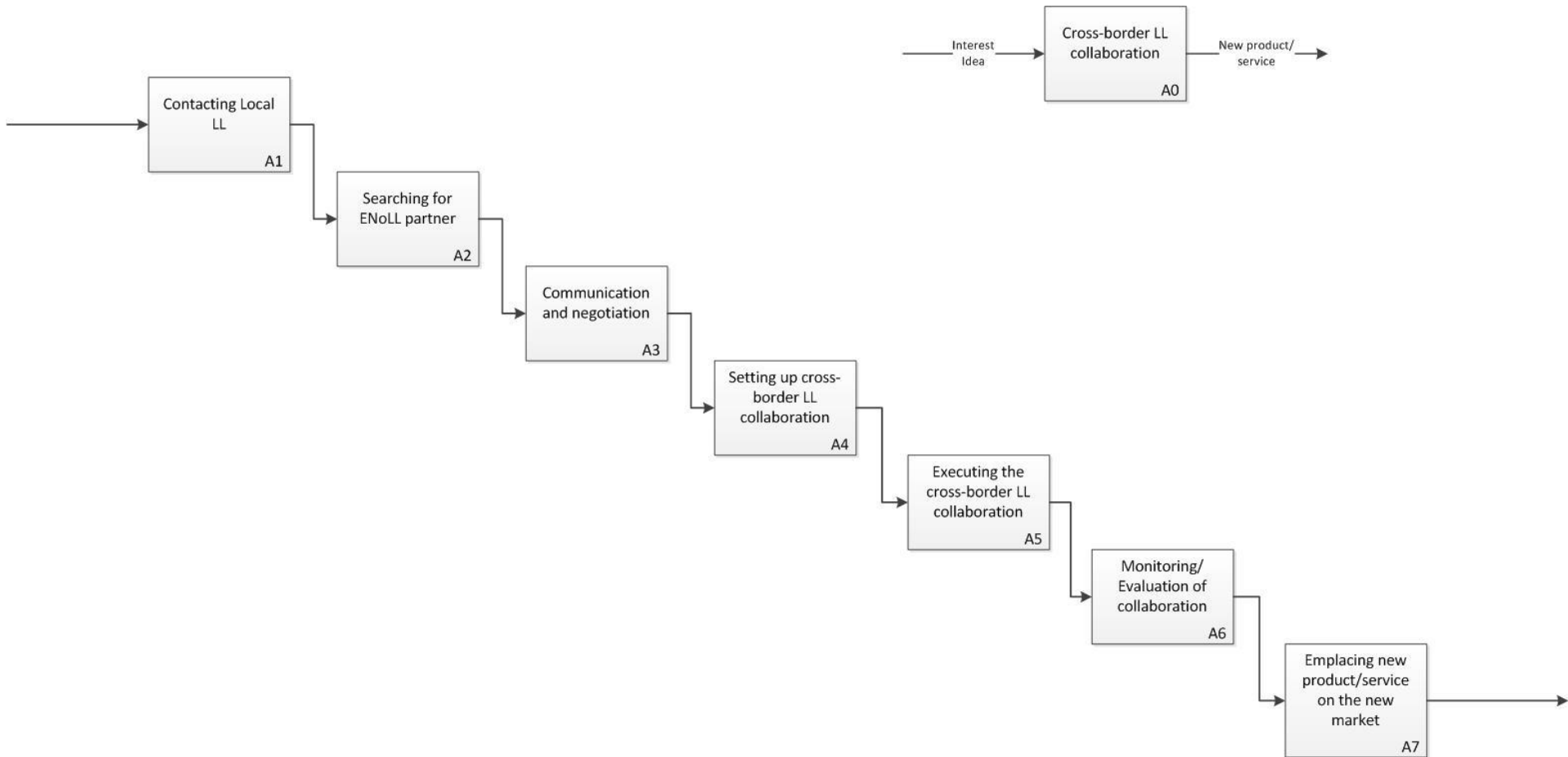
- **Support and operation phase:**

METHODS: post-measurement, multi-stakeholder analysis, fixed staff meetings, regular conffcalls reports (to the transferring LL)

TOOLS: defined user requirements and findings, LLAD – for collecting quantitative data



# Process



Phase	Connect	Plan, engage	Support and operation
Type			
Structure	<p>Business models</p> <p>Careless pilot business model was set upfront (commercial).</p> <p>Homecare pilot - intention to go on public funded scheme.</p> <p>IPR and access agreements</p> <p>No IPR agreements, access agreement, in some pilots no agreements except Apollon a.</p>	<p>Contractual agreements</p> <p>No.</p> <p>Project plans. Yes.</p>	<p>Project governance frameworks</p> <p>Project management rules</p> <p>Rules for accessing resources</p>
Process	<p>Brainstorming</p> <p>Negotiation</p> <p>Dialogue</p>	<p>Negotiation of agreements</p> <p>Planning</p> <p>Matchmaking</p>	<p>Collaborative innovation. No.</p> <p>User-developer interactions</p> <p>Project team collaboration</p> <p>Knowledge and info sharing</p>
Tools	<p>Meeting support</p> <p>Fixed staff meetings. Yes.</p> <p>Conferencing</p> <p>Regular Teleconference (Skype)</p>	<p>Meeting support</p> <p>Conferencing</p> <p>Collaborative workspace</p> <p>Matchmaking tools</p>	<p>Collaborative workspace</p> <p>Group blogging. No.</p> <p>Conferencing</p> <p>Business collaboration platforms</p>

# Collaboration issues

- In small-scale pilots the collaboration is simple, no special collaboration platforms are needed, use of e-mails, skype, face2face meetings and on-site visits are sufficient.
- No special agreement governing IPR, access grants or similar are being used.
- Main issues focus on the transfer of technology/service into the new environment (translations, trainings of staff and end-users).
- The problems of different legal requirements and/or communication difficulties are detected in one case, but should be further evaluated.