

Press release

# Living Labs in TR3S: the Living Kitchen



Towards Regional  
spEcialisation for Smart  
growth spirit

Creation of innovation can be expensive, risky and time-consuming. Sometimes the final outcome is difficult to predict. Therefore, it is important to reduce these factors and to create opportunities for success for the innovations. In particular, the creation of a suitable environment in which new ideas and innovative solutions could emerge. Appropriate conditions can be created under the concept of “Living Lab”.

The concept of Living Labs (or living laboratories) emerged in the early 1990s to describe regional areas where students undertook real-world projects to solve large-scale problems. Now, after developing and working within Living Labs, we can think of this concept as a research and innovation one. The concept is based on the philosophy of turning users into value creators that contribute to the co-creation and exploration of emerging ideas, breakthrough scenarios, innovative concepts and related artifacts. To date, users have been traditionally considered just as observed subjects for testing products and services against requirements.



It is important to highlight the correlation between the Living Labs process and two key concepts: user-driven innovation and open innovation. Indeed, the user-centered approach allows firms to access and take into consideration the needs, limitations and suggestions of end users at each stage of the product design process. The final goal is therefore to optimize the product around the willingness, need and possibility of the users to use it.

In line with the TR3S project description, the Living Lab methodology may be useful for organizing and managing a Living Kitchen innovation process, which can be considered as a participatory instrument to engage stakeholders either in the design or implementation of policies for research and innovation and regional competitiveness. From this process, different “recipes” should be elaborated as a result of the exchange of information, knowledge and experience between all participants, for the main “dishes”, which are the regional competitiveness policies of each TR3S partner.

The main goal of using the Living Lab methodology in TR3S is to standardise as much as possible the experience of the Living Kitchen among the TR3S partners and thus allow a benchmarking between them. This would enable the elaboration of a joint action plan to be fed by the lessons learnt through the realization of the Living Kitchen process in each region.

**TR3S** is an international project supported by the European Union through its Interreg IV C programme. TR3S was born with the aim to mobilise the innovation capacity and potential of regions towards smart growth.



**European Union**  
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## The 10 partners of TR3S project

<b>Spain</b>	Fundacion Tecnalia Research & Innovation SPRI, S.A
<b>Hungary</b>	Pannon Business Network Association
<b>United Kingdom</b>	Scottish Enterprise
<b>Estonia</b>	Valga County Government
<b>Italy</b>	Piedmont Region
<b>Romania</b>	Bucharest-Ilfov Regional Development Agency
<b>Poland</b>	Lubelskie Voivodeship
<b>Finland</b>	The Baltic Institute of Finland
<b>Germany</b>	Stuttgart Region Economic Development Corporation

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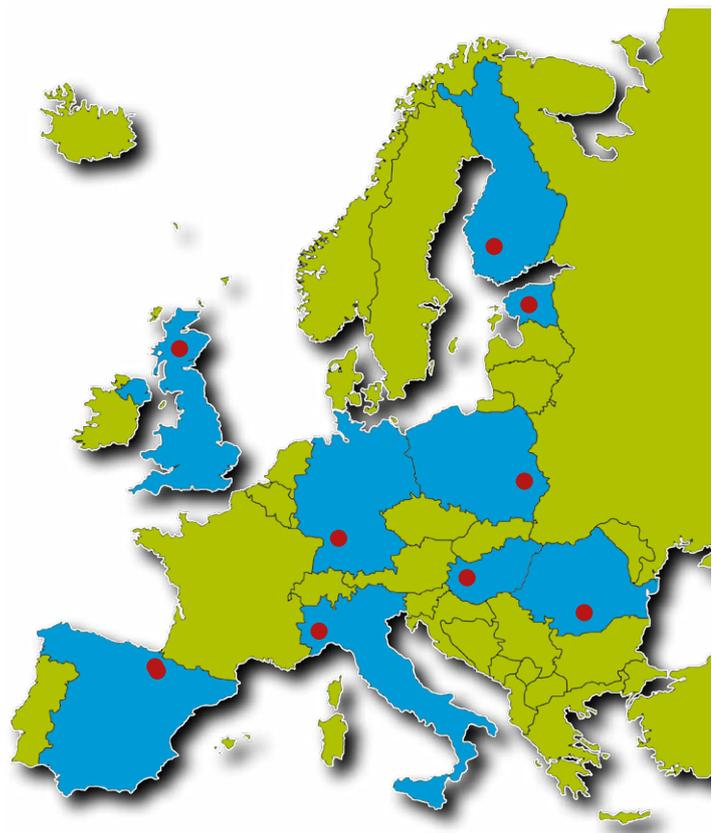
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