



## Trendkongress Workshop on Living Labs

The partners of the iRegions project

- CyberForum, Karlsruhe, Germany
- Electrum Foundation/Kista Science City, Kista, Sweden
- Baltic Innovation Agency, Tartu, Estonia

recently held a workshop on Living Labs at the Trendkongress in Karlsruhe, Germany on November 20, 2009.

Market relevance of technologies being developed in different regions is a key success factor for Living Labs. For this purpose, Living Labs aim at involving the end user as early on as possible in the development process – a unique challenge when dealing with technologically sophisticated products.

Linked to market relevance and the need to involve different kinds of people in the development process are the challenges related to networking with the right actors, in particular in the early phases of innovation.

Entitled "Living Labs as motor for cluster development" the workshop brought together four speakers from Europe: Dr. Bernhard Kölmel, CAS Software AG; Per-Olof Sjöberg, Swedish Institute of Computer Science; Prof. Bernhard Katzy, CeTIM Center for Technology and Innovation Management, and Dr. Carlsten Holtmann, FZI Research Center for Information Technology.

The iRegions workshop on Living Labs was moderated by Ralf Eichhorn from the Economic Development Agency of the City of Karlsruhe.

A round table allowed members of the audience to join in the discussion as well. The role of open innovation, the importance of creating a triple helix (industry-research/academia-government) perspective, innovation vouchers, and the integration of infrastructure with process and concept development are some examples of the topics addressed during the workshop.





The iRegions project's main objective is to provide a strategy aiming at maximising the benefits of research infrastructures for regional economic development in the ICT-based clusters in Karlsruhe, Kista and Tartu.

Three models will be evaluated, namely Living Labs, Leading Edge Projects, and Ecosystems for Growth. More information is available at [www.iregion.de](http://www.iregion.de)



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Trendkongress is a conference on the future of the internet jointly organized by FZI, CyberForum, KMK, and the society of friends of the FZI.

<http://www.trendkongress.com/>



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