



**iRegions**

Internet-based and mobile technologies for regions in the net economy

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## **iRegions project showcased at WIRE**

The iRegions project had a booth at the latest WIRE conference in Debrecen, Hungary on June 7-9, 2011. Many visitors came by and inquired about the project and the results to date. The focus was on Living Labs as a way to maximize the benefits of research infrastructures in ICT clusters.

By focusing on Living Labs as a way to maximize the benefits of research infrastructures in ICT clusters, the iRegions exhibit showed the synergies between research infrastructures and cluster policy. Living Labs, both existing ones and the ones the iRegions partners are now planning, can be a way to increase the contact interface between companies, public officials, and research & academia. They also contribute directly to the formation of needs-based networks in regions. Furthermore, by working in Region of Knowledge projects such as iRegions, not only is setting up new Living Labs easier because of the support and learning one can have from other partners, but ideas can be tested at an early stage between the regions to see what has worked in the past and what should be avoided. A Living Lab that is well set up will increase the innovation performance of a region because they will, by default, be user-centric and involve many more actors than traditional research projects. The experience of the iRegions project so far is that it has been beneficial to learn about each others research infrastructure capacities and features as plans for future projects rely on using those that best fit together.



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