


Policy Brief on Digitalisation & Living Labs: Co-Creating And Deploying During Covid-19 Crisis

Spela Zalokar (ENoLL)

About the project



Promote trans-local innovation clusters for creative and social innovation by providing a set of instruments



OBJECTIVES

Organising the Summer School for Policy Makers & multiple events for knowledge transferring

Policy Development

Creating interregional working & focus groups across the Mediterranean space



CULTURE AND CREATIVITY IN THE POST COVID-19 WORLD: REACHING THE SUSTAINABLE DEVELOPMENT AGENDA GOALS

Coronavirus crisis has played a critical role for cultural and creative sectors which have seen a sudden loss of revenue. Nevertheless, new interesting opportunities are also emerging.

DIGITALISATION & LIVING LABS: CO-CREATING AND DEPLOYING DURING COVID-19 CRISIS

ICTs have revolutionised the CCI sector during the Covid-19 crisis, accelerating their implementation, offering opportunities for communication, digital culture and new creative formats. Digitisation and Living Labs play a key role in creativity and experimentation.

INNOVATIVE MODELS OF FINANCING THE CULTURAL AND CREATIVE SECTORS DURING COVID-19 CRISIS

The New European Agenda for culture intends to promote favourable ecosystems for CCIs, promoting access to financing, the capacity for innovation, the fair remuneration of authors and creators and intersectoral cooperation.

Policy Briefs: Coming up



INTERNATIONALIZATION OF CULTURE DURING COVID-19 CRISIS

This Policy Brief outlines main issues and policy recommendations when it comes to digitalisation of culture.

COMING UP:

- OPEN INNOVATION FOR SOCIETY
- INDUSTRIAL TRANSFORMATION
- SUSTAINABLE DEVELOPMENT

Interreg
Mediterranean



EUROPEAN UNION



SOCIAL & CREATIVE

Policy Brief:
DIGITALISATION & LIVING LABS:
CO-CREATING AND DEPLOYING
DURING COVID-19 CRISIS

Policy Brief: DIGITALISATION & LIVING LABS: CO-CREATING AND DEPLOYING DURING COVID-19 CRISIS

Scope & context:

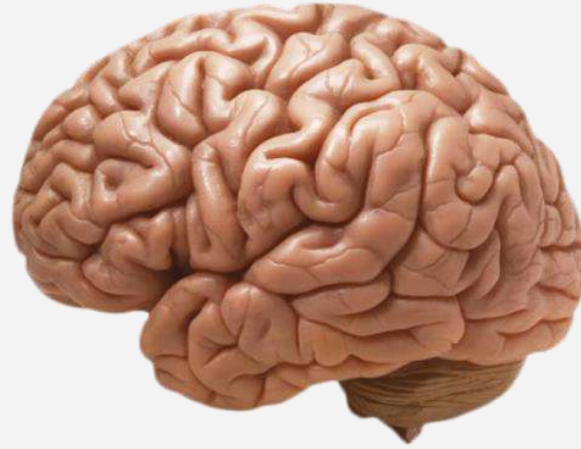
- Impact of Covid-19 & Cultural & Creative (CCIs) sectors
- Confinement measures result in sudden loss of revenue and job loss; Limited access to credit
- Technological impact & new forms of interaction
- How to move forward together, share experience & adapt
- & How to innovate and ensure business competitiveness

Policy Brief: DIGITALISATION & LIVING LABS: CO-CREATING AND DEPLOYING DURING COVID-19 CRISIS

Policy Recommendations

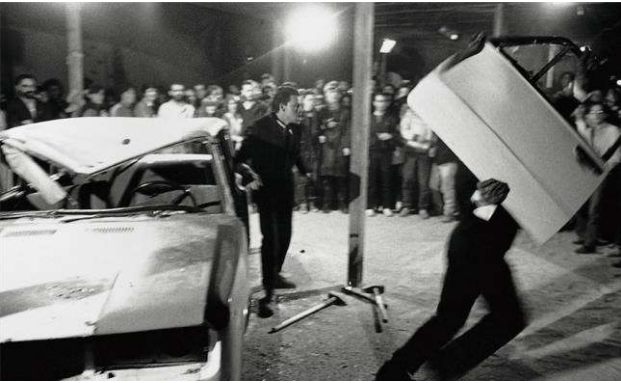
- Recommendations at administrative level: EU, national, regional
- Recommendations at lower levels with more direct impact:
 - Improving Digital literacy (Digitalisation of the environment & cultural experience - new experiences interacting and experimenting with work, create community and commitment)
 - Provide Training and Advice (Incorporation of new technological tools - expanding the business model, reaching out to new audiences, inclusion in creation and production processes)
 - Use of open data + development of clear privacy and security policy
 - & Establishment of Collaborative networks

READ MORE: <https://social-and-creative.interreg-med.eu/what-we-achieve/policy-briefings/>



ÈPICA FOUNDATION
L A F U R A D E L S B A U S

LA FURA DELS BAUS



ÉPICA FOUNDATION

LA FURA DELS BAUS



Épica Foundation is a place of knowledge transfer and mutual learning. Based on the sum up of talents and collaborative creation. The Foundation promotes an R+D+I laboratory and horizontal collaboration between Humanities, Science and Technology.

Épica draws on the knowledge develop over more of 40 years by La Fura dels Baus. Through its application, the Foundation wants to project a center which gathers new generations with new disruptive ideas, the validation of new technologies, scientific theories, etc., through creative projects that allow the knowledge transfer to society.

The activities of the Foundation have been subsidized by:



Mission

Position the Cultural and Creative Industries as a relevant agents, alongside science and technology, in the R+D+I processes needed to face the global challenges of the 21st century

Vision

The horizontal collaboration between Humanities, Science, Technology and Society as a fundamental pillar to define the future of the Cultural and Creative Industries in the digital age

Why Performing Arts as a vehicle?



PILLARS



R+D+I

Establish the adequate ecosystem to promote the R+D+I processes between humanities, science and technology.



Residence

Maximize the impact of the knowledge generated in the Foundation through the access to Creative Industries.



Sociocultural and Territory

The co-creation, collaboration and mutual learning as the backbone of the empowerment of society.



Dissemination, knowledge transfer and internationalization

Approach the results obtained and the knowledge to society.

Èpica i Singular



Objective: labor inclusion or return to the educational system.

The project “Èpica i Singular” is faced for young people from 18 to 29 years old at risk of social exclusion. Starting with the learning of new abilities, all the participants carry out an artistic project in which they will apply all the knowledge acquired.

It includes specific and official training modules in vertical work, tubular structures and forklifts and the use of new tools integrating the knowledge of professionals and companies from different fields.



Results of The Foundation



+800

Beneficiaries



+50

Participant
researchers



+70

Young Participants
(with social inclusion problems)



60,5%

Incorporation into
labor market/education
system



31

Performances
(and rehearsals open to the public)



+10

Conferences



+5.000

Live Audience
(in-situ)



+35.000

Digital Impacts

CONTACT INFORMATION

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[@epicalafura](https://www.facebook.com/epicalafura)



[Fundación Épica La Fura dels Baus](https://www.linkedin.com/company/fundacion-epica-la-fura-dels-baus)



<https://www.flickr.com/photos/epicalab>



[Fundación Épica La Fura dels Baus](https://www.youtube.com/channel/UC...)



ÈPICA FOUNDATION
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¡Thank You!



PLACE-BASED INNOVATION ECOSYSTEMS: WHY CONTEXT MATTERS

[ENoLL workshop](#)

Post Covid – Open Access to Social Innovation Ecosystems to address Global Challenges – Collective Ways Forward
09 March 2021

Gabriel Rissola, Senior Researcher
European Commission - Joint Research Centre



- **Case 1** Entrepreneurial University Innovation Ecosystem
- **Case 2** Digital Social Innovation Ecosystem
- **Case 3** Industrial Innovation Ecosystem
- **Case 4** Start-up Innovation Ecosystem
- **Case 5** Innovation District Ecosystem



Source: Author's compilation based on software of Google My Maps

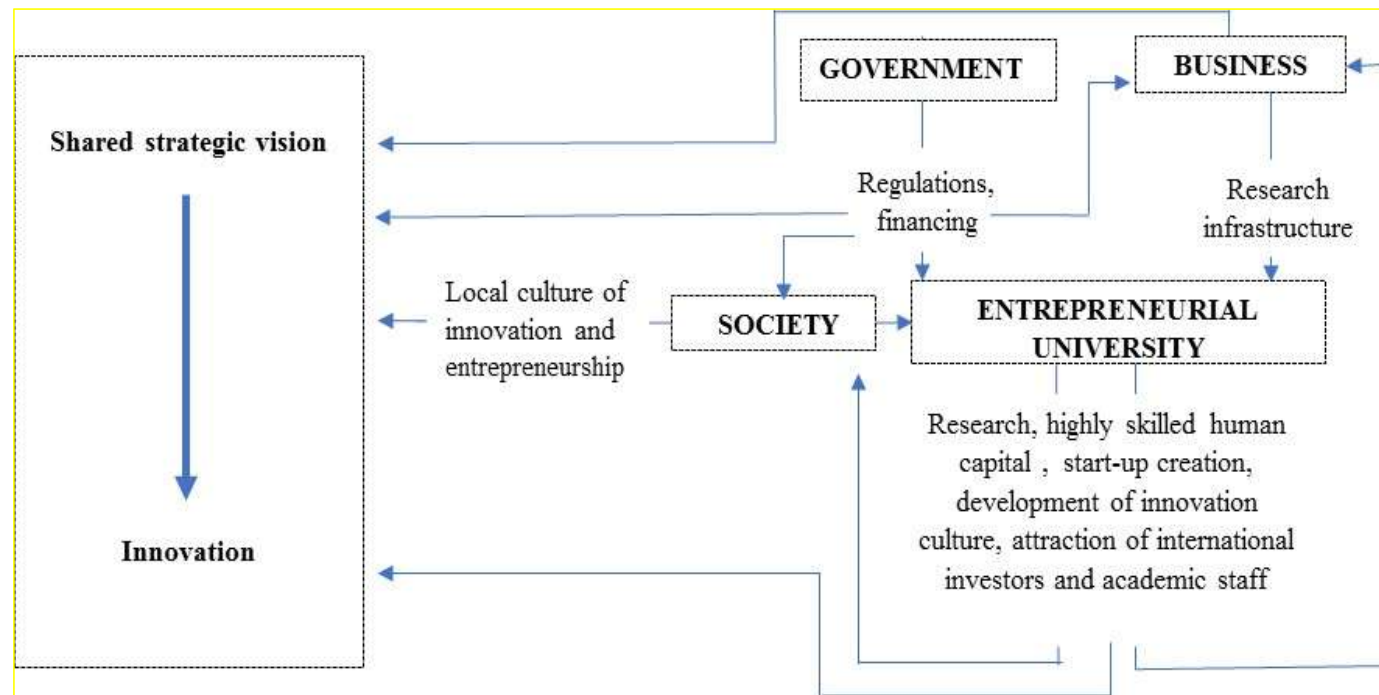


Typology of Place-Based Innovation Ecosystems

Case 1

Entrepreneurial University Innovation Ecosystem

Espoo

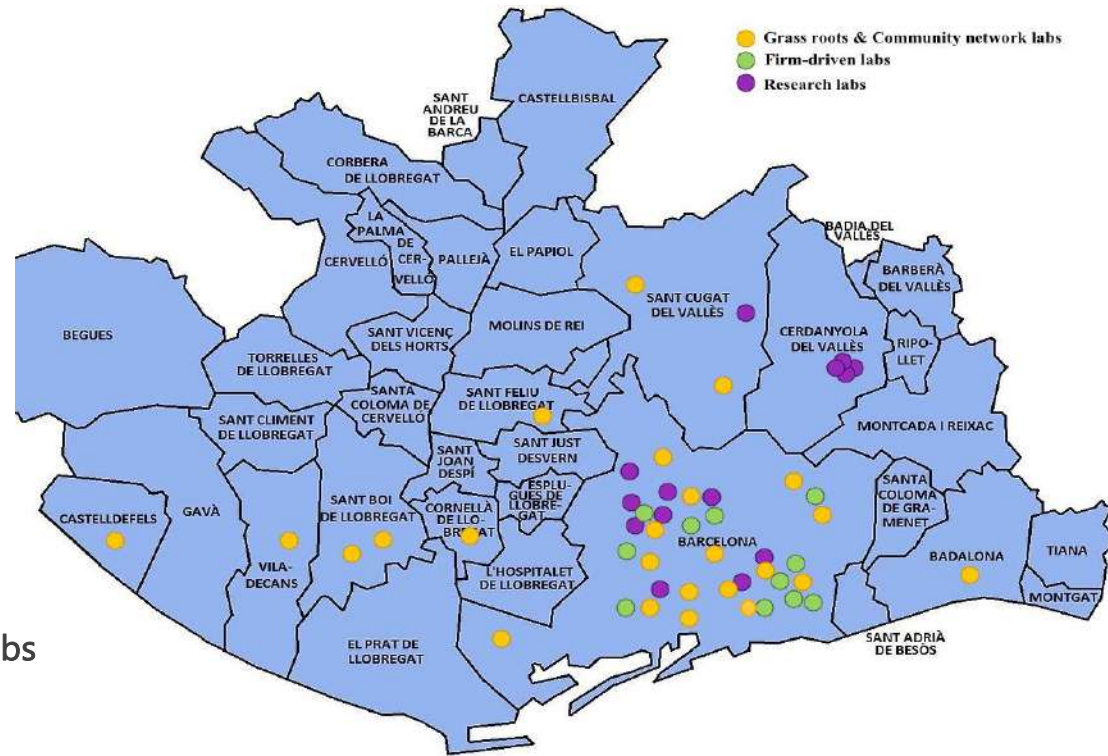


Source: Author's compilation based on data from Rissola et al, 2017

Digital Social Innovation Centres Barcelona's metropolitan area

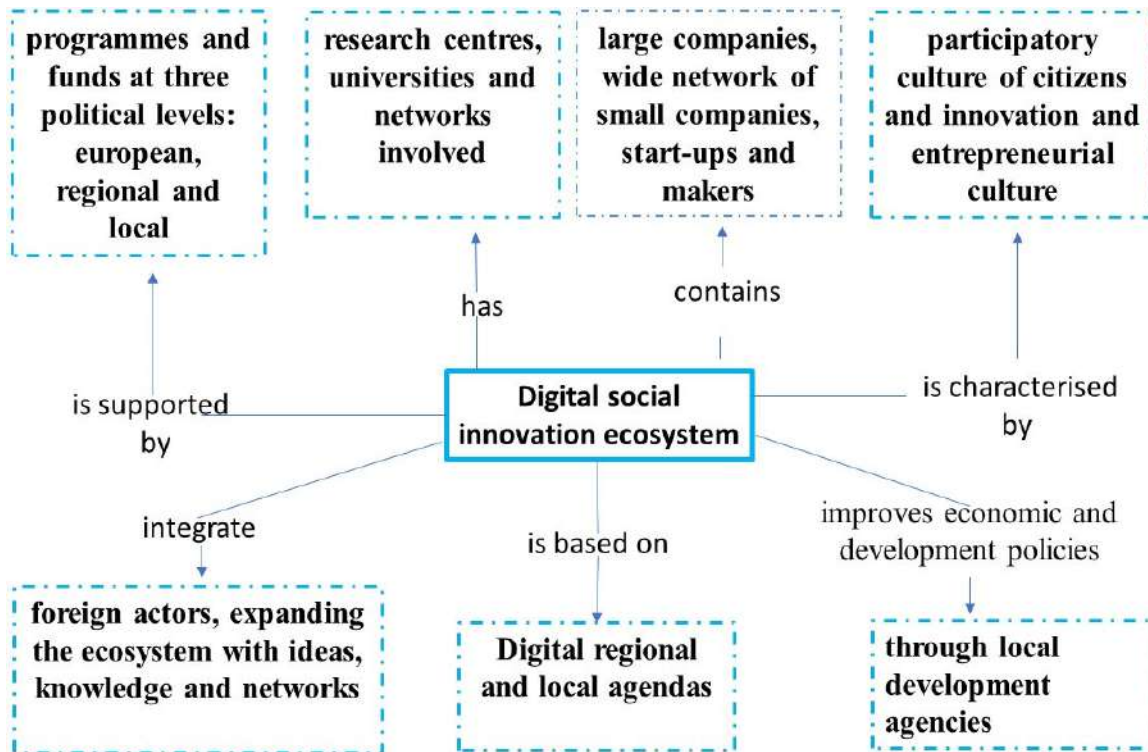


- Citizen Labs
- StartUps
- FabLabs
- University labs
- Labour Labs
- Networks
- Living Labs
- Coworking Spaces
- Ateneus Digitals
- Programmes
- Makers
- Telecentres
- Innovation hubs
- Library Living Lab



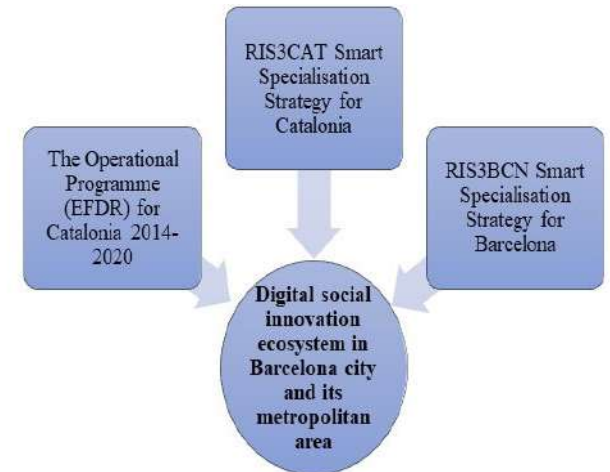
Typology of Place-Based Innovation Ecosystems

Case 2



Barcelona

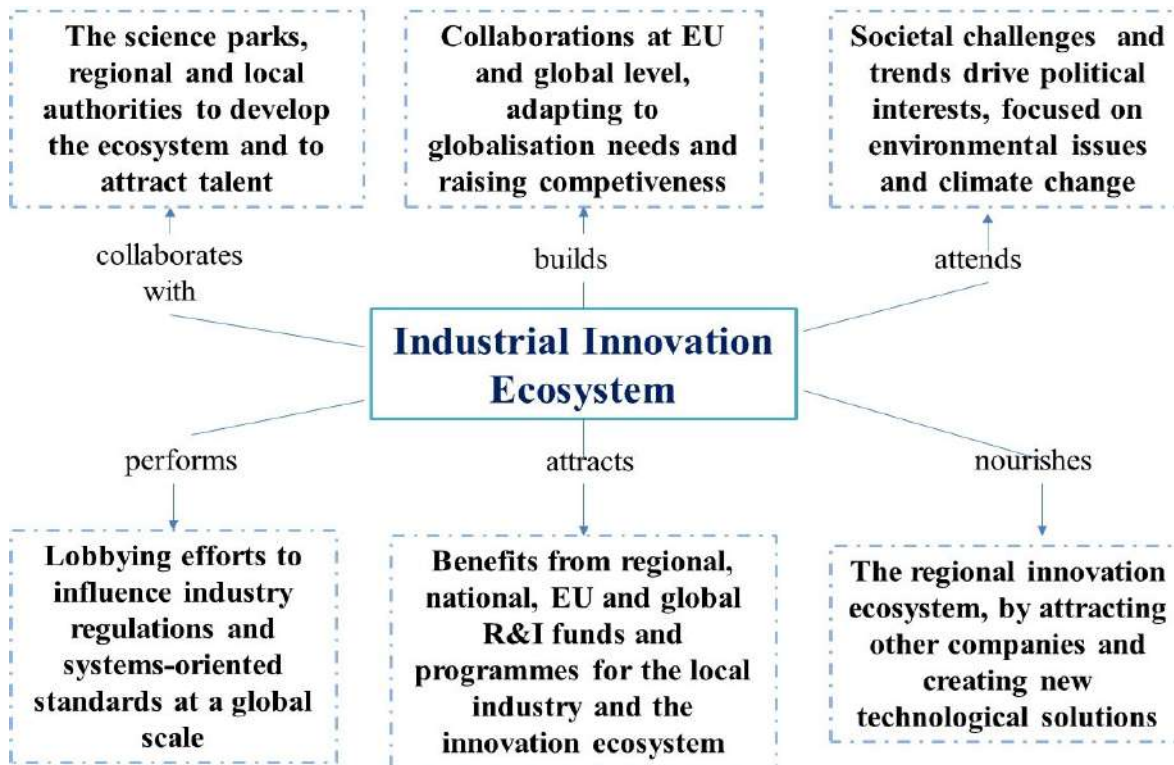
Digital Social Innovation Ecosystem



Source: Author's compilation based on data from Rissola and Fàbregas, 2019

Typology of Place-Based Innovation Ecosystems

Case 3



**Industrial
Innovation Ecosystem**

Gothenburg

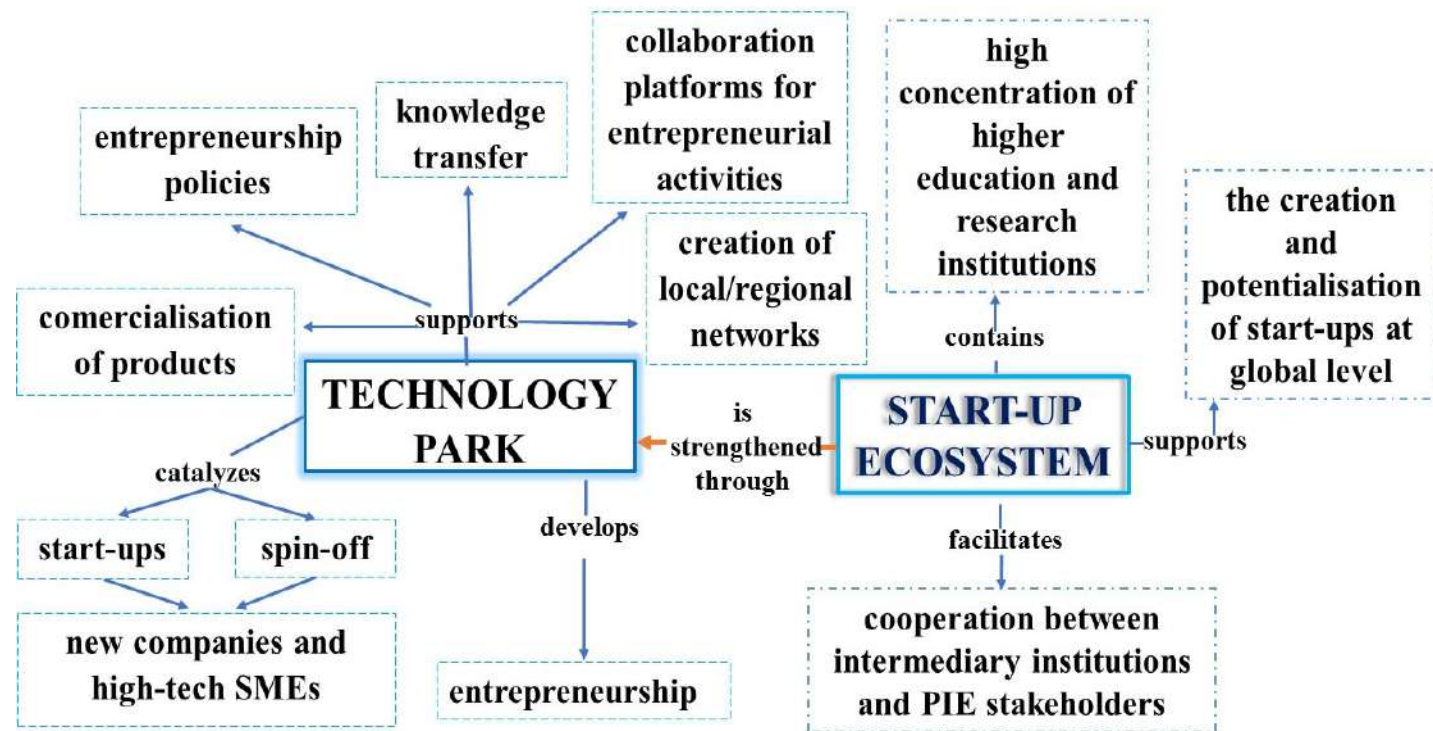
Source: Author's compilation based on data from Rissola (ed.), Sörvik, Zingmark and Ardenfors, 2019

Typology of Place-Based Innovation Ecosystems

Case 4

Ljubljana

**Start-up
Innovation
Ecosystem**

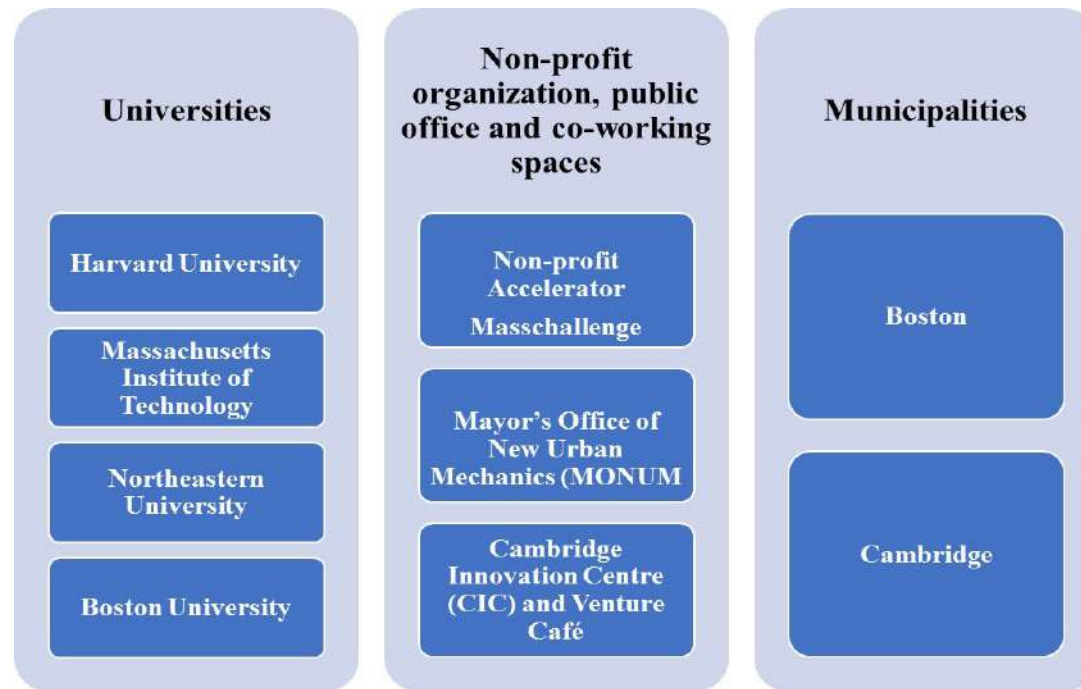


Source: Author's compilation based on data from Bučar and Rissola, 2018

Typology of Place-Based Innovation Ecosystems

Case 5

Innovation District Ecosystem

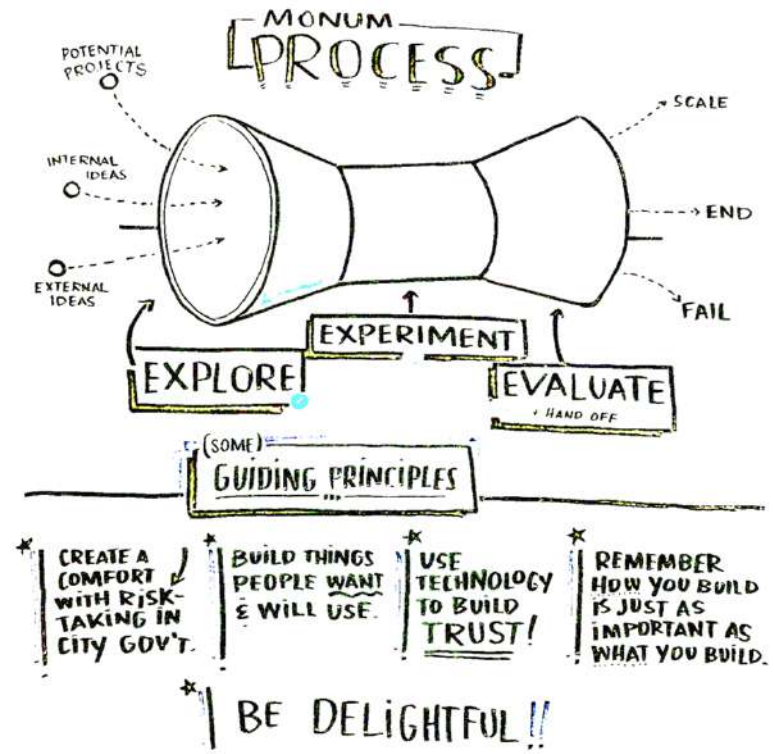


Boston-Cambridge (USA)

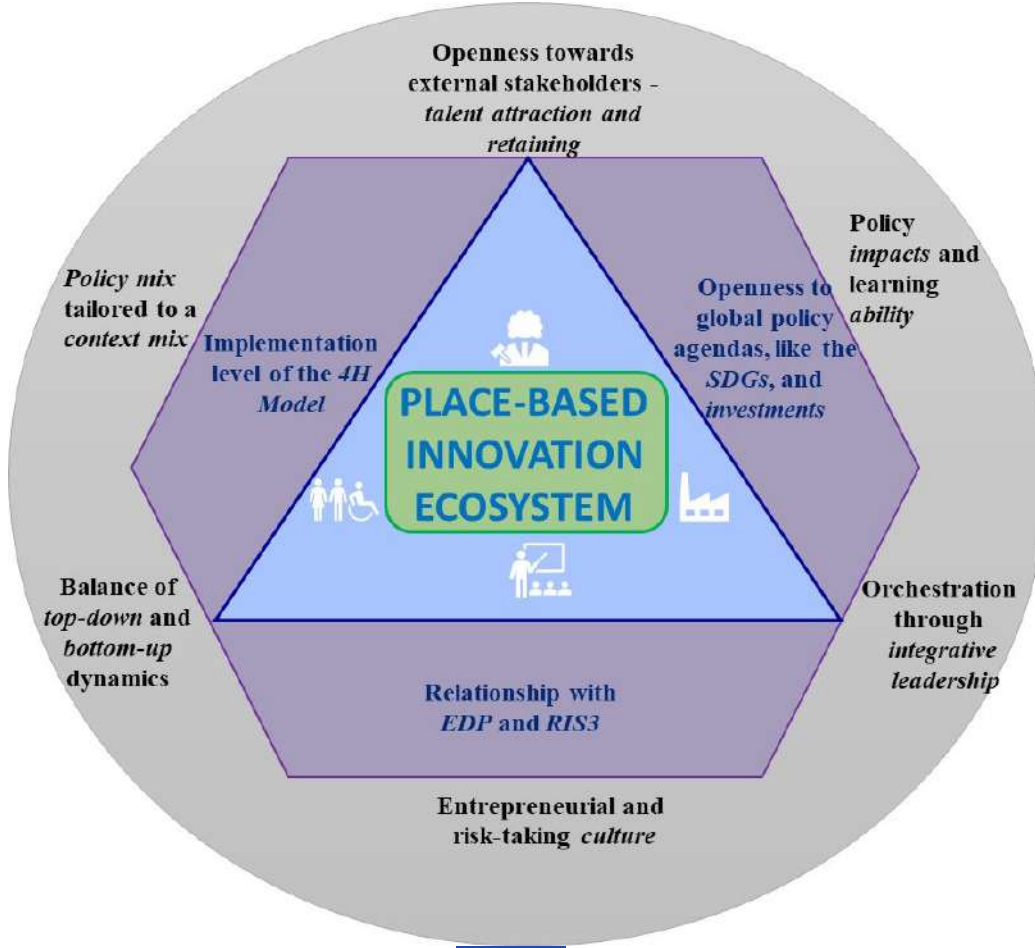
Source: Author's compilation based on data from Rissola (ed.), Bevilacqua, Monardo and Trillo, 2019

SUCCESS FACTORS

- the quadruple helix model works effectively;
- an entrepreneurial approach emerging from the local governments, eliciting risk taking and bottom up civic participation;
- a fully operational networking structure of some intermediary actors collaborating at multiple-scales;
- local authorities supporting urban regeneration initiatives complementing economic development initiatives.



**PROPOSED
CASE
ANALYSIS
MODEL**



Critical System Elements combined with common dimensions of analysis

Source: Author's compilation based on previously discussed findings and approaches



Main findings

- PIEs are of **high complexity** with **strong individual system properties**, but replicable conditions are relevant for other cases.
- There are **different levels of implementation** of the **Quadruple Helix Model (4H)**: *From a traditional Triple Helix (3H) Model, to a transforming or transformed 4H model.*
- There are **different levels of interrelation** between the questioned PIEs and **Smart Specialisation** and the inherent **Entrepreneurial Discovery Process (EDP)**: *From a very low influence on the ecosystem up to fully related to the relevant processes and dynamics.*

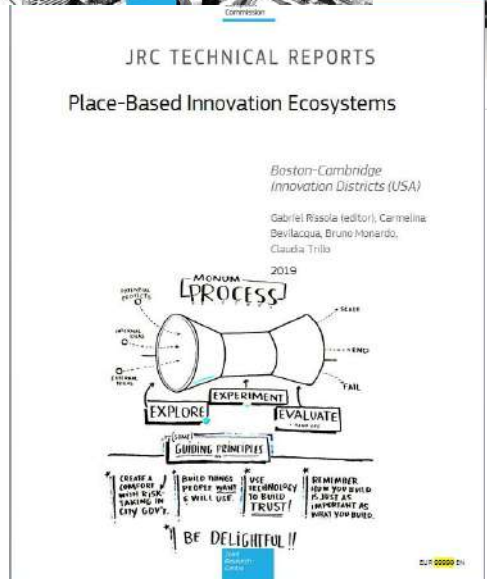




Main findings

- The **orchestrators** or main **key-players** play an essential role in the PIEs: From a clear orchestrator, to multiple leading actors and up to PIEs with no identified orchestrator or clear leading actor.
- Local, regional, national and international innovation-related **policy agendas** have a relevant impact on the strategic development of PIEs: for example the **UN 2030 Agenda for Sustainable Development**.
- **PIEs** are **significantly dependent** on talent attraction and retaining, on an entrepreneurial and risk-taking culture, as well as on the presence of R&I infrastructure, and on compatible and complementary system stakeholders.





THANK YOU!

KWMC

KNOWLE WEST MEDIA CENTRE

“We mix art, technology, and community to co-create new ideas for living better together.”



European Network of Living Labs

**SMART
21 INTELLIGENT
COMMUNITY
FORUM**



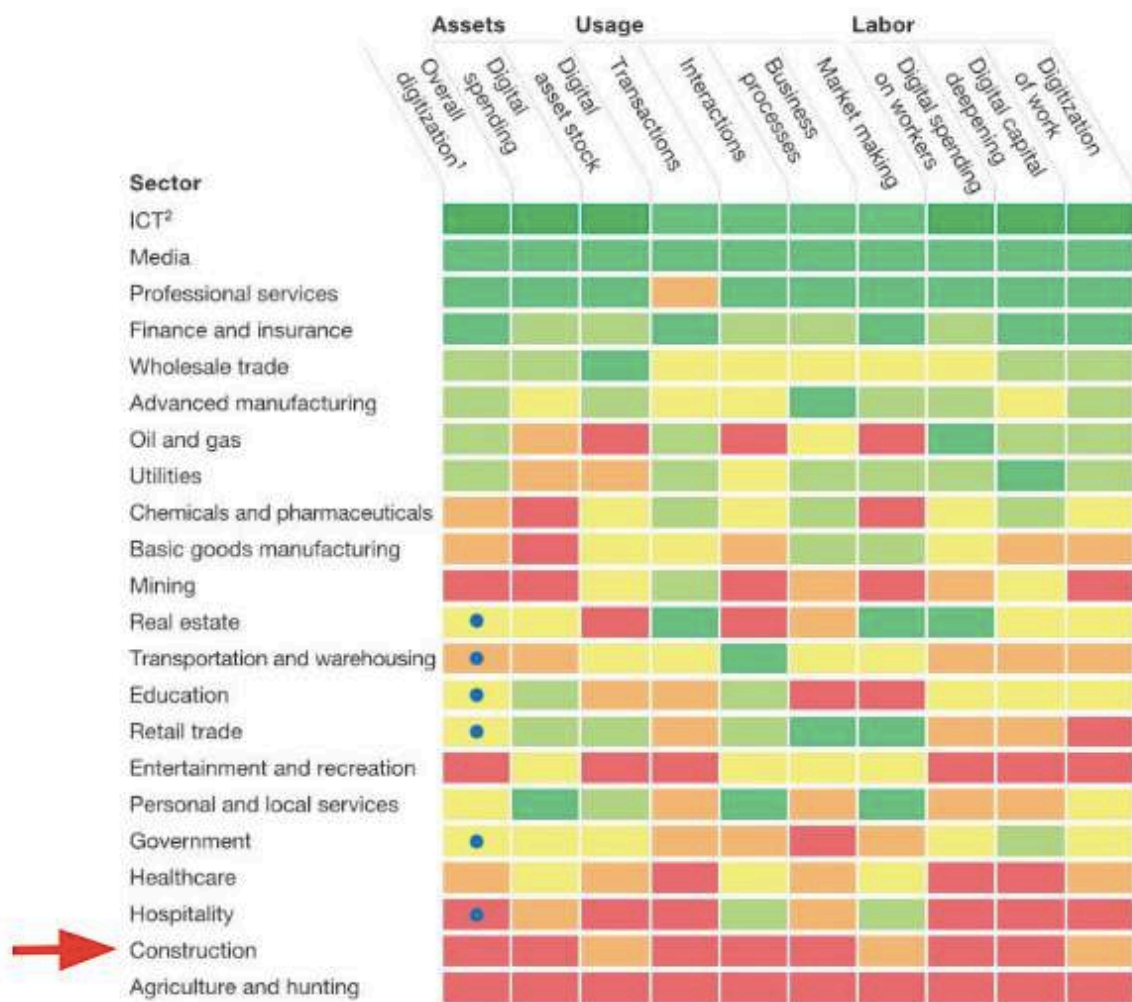


The construction industry is among the least digitized.

McKinsey Global Institute industry digitization index; 2015 or latest available data

Relatively low digitization  Relatively high digitization

● Digital leaders within relatively undigitized sectors



¹Based on a set of metrics to assess digitization of assets (8 metrics), usage (11 metrics), and labor (8 metrics).

²Information and communications technology.

Source: AppBrain; Bluewolf; Computer Economics; eMarketer; Gartner; IDC Research; LiveChat; US Bureau of Economic Analysis; US Bureau of Labor Statistics; US Census Bureau; McKinsey Global Institute analysis

The image features a vibrant, multi-colored grid background. The top row consists of seven vertical bars in shades of grey, yellow, cyan, green, magenta, red, and blue. The bottom row is more complex, with a blue bar on the left, followed by a black bar, a magenta bar, a black bar, a cyan bar, a black bar, and a grey bar. Below these, there are larger blocks of blue, white, blue, black, grey, and black. The text 'TEST SPACE' is centered in a bold, white, sans-serif font.

TEST SPACE





MAKING MY KIT



"Making the blocks gave me a sense of reality [...]. I could interact with something personally."

"No longer pressed or click on anything, I had to use the gray matter, move around more, suddenly all the thinking was my thinking"



MY DESIGNS



INDOOR DESIGN
 "Keeping stimulated at all times is a priority. Creating an environment that reflects part of how you are is a constant work in progress."



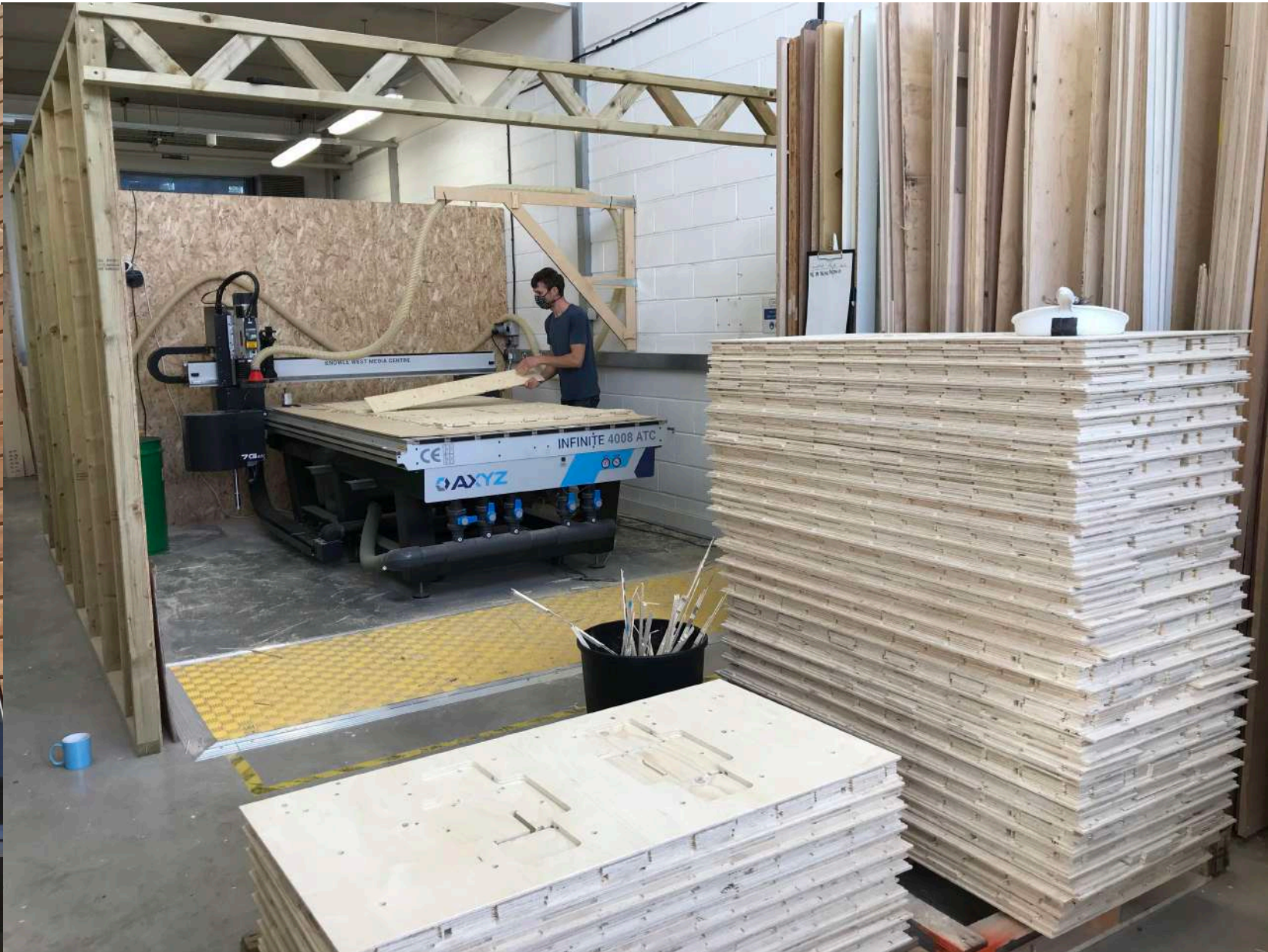
OUTDOOR DESIGN
 "I would like to create an environment that equally meet the needs of adults as well as children also pets. This can be whatever you would like it to be, no preempting thought or ideas."



I designed "playful and irregular spaces, hopefully to create curiosity, something for free thinking minds"







KNOWLE WEST MEDIA CENTRE











Hacking the Mediterranean economy through CCI



9th MARCH 2021
Francesca Imperato
ART-ER

Project co-financed by the European
Regional Development Fund



Consortium



3 partners from Spain
3 partners from Italy
2 partners from France
1 Partner from Portugal
1 Partner from Bosnia-Herzegovina



universities, municipalities,
cultural associations,
intermediaries

Details

Total budget
€ 2.011.270,00

ERDF co-financing
€ 1.709.579,00

Start date
February 2018

End date
October 2020

ABOUT CHEBEC

A project aiming at supporting cultural and creative organizations in accessing new markets, internationalizing their offer and starting out new types of collaborations

To reach the objective, partners tested an **innovative support path** on 80 CCIs professionals and enterprises from Italy, Spain, Portugal, France and Bosnia-Herzegovina.



Activities to provide CCI organizations with common knowledge and skills before addressing foreign markets:
class trainings, coaching and consultancy services with mentors and experts

Phase 1:
LOCAL ACTION

Organization of Mobility Actions and online webinars to increase their competencies and generate new contacts and relationships:
B2B, networking events, speed geeking, study visits

Phase 2:
INTERNATIONAL
ACTIVITIES

Innovation Voucher Scheme:
small grants to be invested in the development of internationalization projects, also in collaboration with other organizations

Phase 3:
COOPERATION



OTHER SUPPORTING TOOLS

Offline and cooperative initiatives are also supported by other **digital tools**, which work as complementary elements, leading to the creation of a comprehensive support framework:

- *Internationalization Readiness Tool*: to assess CCIs' organizations competences and readiness level before accessing new markets (self-evaluation or external evaluation)
- *Online guide to support startups*: to provide learning tools and acquire basic skills and knowledge to start an internationalization path
- *CCIs cluster map*: to learn about the cultural and creative ecosystem in the mediterranean regions and identify networks and clusters that could provide support and collaboration

A TOOL INVESTIGATING WEAKNESSES AND STRENGTHS

The macro-areas setting the perimeter for the self-assessment questionnaire through the Delphi Method



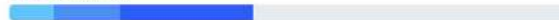
The output page showing user's strengths and weaknesses and providing tips

YOUR LEVEL OF INTERNATIONALIZATION READINESS: 51 %

1. STRATEGIC APPROACH

! BUSINESS PLAN ✓ BUSINESS MODEL ✓ ORGANIZATION MINDSET

Area results: 44 %



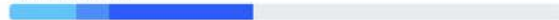
ASPECT TO IMPROVE: Business Plan

You wouldn't walk over to an empty lot and just start nailing boards together if you wanted to build a house. Starting an internationalization strategy without a consistent business plan is just as risky!

2. COMPETENCE

✓ SOFT SKILL ! HARD SKILL ✓ INTERNATIONALIZATION SKILL

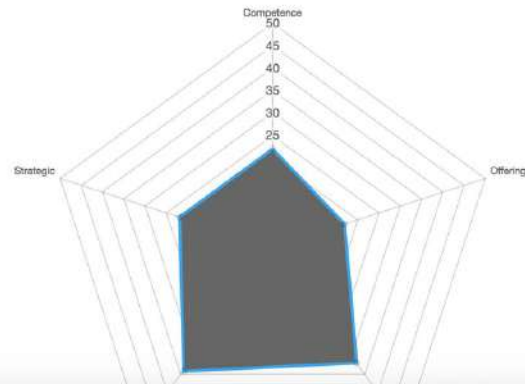
Area results: 44 %



ASPECT TO IMPROVE: Hard Skills

Hard skills are learned abilities that are acquired and enhanced through practice, repetition, and education. In the internationalization process context each organization needs a hard skills set to face challenges and create the right opportunity to succeed. If your team is lacking such competences, start looking for the right person to hire or develop a new partnership.

HAVE A LOOK ON YOUR STRENGTH AND WEAKNESS AREAS



RETHINK ACTIVITIES IN THE TIME OF A CRISIS

1. From the Bologna Mobility Actions to **Online Webinars**
 - a focus on European funding measures for CCIs
 - accessibility to all, providing materials that can be used in the long run
 - consultancy services to foster future opportunities cooperatively
1. New models and **creative methodologies** for the Innovation Vouchers
 - development of digital communication ideas
 - the use of the digital sphere for new type of co-creation
 - analysing the market to tackle new opportunities

CCIs PRACTICES AND IDEAS FOSTERING GREAT SOCIAL IMPACT



**Merky
Fashion Industry**



**Orchestra SenzaSpine
Music**

CCIs internationalization package

A **comprehensive set of instruments** (methods, actions, tools, initiatives) to support Cultural and Creative enterprises in enhancing entrepreneurial competencies and develop skills to access foreign markets.

- a **flexible programme** able to adapt to different context
- possibility to **transfer only specific phases**
- implementation on small, medium or big scale, according to specific needs
- **Accessible and free methodology and documentations**
- **Impact evaluation**