

LIVING LAB



LIVING
LAB

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Design Study for a Research Infrastructure:

Goal: to research **human interaction** with, and stimulate the **adoption** of, **sustainable, smart and healthy** innovations around the **home**.

Start: January 2008



LIVING LAB competences

- Network of top research institutes & companies
- Advance the field of user centred research
- Test, evaluate and develop break-through innovations for the home
- LIVING LAB infrastructure across Europe

Project Partners



Why LIVING LAB ?

Adoption sustainable innovations

- Technology push;
- Rebound effect;
- Societal vs individual benefits.

Current research methods

- Undifferentiated insights;
- Incomplete information.

Towards user-centred sustainable innovations.

Existing Initiatives



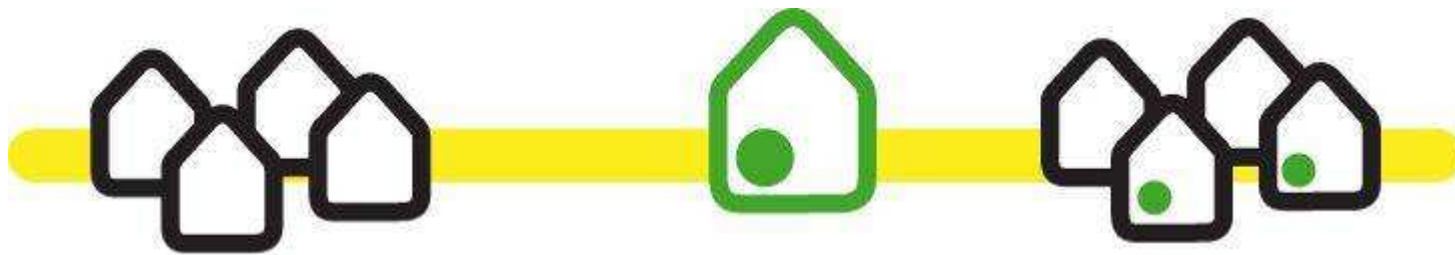
Unique Selling Point's LIVING LAB

1. Sustainable households
2. Longitudinal real-life research
3. Cross-cultural research
4. High involvement of users
5. Multi-user approach
6. Building integrated systems

Research portfolio

1. Generating insights in the field
2. Alpha testing of prototypes (in LIVING LAB houses)
3. Beta testing in the field

This portfolio offers our clients a one-stop-shop for the development and testing of sustainable innovations.



LIVING INSIGHTS

MODULAR TEST HOUSE

FIELD TESTING



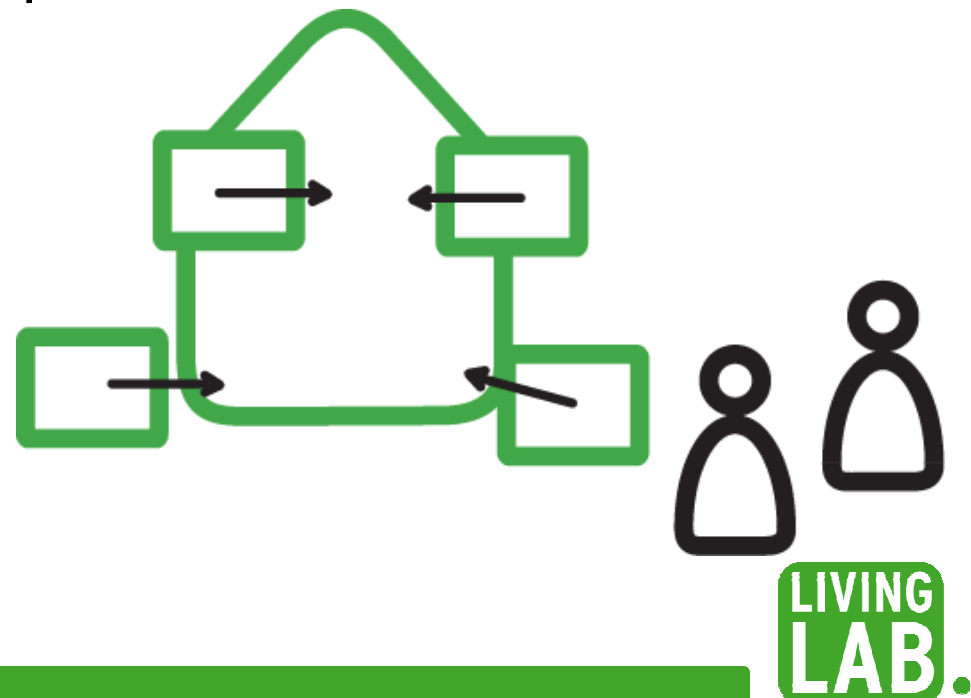
1 Generating insights

- Offer cutting edge ‘insight’ research
- Develop new techniques and methods
- Generating insights at people’s homes
 - > Large ‘database’ of people
- Combine soft & hard data
 - > Suitcases



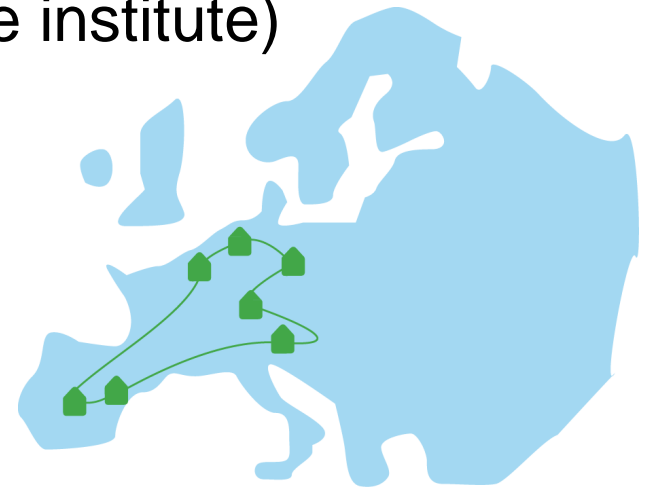
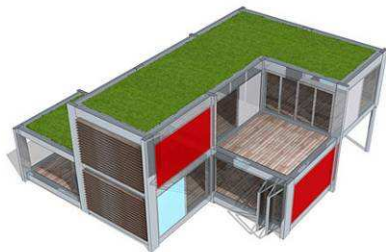
2 Alpha testing

- Alpha testing at LIVING LAB houses
- Building-integrated systems
- LIVING LAB houses are inhabitable
- Installation AND user experience
- Detached family house
- Cross-cultural



Physical infrastructure

- **10 Living Lab houses** across Europe
- Same basic structure & functionalities
- Extremely flexible, modular design
- Adapted to local culture, climate & research interests
- ‘Neutral ground’ (e.g. knowledge institute)
- LIVING LAB administration



3 Beta testing in the field

- Fully functional prototype in the field
- Existing or newly built homes
- Used & tested over prolonged period
- Collaboration with housing corporations / local parties



Organisation

LIVING LAB offers different services:

1. Knowledge inventory & application
 - > Guidance, advice, use of infrastructure
2. Knowledge development
 - > Develop methods and tools
3. Knowledge transfer
 - > Trainings, teach at universities, valorise knowledge

Financing

- 50% of the costs covered by the EU
- 50% by our clients.

- Possible strategic alliances with existing initiatives.

• Main Objectives 2008 - 2010

Detailed concept of LIVING LAB

- Research agenda & protocols
- Infrastructure
- Models of collaboration

- Business plan/ Funding schemes
- Governance model & legal status

• Thank you for your attention!

