



PORTUGAL 2007

Press Release

Innovation to Connect the Lisbon Strategy to People:

Launch of the 2nd wave of the European Network of Living Labs

In a Portuguese Presidency event, to be held October 17 in Brussels, the European Network of Living Labs announces the enrolment of 32 new members. Endorsing this development of the ENoLL, the Portuguese Presidency wishes to encourage the development of innovation networks in Europe, fulfilling the development strategy articulated in the Lisbon Agenda.

The European Network of Living Labs (ENoLL) was launched in November 2006, under the Finnish Presidency, with 19 founding Living Labs. This year, in an event held in preparation for the Portuguese Presidency, the ENoLL launched a call for membership applications, inviting existing or emerging Living Labs to join the network. After a rigorous evaluation process, 32 Living Labs were selected, which will be announced in next Wednesday's event.

The concept of "Living Labs" is a new approach to research, development and innovation, engaging the stakeholders in the innovation process, including companies, citizens, researchers and public institutions. Through this engagement, open innovation is possible, resulting from the interaction between, for instance, the needs of consumers and the development of new technical possibilities. Small and medium enterprises are engaged in these communities, as well as large corporations, such as Nokia, IBM and SAP.

Carlos Zorrinho, the Portuguese National Coordinator of the Lisbon Strategy, considers this experience "an excellent example of how Europe can cope with the challenges of globalization, drawing on creativity, knowledge and innovation. This growth of the ENoLL from 19 to 51 members", he adds, "is a remarkable demonstration of how lively European innovators can be."

This event is organised by the Portuguese Presidency of the European Union, the European Network of Living Labs and the European Commission's DG Information Society and Media.

Venue: Centre Albert Borschette

(Room 0A, rue Froissart 36, European Commission, 1040 Brussels, Belgium)

The speakers will be available for press statements after the closing session.

Programme of the Event: 17th October 2007

Venue: Centre Albert Borschette

(Room 0A, rue Froissart 36, European Commission, 1040 Brussels, Belgium)

09:00-9:30 **Opening Session**

Welcome Address

Ulf Dahlsten, Director, Emerging Technologies and Infrastructures, European Commission, Information Society and Media Directorate-General
Luis Magalhães, President of the Portuguese Agency for Information Society - UMIC

Session 1 User Driven Open Innovation Policy

Panel Discussion **9:30-10:30**

Chair: *Jaime Andrez, President, IAPMEI Portuguese Institute for SMEs and Innovation*
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Per Blixt, Head of Unit, New Infrastructure Paradigms and Experimental Facilities, European Commission, Information Society and Media Directorate-General
Bror Salmelin, Adviser to the Director, ICT addressing Societal Challenges, European Commission, Information Society and Media Directorate-General
Joachim Schaper, Vice President EMEA, SAP Research, SAP AG
Serge Ferré, Corporate Vice-President, EU Representative Office, Nokia Group
Corinna Schulze, Governmental Programs Executive, IBM Europe, Middle East and Africa

Session 2 European Network of Living Labs

Panel Discussion **11:00-12:00**

Chair: *Veli-Pekka Niitamo, Chair of Living Labs Portfolio Leadership Group; Director, mWork Research, Nokia Business Infrastructure*
European Network of Living Labs Roadmap (Presentation)
Mikael Börjeson, Coordinator, CoreLabs EU Coordination Action; CEO, Centre for Distance – Spanning Technologies CDT, Luleå University of Technology
Alvaro de Oliveira, Strategy Board Chair & Policy Coordinator, CLOCK EU Coordination Action; CEO, ALFAMICRO
ENoLL/Nordic - Nordic Network of User-Driven Innovation and Livinglabbing
Kari Mikkilä, Coordinator, ENoLL Nordic; Center for Knowledge and Innovation Research, CKIR, Helsinki School of Economics
Central European Living Lab
Joze Gricar, Coordinating Committee Member, Slovenia Living Lab Initiative; Professor, University of Maribor
Helsinki Living Lab
Eero Holstila, Director of Economic Development of the City of Helsinki
Open Innovation Centre Brussels Living Lab
Koen De Vos, ICT Policy Responsible, Cabinet of the Minister of the Government of the Brussels Capital Region.

Session 3 Closing Session: Public Announcement of the 2nd Wave of the European Network of Living Labs

12:00-13:00

Carlos Zorrinho, National Coordinator for the Lisbon Strategy and the Technological Plan - Presidency of the Council of Ministers
Fabio Colasanti, Director General, European Commission, Information Society and Media Directorate-General (tbc)
Public Announcement of the 2nd Wave of the European Network of Living Labs
Veli-Pekka Niitamo, Chair of Living Labs Portfolio Leadership Group; Director, mWork Research, Nokia Business Infrastructure
Alain Brenac, European Affairs, General Directorate for Research and Innovation, Ministry of Higher Education and Research, France
Anton Kokalj, Chair of the Committee on EU Affairs, Republic of Slovenia, National Assembly
(Press statements after the closing session)

Full programme available at:

http://www.ami-communities.eu/wiki/ENoLL_and_Open_Innovation_mid-October_events