Task 3.1 Heritage-led regeneration Living Labs
Task Leader: Urban Center Bologna
Living Labs = a variety of local experimental projects of a participatory nature.

Subject involved:
- USERS
- PRIVATE ACTORS
- PUBLIC ACTORS
- KNOWLEDGE INSTITUTIONS

Subjects involved become real actors = active contributors to the innovation and development process taking place within a living lab.

DECISION POWER
Thus, all participants and users gain decision power in the various stages of the innovation process.

- LLs are user-centered, open innovation ecosystems, integrating research and innovation processes in real life communities and settings.
Goals

**Innovation:** necessity of developing new products or services to find new solutions to existing or new/future problems;

**Knowledge:** development for replication, producing and exchanging knowledge of the developed products and processes to achieve the LL goals and challenges;

**Increasing urban sustainability:** sustainable development to emphasize the need for supported, local solutions.
Activities

Development of innovation: Living labs aim to develop innovation, also through products/services, and to test or implement pre-developed solutions;

Co-creation: the participating actors together to give shape to the innovation process;

Interaction between activities: the feedback gathered from use and evaluation of products/tools/services is helpful to further development.
**Process**

The participative process behind and within a Living Lab.

<table>
<thead>
<tr>
<th>Role of users</th>
<th>No involvement</th>
<th>User-driven approach</th>
<th>Living Lab process</th>
</tr>
</thead>
<tbody>
<tr>
<td>Data</td>
<td>No one</td>
<td>Data extraction from users (no awareness)</td>
<td>Circular production of data (use + production)</td>
</tr>
<tr>
<td>Design process</td>
<td>Top-down</td>
<td>Top down with a presentation to users at the end</td>
<td>Involvement from the beginning and co-design</td>
</tr>
</tbody>
</table>

increase of users’ involvement
# Process

The participative process behind and within a Living Lab.

<table>
<thead>
<tr>
<th></th>
<th>No involvement</th>
<th>User-drive approach</th>
<th>Living Lab process</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Role of users</strong></td>
<td>No one</td>
<td>End-users</td>
<td>Prosumers</td>
</tr>
<tr>
<td><strong>Data</strong></td>
<td>No one</td>
<td>Data extraction from users (no awareness)</td>
<td>Circular production of data (use + production)</td>
</tr>
<tr>
<td><strong>Design process</strong></td>
<td>Top-down</td>
<td>Top-down with a presentation to users at the end</td>
<td>Involvement from the beginning and co-design</td>
</tr>
</tbody>
</table>

The living lab activities are enacted in a real-life use context.
Areas interested by the Rock Lab

**Bologna**: The focus is on Via Zamboni and its surroundings. The porticoes, Municipal Theatre and Piazza Verdi, Museums District, public areas of the whole University District, Palazzo d'Accursio and Cinema Modernissimo.

**Lisbon**: Olisipo (archaeological site), Tago river, Beato (Marvila district);

**Skopje**: Ancient Bazaar, the Old Jewish district, the Medieval Fortress.
Living Lab it is divided in 5 main steps coming after the start&setting phase – sub-divided in two steps – and a replicability phase.
1. Start and setting

First step:
Identify the historic city challenges, that may correspond to a specific area of experimental site or could be downscaled in it. This localization is defined according with the city partner.

Second step:
Mapping stakeholders to involve in the process/ROCK actions and initiate the participative phase.
2. Development plan

A management structure will be established to guide the living lab process and its inseparable activities of co-creative design, evaluation, refinement, and dissemination, which tend to not get much priority.

Example: Bologna ROCK Lab
Downscaling the project in the Bologna local context, the plan will be linked to the following themes identified by ROCK:

- Cultural hidden treasures;
- Urban regeneration and temporary/non conventional uses of public spaces;
- Sustainable district.
3. Co-creative design

The purposes of this phase are:

• Elaboration of the product through the development of a concept,
• Design of the products/services/tools based on this concept,
• Production of the designed product/service/tool (prototyping).

Stakeholders will work in order to create a match between:

• actions requested by the ROCK project and cities’ challenges,
• technologies to be used,
• final outputs needed and expected
4. Implementation

• For a successful implementation phase, the co-design output must be sustainable in its real-life context.

• Participants will focus on ensuring that the innovation delivers will constitute a successful solution also over a longer period of time.
5. Dissemination

- Dissemination refers to the drawing of lessons from the experiences in the living lab in order to apply them in future contexts.
- It takes place both after and during the development process, learning from interim experiences and evaluation outcomes as well as from the final results of the lab.
6. Evaluation

• In the case of Rock Project, this phase will involve both the Living Lab working method, and the test-beds of services/products co-designed. It should be implemented for the whole project duration and the subsequent monitoring phase.

• Stakeholders will be part of the monitoring and evaluation phase, and will be also involved in the definition of the monitoring indicators and the impacts criteria.
U-LAB: A LIVING LAB IN THE CORE OF BOLOGNA'S UNIVERSITY DISTRICT
U-LAB

“Megaphone”
- Collaboration to Rock European and Local Platforms
- Collaboration to Rock Atlas
- Link to the Urban Innovation Plan

“Antenna”
- Thematic Workshops with local stakeholders
- Public Surveys

“Arena”
- Public meeting focusing on Public Spaces

“Factory”
- Call for projects (50 projects presented, 16 selected)
- Technical Focus groups
- Temporary uses
- Experimentation of new products and services
Thank you!