

Torino Living Lab & Open Incet

Open Innovation Center Turin



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ITALY'S NATIONAL RESEARCH PROGRAMME FOCUSES ON 12 CLUSTERS

Smart Cities is one of the 12 clusters, the aim of each cluster is twofold: focus the research efforts and create possibility for synergies among actors.



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OPEN INCET IS PART OF A WIDER URBAN REGENERATION STRATEGY

The Center is located in an abandoned industrial area, which used to house an **electric cables factory** during the XIX century.



A **neighborhood regeneration process** was started in 2009 by the **City of Turin**. The initiative is part of a set of strategies and tools developed by **Turin Social Innovation**, and intends to promote new initiatives to create and develop innovative ideas.



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A SOCIAL INFRASTRUCTURE FOR THE LOCAL INNOVATION ECOSYSTEM

The Center's main mission is to accelerate the local innovation ecosystem of the City of Turin by systematically applying an open innovation **approach**.

The Center's focus is on **generating ideas, supporting enterprises and their growth, internationalisation and networks development**.

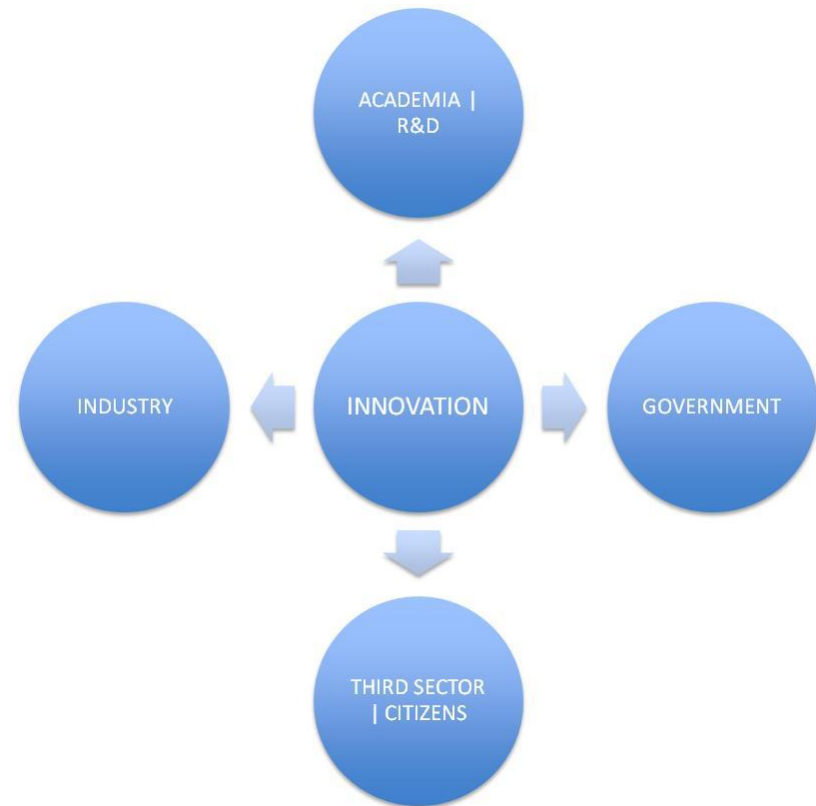
Our aims are:

- **to generate and test** new ideas and innovative solutions with a multidisciplinary approach
- **to accelerate** the development of innovative and sustainable ideas
- **to build communities of innovators**, easing the connection between ideas and technologies
- **to connect** ecosystems for innovation, supporting the creation, development and internationalization of innovative ideas

WITH A CLEAR APPROACH ON OPEN INNOVATION

Open Incet is a driver for innovation through the application of the methodologies of open innovation in social innovation processes

Open innovation implies the engagement of all the **quadruple helix stakeholders** in the creation of **innovative solutions to share complex challenges**.



AN URBAN DEMONSTRATOR FOR IDEAS AND SOLUTIONS

- **Living Lab**

Collaboration of Public – Private – People Partnerships that allows stakeholders involved to co-create new products, services, business and technologies in real life environment and virtual networks in multi-contextual spheres

- **Public Lab**

A way to strengthen public systems to design and deliver more effective public services to bridge the gap between how policies are designed and how are implemented

- **Corporate Lab**

Advanced services specifically designed for the corporate world including a set of capabilities, tools, and approaches to help companies to innovate

- **Tech Lab**

A 700 sqm open space of 700 mq within OPEN INCET dedicated to temporary exhibitions, experimentations, test of manufacturing products, applications, TOI solutions (Things Of Internet).



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LIVING LABS ARE URBAN EXPERIMENTATIONS IN REAL CONTEXTS

A Living Lab is characterized by an **inclusive and user-driven approach** and involves a multidisciplinary team on **4 main activities**:

- **Test**

testing technologies for new urban systems in real life settings

- **Exploration**

engaging stakeholders for discovering emerging scenarios, usages and behavioral patterns

- **Experimentation**

implementing the proper level of technological artefacts by live scenarios within communities of users

- **Evaluation**

assessing concepts, products and services through a confrontation with users' value models



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TORINO LIVING LAB WILL EVOLVE INTO A URBAN DEMONSTRATOR

Torino Living Lab 2016 *Campidoglio Area*

Area size: 0,94 KM²

Residents: 14.889

Period: JAN 16 – DEC 17

Technologies installed: 36

Visitors: 1.000

Companies: 45



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OPEN INCET PLAYS A KEY ROLE IN TORINO LIVING LAB

Open Incet is supporting the Living Lab during public events promoted by the City with a program of activities **involving the district residents**, aimed at:



- Explaining how a Living Lab works
- Describing the technologies installed
- Helping citizens to indicate their preferences on thematic priorities and public spaces in which to install the technologies
- Analyzing the new technologies potential impact on the quality of life



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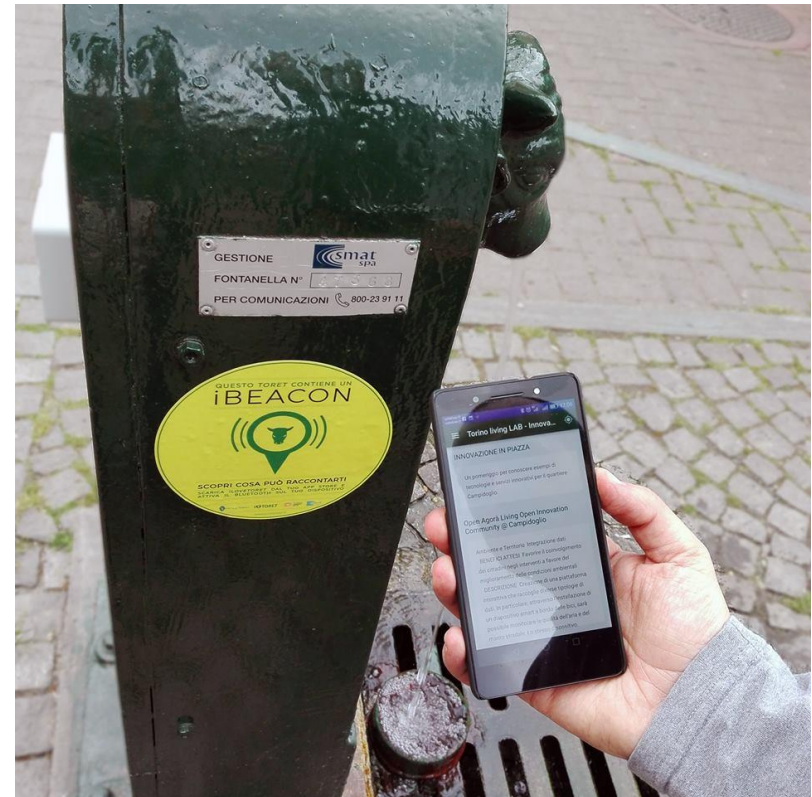
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TORINO LIVING LAB – Example of Collected proposals (1)

CONNECT-TO

(Data integration)

Through an open network of Beacon placed in the public transport stops and in other strategic points, the urban furnitures can be transformed in connected objects that interact with citizens and tourists' Smartphones, sending notifications about mobility, tourism, culture and general information



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TORINO LIVING LAB – Example of Collected proposals (2)

ECOVIVO

(Culture and Tourism)

A Web platform aimed to improve eco-sustainable tourism in Piedmont and north of Italy. The platform makes the interaction between travelers and accommodation facilities possible. Travelers can find on the map the nearest accommodation and book their stay contacting the owner directly



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THE LOCAL CONTEXT: TURIN 2° MOST INNOVATIVE CITY IN EUROPE

The city of Turin has developed **Torino Social Innovation (TSI)** in order to address local territorial challenges. TSI is a **multi-stakeholders platform involving 40 public and private organisations** that support and sustain **bottom up innovation processes**.



Open Incet is a key element of the TSI platform



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