



**CentraLab**

Central European Living Lab  
for Territorial Innovation

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# Transnational Living Lab potentials

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# Challenge

- **Smart specialization has to embrace the concept of open innovation, not only investment in the technological research**
- ***Smart specialization*** is a “hot topic” of regional development
- ***generating unique assets and capabilities based on the regions distinctive industry structures and knowledge basis***
- ***avoid past and current practice of every region supporting everything and imitating each other***
- Smart specialization strategies are good step forward, lay upon rather complicated set of 6-step methodology.

# How to implement smart specialization strategies?

- Europe can choose ***traditional way*** of reaching smart specialization by increasing R&D to 3%, supporting mainly technological research with the main goal to increase knowledge and produce large amounts of patents of which only few will be really successful on the market.
- .... or it can choose ***new way***, using open innovation and living lab methods to select research topics, resulting in medium amount of patents, that will be highly successful on the market.

# What has to be changed?

- ***definition of innovation is the key for success.***

Currently Europe understands innovation as *conducting the cutting-edge technology research in the laboratories.*

*Consequently FP7 supported mainly basic technological research with no real impact on the market.*

- **What should be new definition of innovation? Helga Novotny defines innovation as finding new ways of meeting consumer needs.**
- Apple... it is the most innovative company of the last decade, but its achievement does not lie on the results of its technology ....Apple's success lies in **deploying existing technology in the ways that meet consumer needs,**

# Europe can develop only if it will forget traditions and accept open innovation

- **Living Labs can not only help to define priorities, but should be part of implementation process of smart specialization strategies**
- **Open innovation should be horizontal priority of smart specialization ... and if achieving this living labs could play crucial role in the success of Europe's innovation and competitiveness.**