

GOVERNMENT GAZETTE

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Border, Cyber and
Maritime Security

EU-India Relations

Trade, Negotiations
and Treaties



Central European Living Lab for Territorial Innovation – CentraLab project was launched in May 2011 and will run until April 2014. The project is funded by the CENTRAL EUROPE Programme, co-financed by the ERDF. The project involves 10 partners from eight European countries: Austria – University of Voralberg, Czech Republic – Czech Centre for Science and Society, Germany – Cyber Forum, Hungary – Corvino Technology Transfer Centre, Italia – Informatica Trentina and Piedmont region, Slovakia – Technical University of Kosice, Slovenia – E-Institute and University of Maribor, and Poland – Kielce Technology Park. The project lead partner is E-Institute from Slovenia.

The CentraLab project is based on a promising approach that has emerged in the arena of ICT under the name “Living Lab”. A Living Lab is an ecosystem for experimentation and co-creation with real users in real life environments, where the end users together with researchers, firms and public institutions jointly explore, design and validate new and innovative products, services, solutions and business models. In this model, technology R&D brings infrastructures into real-life contexts to enable a “co-design” process with end users.

CentraLab adopts a bottom-up approach towards construction of the transnational, multi-level governance structure. Its networking philosophy is action-oriented while organic and open, using the pilot method to achieve a stable, sustainable configuration.

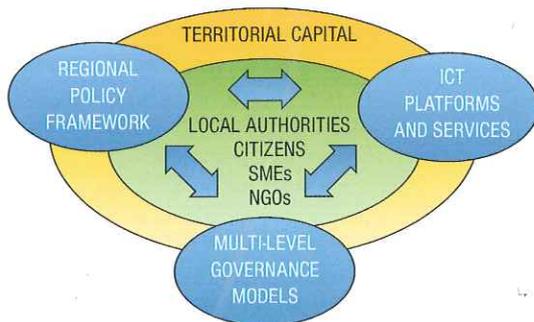
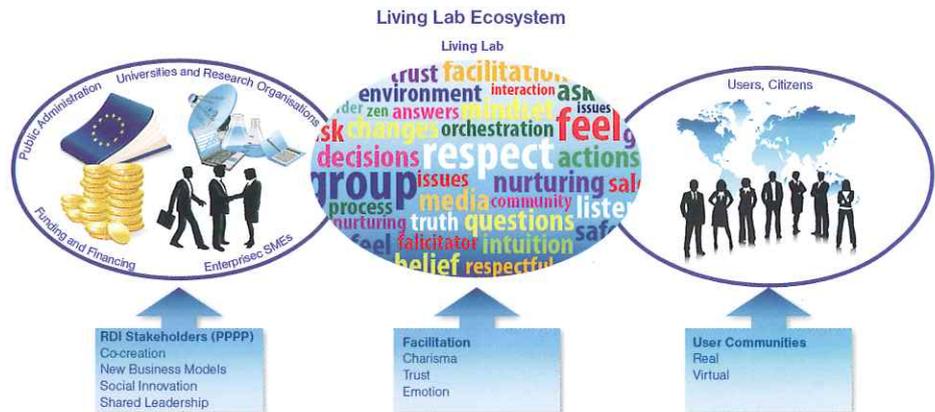
Project partners will set up pilots under different specific

domains: energy efficiency (lead by E-Institute), climate change (lead by Informatica Trentina), eco-tourism (lead by University of Maribor), e-health (lead by Piedmont Region), environment and education (lead by Czech Centre for Science and Society), media and creativity (lead by Cyber Forum), micro-SME networks (lead by Kielce Technology Park), mobility (lead by University of Voralberg), rural development (lead by Technical University of Kosice) and waste management (lead by Corvino Technology Transfer Center). The pilots will be first set up and run in the local – regional environment. After the successful implementation next steps will be taken in a means of setting up cross-border and trans-national living labs.

The overall main objective of the CentraLab project is to transform Central Europe into a broad-reaching laboratory for innovation, including the social and organisational as well as technological dimensions.

CentraLab thus aims to clarify the competitive advantage of a new model of innovation that draws on Central Europe’s deep, common cultural heritage to strengthen territorial cohesion, promote internal integration and enhance competitiveness through reciprocal learning and partnership building.

More about the project progress is available at the following website: <http://www.centralivinglab.eu>



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