

Innovation SIG Track 33

33.3. Living Labs - Innovating with Users

Sub-track chairs

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Introduction

Living labs are emerging as a phenomenon that brings together the relevant parties for innovation co-development. They are physical regions or virtual realities where stakeholders form public-private-people partnerships (4Ps) of firms, public agencies, universities, institutes, and users (Schumacher & Niitamo, 2008; Følstad, 2008; Ståhlbröst, 2008; Almirall & Wareham, 2008; Schuurman et al., 2011). All are collaborating for creating, prototyping, validating, and testing new technologies, services, products, and systems in real-life contexts (Westerlund & Leminen, 2011). In living labs users shape the innovation, whereas in traditional innovation networks the insights of users are captured and interpreted by experts (Almirall, 2009). Living labs are dynamic in nature, but they are more formally structured and less boundless than other open innovation networks. However, there is little research on living labs until recently. Living labs are built on four key principles (Schaffers et al., 2007; Westerlund & Leminen, 2011):

- Co-creation: co-design by users and producers; utilizers and enablers are also involved.
- Exploration: discovering emerging usages, behaviors, and market opportunities.
- Experimentation: implementing live scenarios within communities of users.
- Evaluation: assessment of concepts, products, and services according to socio-economic criteria.



Though the open innovation paradigm has been discussed for more than eight years, there are many issues that require further research. As the popularity and interest towards living labs are growing rapidly, the new phenomenon puts forward more challenges and issues to consider for both scholars and practitioners. Therefore, this track aims to tackle the current topics in living labs research with the objective to advance the state-of-the-art of this field. We welcome both conceptual and empirical studies to the track. The submitted papers can focus on, without being limited to, the following topics:

- Theoretical insights from living lab research
- Living labs as innovation ecosystems and networks
- User-driven and user centric innovation in living labs
- Orchestration of living labs and living lab players
- Management challenges in living labs
- Innovation and process drivers in living labs
- Living labs cases
- The application and practice of living labs
- Scales and instruments for the measurement of living labs outcomes and benefits
- IP issues in living labs innovation
- Metrics and key measures for the analysis of living labs.