

D.5.1.2. REPORT ON TRAINING IN BARI OF PP ON LL

InnovaMare project

Blue technology - Developing innovative
technologies for sustainability of Adriatic Sea

WP5 - Cooperation in innovation on robotic and
sensors solution (TT) – pilot actions

Project References

Call for proposal 2019 Strategic – InnovaMare

Project number: 10248782

Work package: WP5 Cooperation in innovation on robotic and sensors solution (TT) – pilot actions

Activity title: A1 Mentorship of PP regarding Living lab (LL)

Deliverable title: D5.1.2. Report on Training in Bari of PP on LL

Expected date: M14

Deliverable description: Living Lab will be organized with innovative hybrid methodology, including digital and online activities with face to face meetings.

Partner responsible: Croatian Chamber of Economy

Partner responsible for the deliverable: Croatian Chamber of Economy

Dissemination level: CO - Confidential

Status: Final

Version: V1

Date: 31th August 2021



Contents

Description of the training	3
Training with moderated discussion	4
Discussion	7
Conclusion	9
Participants lists	10
Agendas from the trainings	16
Photographs from the trainings	22



Description of the training

The first training focused on the InnovaMare Living Lab concept design, was held online on 11 February 2021.

Living Labs is a relatively recent concept that introduces new ways of managing innovation. The underlying principle is that people's ideas, experiences, and knowledge, as well as their daily needs of support from products, services, or applications, should be the starting point in innovation.

One of the main challenges of the InnovaMare project is to develop and propose the conceptual design of the InnovaMare Living Lab. This training is designed to familiarize the participants with the living labs and open innovation concepts and to jointly explore how these concepts can and should be applied within the InnovaMare project. The event will be followed by the survey aiming to collect additional information from the participants and their colleagues to ensure the final design of the InnovaMare Living Lab corresponds to the needs and goals of all Project Partner's organizations.

Main learning outcomes of the training include:

- Understanding the concepts of Open Innovation and Living Labs,
- Understanding the objectives and expected outcomes of the InnovaMare Living Lab,
- Understanding the nature of the innovation processes that are already integrated in Project Partner's organizations,
- Being able to imagine and visualize the Living Lab innovation processes, their phases and outputs,
- Understanding and applying the acquired knowledge in the development process of LL's business model and organizational structure.

Training concept included active participation and discussion inputs and all the participants were asked to prepare for the training and consider the following questions:

- What is your organization's innovation model?
- Do you prefer linear or iterative innovation processes?
- What is the value proposition of your/LL's innovative products/services?
- Have you already imagined LL's innovation process and its phases?
- Do not forget about the market and revenue. Who will buy LL's products and why? What are the customer segments, and what are the primary revenue streams?
- What are the key resources, LL is going to need in order to shine? What are the key activities that make LL's wheel spinning?
- What will be the cost structure of LL's outputs?
- What channels do you intend to use to sell the LL's products/services?

Training with moderated discussions

The training started with introduction and tool discovery and welcome address and introducing participants. Participants shared their knowledge regarding the living lab, the term, definition and implementation. Only one participant was actively involved in creation of the living lab. All other participants have basic knowledge about the living lab and gave their opinion on what are they expecting from the living lab as a part of the project.

Introduction for the living lab started with definition of the innovation and participants explained how they are using innovation in their organizations.

Mr. Biasini, PP6 explained that they are creating everything internally mostly. They are creating micro plastic sensor that will change a lot of ability to monitor the water quality, which is a disruptive innovation. Mr. Ćurić, PP12 Geomar have agreed and said that they are developing innovations internally. When asked are they change the process and start very new product? Both companies have agreed that they are using both methods.

PP1 from Union Camere del Veneto, Mrs. Roberta Lazzari have pointed out that we need to think about founding of living lab after project ends. She has emphasized that users are the most important because the purpose of the living lab are its users. It is crucial to include them, individuals but also companies or universities.

Mrs. Martina Rossi, PP5 Mare FVG has said that she wants to understand the general concept of living lab and try to understand how to involve private end users- citizens/persons.

Researcher from the University of Trieste, PP2, Mrs. Gouya Harichi has emphasized that they would like to use living lab for the scientific research but at the same time present their knowledge to SME's.

The trainer Mr. Emir Džanić asked all the participants – where do you look for innovation? How are you looking at the obstacles? Do you prefer iteration or linear innovation process?

Mr. Matej Ćurić, PP12 said that they are using iteration; they adjust according to the needs of their clients.

Mrs. Ivana Palunko, PP10, University of Dubrovnik, said that in their case it depends of the nature of the research- They are using both approach.

Additionally, our discussion continued with technology readiness level (TRL). Mrs. Petra Karanikić, PP11, University of Rijeka explained that their focus is basic technology research 1-2 TRL, for University of Dubrovnik, PP10 is up to TRL6 when they are working on some projects because in European projects, it is necessary to reach at least the demonstration level.

Mrs. Anamarija Frankić from University of Zadar has participated in development of living lab. She pointed out that living labs are opportunities to work in teams and a chance especially for students to start their companies.

Mrs. Fausto Ferreira from University of Zagreb, PP9 FER, explained that in their case they have technologies that are on basic TRL, 2-3, sometimes is up to 5,6 even 7. They already have spin-offs and are pushing towards 7 and closer to companies.

Mrs. Massimo Caccia from CNR ISMAR, PP4, has said that they need some disruptive ideas when they are designing for the users. Even with already developed solutions and technologies, they can always develop some new parts of the robot or use it for different services.

After the participants were presented the concept and the opportunities of the Living Labs as the Open Innovation Networks, they have jointly agreed that the concept of the Living Lab in the Adriatic Sea should be developed in the way that potential users should be involved in the process at the beginning and at the end.

Then we have continued with the discussion about what do we want from the InnovaMare Living Lab. It was a moderated discussion where we have discussed organization objectives and determined the types of preferred innovation outcomes. The participants that are project partners have explained that we are developing robotic and sensoric solution, a prototype that is simple, easy, market usability and how we would like to transfer them into a pilot action. During the discussion, it was agreed that it should be a testbed, and that it would be a good way of a reuse of the product. Furthermore, all the participants have agreed on the idea that a platform or robot could be used for other purposes in the future. One of the services could be selling the time of testbed to other companies. When we know our users, it will be easier to define services. Some of the users will be port authorities shipping industries, and blue industry sector in general.

In order to understand the innovations and connection with Living lab in Adriatic sea, we carried onto discussion how the organization's innovation objectives and process are conducted in participants organizations. Are they ready to open the innovation process of company to user participation and co-create?

Carlo Krasković, PP5 Mare FVG emphasised that, in his experience, it is very important to involve end users, e.g. ports, because they can clarify their needs of the technology, know-how is on the research side. End users could clarify the concept – helping the research to build the prototype, testing and getting feedbacks.

Next question we have tried to answer through discussion was what it means to innovate in InnovaMare Living Lab. Project partner Ivana Palunko, PP10 UNIDU has suggested that we should first focus on what are the opportunities, learning and other domains in living lab, maybe some other living lab can be an end users. We should also think about the process of technology transfer and how to achieve it. Petra Karaničić, PP11 from University of Rijeka explained that she has a general knowledge about living lab but not on how it works. At this moment, it is important to gain more knowledge and define how we can support each other. The easiest way it would be collection of the information through a survey. Matej Ćurić from Geomar, PP12 suggested that we should to do technology scouting for potential market.

The final moderated discussion was focused on the the LL's business model and organizational structure through the integration of all relevant elements into a meaningful business model and organizational structure. What is missing in EU are the information about cost structure for the living lab. It is a different

business model. The main questions are always – who the key partners are, what we can do for users and how we can work with users. Project partners from UNITS, PP 2, have concluded that living lab concept or living lab as a business model must include all the stakeholders – companies, users, in all the stages of the creation of the living lab. Roberta Lazzari, PP1 UCV, added that we need to determine the need, then start with research, and involve consumers.

The second workshop was held on the 15th and 16th of July 2021 in Bari and online as an hybrid workshop. All attendees present on the first workshop were present on the workshop in Bari. The main objective of the workshop was discuss the design and configuration of the InnovaMare LL methodology. The workshop's scope was the InnovaMare methodology described through relevant LL dimensions: the process, services, tools, roles, network structure and business model. The workshop presented a valuable source of information and was the final step to completing LL methodology. Participants proposed, prioritised and classified InnovaMare's business processes, tools, services, own roles, organisation and network structure, and business model during the workshop. That helped PP's to understand the InnovaMare LL from different perspectives and allowed them to participate in the methodology design. In this blended event, participants were either present on-site or attended through the online channel. The workshop participants were employees of partner organisations and different stakeholders invited by project partners to participate.

Participants discussed the proposed grand process and tools and consented to its configuration. Also, the discussed process and tools were further elaborated in the Design thinking workshop held during the training in Bari.



Discussion

PPs' networks typically cover different organizations from education, research and private sectors: private companies, mainly SMEs, universities, research centers, schools, training providers, public administrations (regional government, municipality, port), marina, operators with productions sites in coastal areas, national parks, NGOs.

Lecturer, Mr. Emir Džanić concluded that organization structure of the living lab is one of the most complex, it is important to use different tools in order to get functional living lab. Living lab provides companies testing ground for gaining knowledge and sharing knowledge, but also for testing their ideas in different stages of the development.

Fausto Ferreira, PP9, from FER added that is very important to bear in mind that we should always think about quadruple helix, especially the society and end users. Martina Rossi and Carlo Krasković from MARE FVG, PP5 pointed out that end users can be everyone and that users are not customers, there is a difference. Between those two categories. In addition, financial questions are significant, the economic sustainability of products, but also the social sustainability – in terms social acceptance of new technology in which all stakeholders need to be included. They have added that they want to find out more about LL concept, what they are missing, and how they can include private end- users (citizens) in their sector by using the concept of LL – in terms of methodology.

PP4, CNR ISMAR, Massimo Caccia agreed with PP5 and the conclusion that we need social acceptance of new technology and added that we could try to make first steps in that way.

Carlo Gadaleta Caldarola, PP3 ARTI finished the final part with the conclusion that the world is changing and that it is important to adjust all activities to the new situation to continue business as usual, also the creation of the Living lab in the Adriatic sea and that is now, more than ever important to involve institutions. The PPs' networks consist of different stakeholders. The majority of PPs is willing to share their network with the InnovaMare LL and invite those network members to participate in the InnovaMare network. PPs' networks include a large number of potential users that are already accessible through their channels.

Discovered network structure served in the identification of the LL user groups. As the most relevant users, participants identified: educational system, touristic sector, public administration, national parks and protected area agencies, archaeological sites, operators with productions sites in coastal areas (ship and boat builders, private companies, fisheries, aquaculture companies, port authorities/marina), NGOs. Discovered user groups will be in the focus of the InnovaMare LL. It is to be noted that the network structure of the InnovaMare LL corresponds to identified user groups.

An important part of the workshop was to discover and priorities services that will address user needs. Identified services with the most potential for the InnovaMare LL are network coordination, hackathons, and IPR support to the private sector, technology matching, funding and funding support.

Other services that can present an opportunity for the InnovaMare LL are prototype testing, user involvement expertise, PoC, circular economy services, environmental services, user panels, creative workshop, and education.

The InnovaMare LL actor roles were discussed as a continuation of the first workshop discussion, which introduced the concept of roles. The role categorization was taken from Heikkinen et al. Roles correspond to the innovation and management processes describing an interaction between network actors and network actors and users. Findings show that universities and institutes differently perceive their roles in the idea development process and other management processes. The open innovation hub as a hybrid organization complements the roles defined by universities and institutes.

The workshop in Bari allowed the clarification of the InnovaMare concept from different perspectives. After the workshop, a short survey was focused on individual data such as PP's roles in the LL. After the workshop, attendees were asked to fill a short questionnaire. Overall, 6 out of 14 organizations participated in the questionnaire.

The workshop discussion extended to the area of organizational mission and vision. Following key words appeared ecology, circular economy, and green innovation in the blue sector and they can be useful for building the InnovaMare brand strategy.



Conclusion

As part of the InnovaMare project, one of the activities is the development of the Living Lab methodology and the concept of establishing the Adriatic Sea Living Lab for research and development of underwater robotics and sensors for monitoring, control and prevention of submarine pollution. The Living Lab methodology means the interconnection of the research sector (universities, institutes) and entities related to innovation. The aim of the first training was to understand the level of the knowledge of the participants and their understanding what living lab is and how we will create living lab in the Adriatic Sea.

The most important results of the workshop and survey show that most PPs lack a structured process for collecting ideas. The most prevalent tools PPs use to increase engagement of stakeholders are Design thinking, future and scenario workshops, focus groups and Appreciative Inquiry. When comparing the current PPs status with their expectations from the LL, the most important is to note that PPs support introducing those organisational features already adopted in their organisations. Most stakeholders have some experience with user involvement in the innovation process. They also keep their organisational preferences on how to involve users in LL processes. For them, the best way to add value to the LL's innovation process is through user involvement at the beginning of the process when scouting for new opportunities and ideas. They also support other involvement options, such as involvement during phases of concept development and detailed development. It is clear that PPs support the idea of co-creation and co-development with users more than assigning users the role of being the source of information and feedback.

In addition, throughout the survey, PPs have identified the major LL innovation process, the most important LL's services and offerings and groups of users.

The workshop in Bari further confirmed previous findings and allowed for the final proposal of the methodological model for the InnovaMare LL. Especially in the area of services and roles, this workshop brought new insights. The purpose of the Living Lab is to create a common space where users and researchers can develop and test digital services, processes and new ways of working.

In the InnovaMare project, the goal is to create a prototype of an innovative robotic solution as a platform for the development of solutions for monitoring and predicting marine pollution. Therefore, the project partners of the InnovaMare project will jointly develop and establish a model of innovation ecosystem, and this model will be developed in a way applicable in other regions / countries as well as in the areas of the blue economy as a driver of global competitiveness. The aim is, through the established Living Lab, to provide support to all stakeholders involved, and especially small and medium-sized enterprises, in their innovation process. With the aim of developing the Living Lab methodology and the concept of establishing the Living Lab, two workshops are organized for project partners (members of the partner consortium on the InnovaMare project) and relevant stakeholders. In these workshops, in addition to educating the participants, an adequate methodology and the final concept of the Living Lab of the Adriatic Sea will be developed.



Participants list for Living lab online training, February 11th 2021:

No.	PARTICIPANT	INSTITUTION	E-MAIL
1	Carlo Gadaleta Caldarola (ARTI) (Ospite)	ARTI	c.gadaletacaldarola@arti.puglia.it
2	Valeria Patruno (Ospite)	ARTI	v.patruno@arti.puglia.it
3	Francesca De Pascalis CNR (Guest)	CNR	francesca.depascalis@ve.ismar.cnr.it
4	Massimo Caccia (Guest)	CNR	massimo.caccia@cnr.it
5	Alessandro Giordano	COMM-TECH	ag@comm-tec.com
6	Gianni Biasini	COMM-TECH	gianni@comm-tec.com
7	Fausto Ferreira	FER	Fausto.Ferreira@fer.hr
8	Vladimir Slošić	FER	Vladimir.Slosic@fer.hr
9	Iva (Guest)	Geolux d.o.o.	iva@geolux.hr
10	Matej Čurić (Guest)	GEOMAR	matej@geomar.hr
11	Danijela Čenan	HGK	dčenan@hgk.hr
12	Jasna Pletikosić	HGK	jpletikosic@hgk.hr
13	Kristijan Bošnjak	HGK	kbosniak@hgk.hr
14	Mateo Ivanac	HGK	mivanac@hgk.hr
15	Nataša Štrancar	HGK	nstrancar@hgk.hr
16	Petra Ostojić	HGK	postoiic@hgk.hr
17	Sandra Oštrić Prlina	HGK	sostric@hgk.hr
18	Željka Rajković	HGK	zrajkovic@hgk.hr
19	Neven Cukrov (Guest)	IRB	Neven.Cukrov@irb.hr
20	Marina Mlakar	IRB	mlakar@irb.hr
21	Matej Bulic	IT for Society	matej.bulic@itforsociety.com
22	Carlo Kraskovic	MARE FVG	carlo.kraskovic@marefvg.it
23	Martina Rossi	MARE FVG	martina.rossi@marefvg.it
24	Domagoj Račić	Mreža znanja	domagoj.racic@mrezaznanja.hr
25	Ivana Mihaljević	Mreža znanja	ivana.mihaljevic@mrezaznanja.hr
26	Sabina Huskić	Mreža znanja	sabina.huskic@mrezaznanja.hr
27	Zrinka Glavaš Sigur	Mreža znanja	zrinka.glavas@mrezaznanja.hr
28	Lana Trifunić	Notitia d.o.o.	lane.trifunic@notitia.hr
29	Paolo Rossini	Paolo Rossini Environmental Management Consulting	info@paolorossini.net
30	Emir Džanic	Presenter	
31	Damir Slamić, ŠKŽ (Gost)	SKZ	damir.slamic@skz.hr
32	Sanja Slavica Matesic (Guest)	SKZ	sanja.slavica.matesic@skz.hr
33	Veronica Olivi t2i (Ospite)	t2i technology transfer and innovation	veronica.olivi@t2i.it
34	Roberta Lazzari (Ospite)	UCV	roberta.lazzari@eurospordelloveneto.it
35	Ivana Palunko (UNIDU) (Guest)	UNIDU	ivana.palunko@unidu.hr
36	Edvard Tijan	UNIRI	etijan@pfri.hr
37	Petra Karanikić	UNIRI	pkaranikic@biotech.uniri.hr
38	Grazia Garlatti Costa	UNITS	grazia.garlatticosta@units.it
39	Gouya Harirchi (UniTS) (Guest)	UNITS	gouya.harirchi@deams.units.it
40	Anamarija Frankic (Guest)	UNIZD	afrankic@unizd.hr
41	Slaven (Guest)		

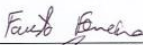
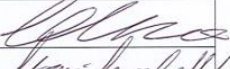
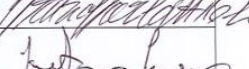
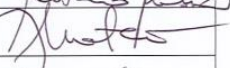
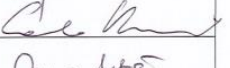
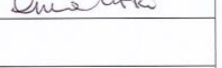
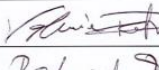
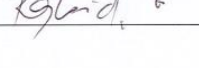

Participants list for LL training in Bari online participants July 14th-16th 2021.

	Name	Surname	Email	Company/Institution	Country	14.srp	15.srp	16.srp
1				Project partner - UNIDU	Croatia	x	x	x
2	1			Project partner - Unioncamere del Veneto	Italy	x	x	x
3	2	Roberta	roberta.lazzari@eurosportelloveneto.it	Stakeholder -t2I - trasferimento tecnologico e innovazione	Italy	x	x	x
4	3	Marco	marco.galanti@t2i.it	Project partner - GEOMar d.o.o.	Croatia		x	x
5	4	Marko	marko@geomar.hr	Stakeholder - Southern Adriatic Ports Authority	Italy	x		
6	5	Ugo	presidente@adspmam.it	Project partner - UNIPD	Italy	x	x	x
7	6	Umberto	umberto.velluso@unipd.it	Project partner - CNR ISMAR	Italy	x	x	x
8	7	Francesca	francesca.depascalis@ve.ismar.cnr.it	Stakeholder -Studio BREVETTI e MARCHI	Italy	x	x	x
9	8	Gianrocco	ing.giampietro@libero.it	Project partner - Mare FVG	Italy	x	x	x
10	9	Martina	martina.rossi@marefvg.it	Project partner - Mare FVG	Italy	x	x	x
11	10	Umberto	umberto.pangallo@marefvg.it	Project partner - Communication Technology	Italy	x	x	x
12	11	Gianni	gianni@comm-tec.com	Project partner - UNIRI	Croatia		x	x
13	12	Petra	pkaranikic@biotech.uniri.hr	Stakeholder - G-Nous	Italy	x		
14	13	Giovanni	giovanni.dipierro@g-nous.com	Stakeholder - G-Nous	Italy	x		
15	14	Emanuele	emanuele.cannella@g-nous.com	Project partner - University of Dubrovnik	Croatia	x	x	x
16	15	Matija	msukno@gmail.com	Project partner - University of Dubrovnik	Croatia	x	x	x
17	16	Dinka	dinka.lale@unidu.hr	Stakeholder - IRSA CNR	Italy	x	x	x
18	17	Giuseppe	giuseppe.portacci@irsa.cnr.it	Project partner - Croatia Chamber of Economy	Croatia	x	x	x
19	18	Magda	magda.dileo@irsa.cnr.it	Mreza znanja	Croatia	x	x	x
20	19	Petra	postojic@hgk.hr	Stakeholder - Polytechnic of Bari	Italy		x	
21	20	Ivana	ivana.mihaljevic@mrezaznanja.hr	Project partner - CCE	Croatia	x	x	x
22	21	Mario Massimo	mariomassimo.foglia@poliba.it	Project partner - CCE	Croatia	x	x	x
23	22	Jasna	jpletikosic@hgk.hr	Stakeholder - Puglia Region	Italy	x		
24	23	Gianna Elisa	ge.berlingiero@regione.puglia.it	Project partner - CCE	Croatia	x	x	x
25	24	Sandra	sostric@hgk.hr	Project partner - CCE	Croatia	x	x	x
26	25	Petra	postojic@hgk.hr	Project partner - Mare FVG	Croatia			x
27	26	Carlo	carlo.kraskovic@marefvg.it					

Attendance list – Living lab training, Bari
14.7.2021.

INSTITUTION	NAME AND SURNAME	E-MAIL	CONTACT NUMBER	SIGNATURE
ARTI	Vito Albino			
Regione Puglia	Gianna Elisa Berlingiero			
Croatian Chamber of Economy	Kristijan Bošnjak	kbosnjak@hgk.hr		
AutoLogs	Angelo Cardellicchio	angelo.cardellicchio@autologs.eu		
University of Bari	Niccolò Carnimeo	niccolò.carnimeo@uniba.it		
Regione Puglia	Antonia Costanza	a.costanza@regione.puglia.it		
Institute Ruder Boskovic - IRB	Neven Cukrov	neven.cukrov@irb.hr	+385 98 708 174	
Mreža znanja d.o.o.	Emir Džanić			

European Regional Development Fund

FER	Fausto Ferreira	fausto.ferreira@fer.hr	+385 91 90 95 662	
ARTI	Carlo Gadaleta Caldarola	c.gadaletacaldarola@arti.puglia.it	3280307979	
University of Trieste	Grazia Garlatti Costa	grazia.garlatticosta@units.it	347 3855957	
InnovaPuglia	Gaetano Grasso	g.grasso@innova.puglia.it		
Croatian Chamber of Economy	Mateo Ivanac	mivanac@hgk.hr		
Mare FVG	Carlo Kraskovic	carlo.kraskovic@marefvg.it	3282745867	
ARTI	Anna Liberti	a.liberti@arti.puglia.it		
Polytechnic of Bari	Michele Mossa	michele.mossa@poliba.it		
ARTI	Valeria Patruno	v.patruno@arti.puglia.it	3663144793	
Croatian Chamber of Economy	Željka Rajković	zrajkovic@hgk.hr	+385 91 524 6709	

CNR - STIIMA	Vito Renò	vito.reno@cnr.it	327/9460363	<i>Vito Renò</i>
ARTI	Francesca Tondi	f.tondi@arti.puglia.it		<i>Francesca Tondi</i>
POLIBA	MICHELE FIORENTINO	MICHELE.FIORENTINO@POLIBA.IT	3204316810	<i>Michele Fiorentino</i>
POLIBA	MARCO MASSIMO FOGLIA	M.F. FOGLIA @ POLIBA.IT	3201710531	<i>Marco Foglia</i>
UNIV. BARI	GIUSEPPE BELLE FUGLIE	G.BELLE FUGLIE@UNIV.BARI.IT	3946205521	<i>Giuseppe Belle Fuglie</i>
G-NOUS	GIOVANNI DIPIERRO	GIOVANNI.DIPIERRO@G-NOUS.COM		<i>Giovanni Di Pierro</i>

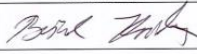


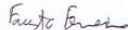
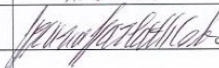
Attendance list – Living lab training, Bari
15.7.2021.

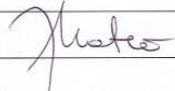

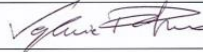
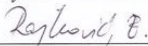

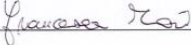
INSTITUTION	NAME AND SURNAME	E-MAIL	CONTACT NUMBER	SIGNATURE
Croatian Chamber of Economy	Kristijan Bošnjak	kbosnjak@hgk.hr	+385315712859	<i>Kristijan Bošnjak</i>
G-Nous	Emanuele Cannella	emanuele.cannella@g-nous.com	3314015783	<i>Emanuele Cannella</i>
AutoLogs	Angelo Cardellicchio	angelo.cardellicchio@autologs.eu	<i>Angelo Cardellicchio</i>	<i>Angelo Cardellicchio</i>
Regione Puglia	Antonia Costanza	a.costanza@regione.puglia.it		<i>Antonia Costanza</i>
Institute Ruder Boskovic - IRB	Neven Cukrov	neven.cukrov@irb.hr		<i>Neven Cukrov</i>
G-Nous	Giovanni Di Pierro	giovanni.dipierro@g-nous.com	3285937672	<i>Giovanni Di Pierro</i>
Mreža znanja d.o.o.	Emir Džanić			<i>Emir Džanić</i>
FER	Fausto Ferreira	fausto.ferreira@fer.hr	+385919095662	<i>Fausto Ferreira</i>

University of Trieste	Grazia Garlatti Costa	grazia.garlatticosta@units.it		<i>[Signature]</i>
InnovaPuglia	Gaetano Grasso	g.grasso@innova.puglia.it		<i>[Signature]</i>
Croatian Chamber of Economy	Mateo Ivanac	mivanac@hgk.hr		<i>[Signature]</i>
Mare FVG	Carlo Kraskovic	carlo.kraskovic@marefvg.it		<i>[Signature]</i>
ARTI	Anna Liberti	a.liberti@arti.puglia.it		<i>[Signature]</i>
Polytechnic of Bari	Michele Mossa	michele.mossa@poliba.it	3293174790	<i>[Signature]</i>
University of Salento	Gianfranco Parlangei	gianfranco.parlangei@unisalento.it	3384827032	<i>[Signature]</i>
ARTI	Valeria Patruno	v.patruno@arti.puglia.it	3663144793	<i>[Signature]</i>
Croatian Chamber of Economy	Željka Rajković	zrajkovic@hgk.hr	+385 091 824 5709	<i>[Signature]</i>
CNR - STIIMA	Vito Renò	vito.reno@cnr.it	327/9160363	<i>[Signature]</i>

ARTI	Francesca Tondi	f.tondi@arti.puglia.it		<i>[Signature]</i>
POLIBA	MARCO FOGLIA	m.m.foglia@poliba.it		<i>[Signature]</i>

Attendance list – Living lab training, Bari
16.7.2021.

INSTITUTION	NAME AND SURNAME	E-MAIL	CONTACT NUMBER	SIGNATURE
Croatian Chamber of Economy	Kristijan Bošnjak	kbosnjak@hgk.hr	+385315712855	
AutoLogs	Angelo Cardellicchio	angelo.cardellicchio@autologs.eu		
Regione Puglia	Antonia Costanza	a.costanza@regione.puglia.it		
Institute Ruder Boskovic - IRB	Neven Cukrov	neven.cukrov@irb.hr		
Mreža znanja d.o.o.	Emir Džanić			
FER	Fausto Ferreira	fausto.ferreira@fer.hr	+385919095662	
University of Trieste	Grazia Garlatti Costa	grazia.garlatticosta@units.it		
InnovaPuglia	Gaetano Grasso	g.grasso@innova.puglia.it		

Croatian Chamber of Economy	Mateo Ivanac	mivanac@hgk.hr		
Mare FVG	Carlo Kraskovic	carlo.kraskovic@marefvg.it		
ARTI	Anna Liberti	a.liberti@arti.puglia.it		
Polytechnic of Bari	Michele Mossa	michele.mossa@poliba.it		
ARTI	Valeria Patruno	v.patruno@arti.puglia.it	366 3144 793	
Croatian Chamber of Economy	Željka Rajković	zrajkovic@hgk.hr	+385915746700	
CNR - STIIMA	Vito Renò	vito.reno@cnr.it	327/9160383	
ARTI	Francesca Tondi	f.tondi@arti.puglia.it		

Agenda for Living lab online training, February 11th 2021. :



Online training, InnovaMare Project – WP 5

Thursday, 11 February 2021

AGENDA

10:00 – 10:15	Introduction and tool discovery
10:15 – 10:30	Welcome address and introducing participants
10:30 – 11:00	Living Labs as Open Innovation Networks <i>Introduction to the concept and the opportunities</i>
11:00 – 11:30	What do we WANT from the InnovaMare Living Lab? <i>Moderated discussion: organisation objectives, determining the types of preferred innovation outcomes</i>
11:30 – 12:00	What it means to innovate in my organisation? <i>Moderated discussion: Prepare to discuss your own organisation's innovation objectives and process. Are you ready to open the innovation process of yours to user participation and co-creation?</i>
12:00 – 12:30	Coffee break
12:30 – 13:00	What it means to innovate in InnovaMare Living Lab? <i>Moderated discussion</i>
13:30 – 14:10	The LL's business model and organisational structure – Let's imagine the future! <i>Moderated discussion: integration of all relevant elements into a meaningful business model and organisational structure</i>
14:10 – 14:30	Conclusions and key takeaways

European Regional Development Fund

3



Agenda for Living lab training in Bari, July 14th-16th 2021.

Workshop No. 2

Bari, Italy

Living Lab methodology

InnovaMare Project – WP 5


European Regional Development Fund

www.italy-croatia.eu/acronym


European Regional Development Fund

Croatian Chamber of Economy
Contact person
Mateo Ivanac

Rooseveltovej trg 2, 10000 Zagreb,
Croatia

 +385 1 207 034

 mivanac@hgk.hr

 innovamare@hgk.hr

 www.italy-croatia.eu/innovamare

Dear Project Partners,

We are pleased to announce the second training focused on the **InnovaMare Living Lab methodology**, which will be held **from 14 to 16 July 2021**. The training is planned as a blended workshop, where the onsite sessions are happening in Bari, Italy, with the presence of some stakeholders online.

Living Lab is a relatively recent concept that introduces new ways of managing innovation. The underlying principle is that people's ideas, experiences, and knowledge, as well as their daily needs of support from products, services, or applications, should be the starting point in innovation.

During our first online training we familiarised the participants with the living labs and open innovation concepts and jointly explored how these concepts can and should be applied within the InnovaMare project. In order to list the needs and goals of all Project Partner's organisations, the online training was followed by a survey that collected additional information from the participants. Gathered information were a valuable input for development of the methodology for the establishment and the concept of the Living Lab in the Adriatic Sea – InnovaMare Living Lab methodology.

The focus of the workshop in Bari is on presentation of the methodology, active discussions, discovery of new dimensions for the InnovaMare Living Lab processes and tools and finally on the application of knowledge acquired through both trainings.

Main **outcomes** of the workshop include:

- Understanding the **survey results** for the InnovaMare LL methodology development,
- Understanding the **InnovaMare LL methodology** development and proposed services, roles and the network structure,
- Applying the **Design Thinking in InnovaMare LL** process and tools,
- Understanding the **InnovaMare LL business model** and applying the acquired knowledge through the BMC workshop,
- **Finalization of the methodology** for the establishment and the concept of the InnovaMare Living Lab.

Please find the training agenda below.

We wish us all cheerful and inspiring discussions and are looking forward to seeing you soon!

Sincerely,

ARTI - Agenzia Regionale per la Tecnologia e l'Innovazione della Regione Puglia **and CCE** – Croatian Chamber of Economy

Workshop in Bari, InnovaMare Project – WP 5

Wednesday, 14 July 2021

AGENDA

14:00 – 16:30	Welcome speeches <i>Welcome address from Lead partner, Project partners and other stakeholders</i>
16:30 – 17:00	Brief introduction to the workshop program <i>Short overview of the following days</i>
17:00 – 18:00	Meet & greet <i>Mingling and networking over refreshment</i>

Workshop in Bari, InnovaMare Project – WP 5

Thursday, 15 July 2021

AGENDA

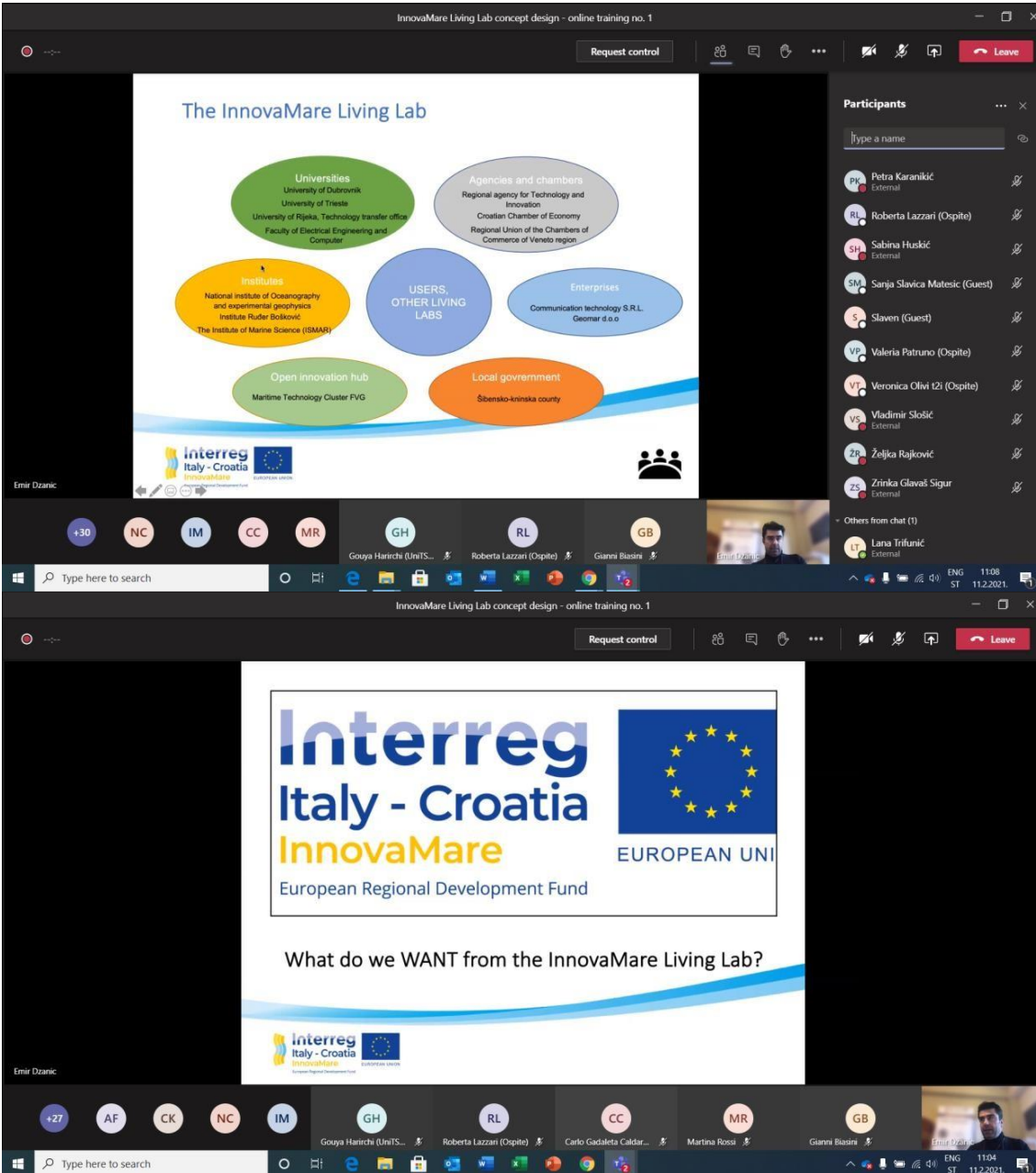
10:00 – 10:15	Warming up
10:15 – 10:45	Explaining Living Labs <i>Moderated discussion: Recalling and reflecting last session</i>
10:45 – 11:30	Living Lab update with the survey results <i>Moderated discussion on survey results for:</i> <ul style="list-style-type: none"> - Project partner organisations - Their innovation processes - User involvement - The nature of InnovaMare Living Lab
11:30 – 12:30	The InnovaMare Living Lab methodology <i>Moderated discussion: Presenting InnovaMare Living Lab methodology:</i> <ul style="list-style-type: none"> - The process - Tools
12:30 - 13:30	Lunch break
13:30 – 15:30	The Design Thinking workshop <i>Workshop: discovering new dimensions for the InnovaMare Living Lab process and tools</i>
15:30 – 16:00	Conclusions and key takeaways

Workshop in Bari, InnovaMare Project – WP 5
Friday, 16 July 2021

AGENDA

9:00 – 9:15	Warming up <i>Recalling yesterday's session</i>
9:15 – 9:30	Introduction to today's session
9:30 – 10:30	The InnovaMare Living Lab methodology <i>Moderated discussion: presenting InnovaMare Living Lab methodology:</i> <ul style="list-style-type: none"> - Services - Roles - The network structure
10:30 – 11:00	The InnovaMare Living Lab business model <i>Introduction to business modelling</i>
11:00 – 11:30	Coffee / Brunch break
11:30 – 12:30	The Business Model Canvas workshop <i>Workshop: discovering new dimensions for the InnovaMare Living Lab process and tools</i>
12:30 – 12:45	Presenting BMC workshop results <i>Workshop: presentation and discussion</i>
12:45 – 13:00	Conclusions and key takeaways

Photographs, LL online training February 11th 2021.



Photographs, LL training in Bari July 14th-16th 2021.

