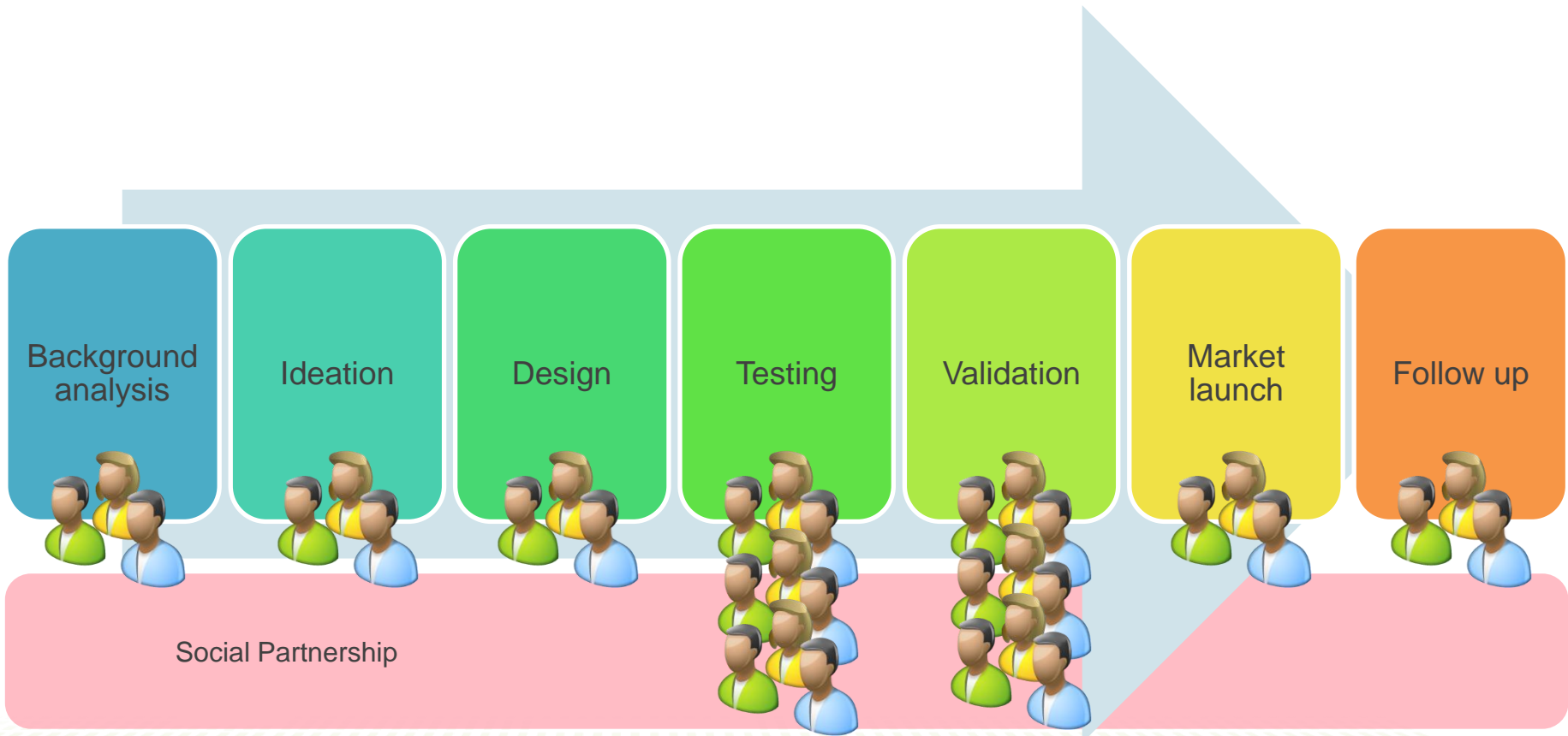




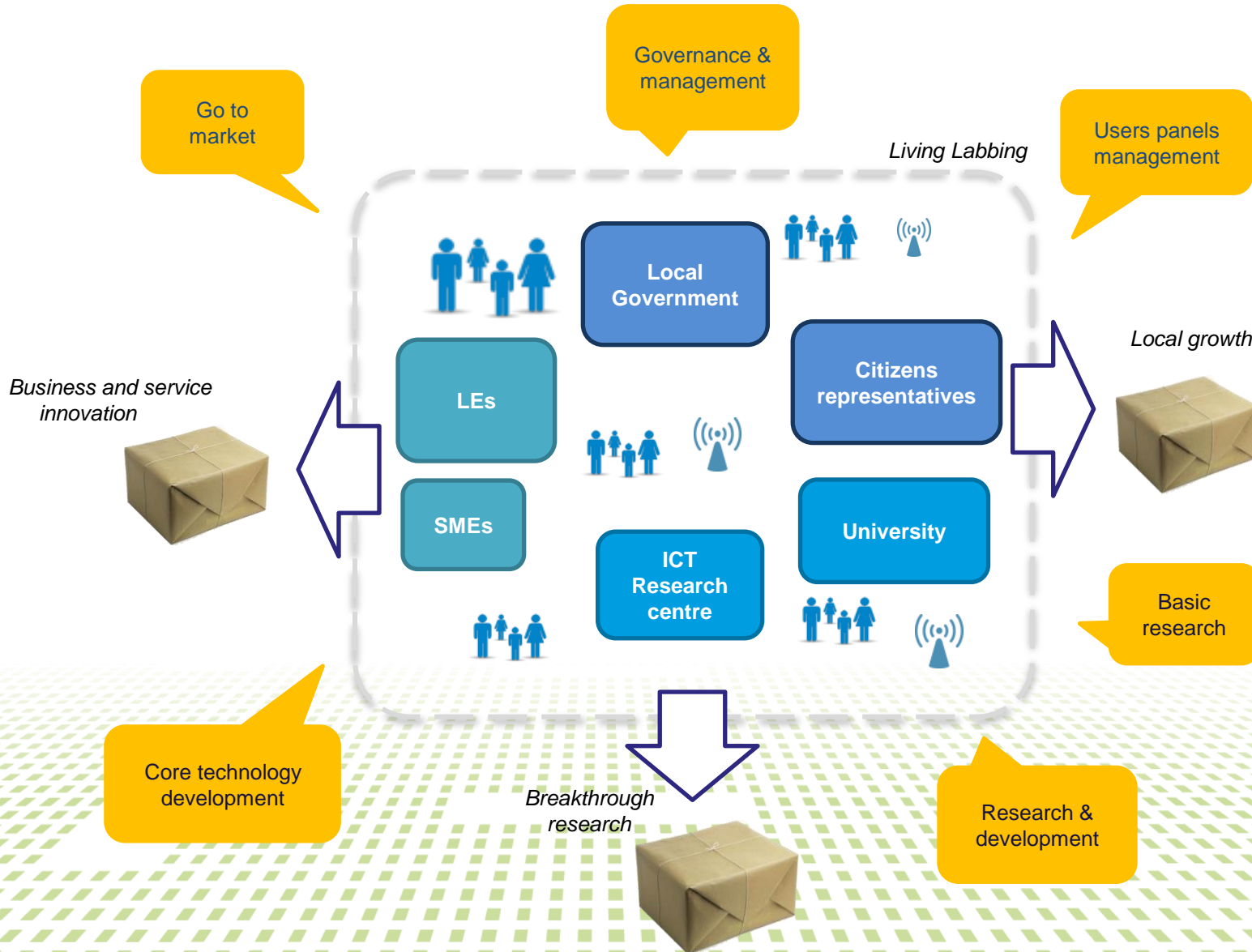
Living Labs & Territorial Labs in Trento

Living Lab R&D methodology

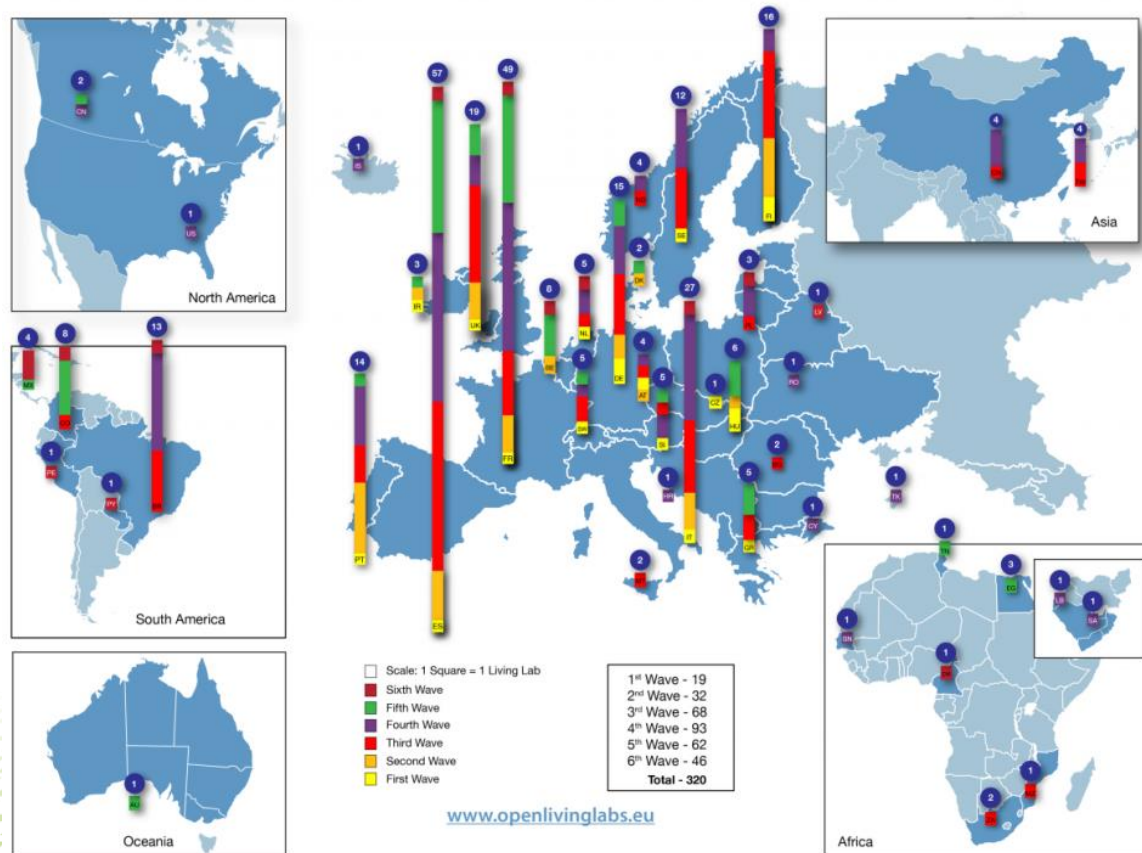


- Real life setting
- Long time frames
- Large scale

2. Living Lab ecosystems

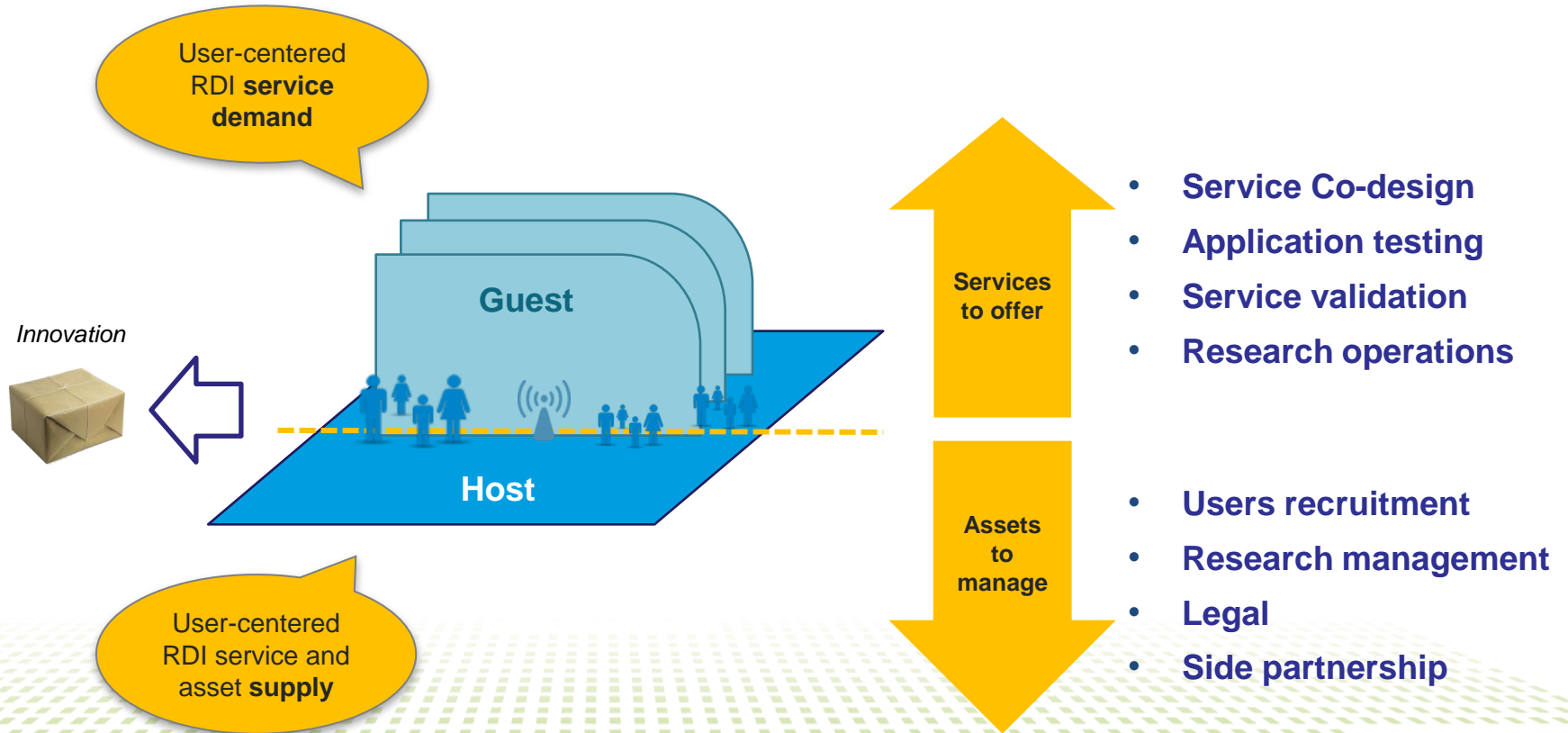


2. Living Lab organizations



**European
Network of
Living Labs**

3. Living Labs as facilities



Experience & Living Labs

1. Collect best practices (2012)
2. Map existing ELL facilities
3. Business models for Labs
4. Conceptualize an open working model
5. Testing the model
6. Providing tools



Hosted projects

Stress & burnout

- 30 employees 2 workplace
- smartphones + data collection app
- Stress monitoring & burnout prevention
- startupper in the loop

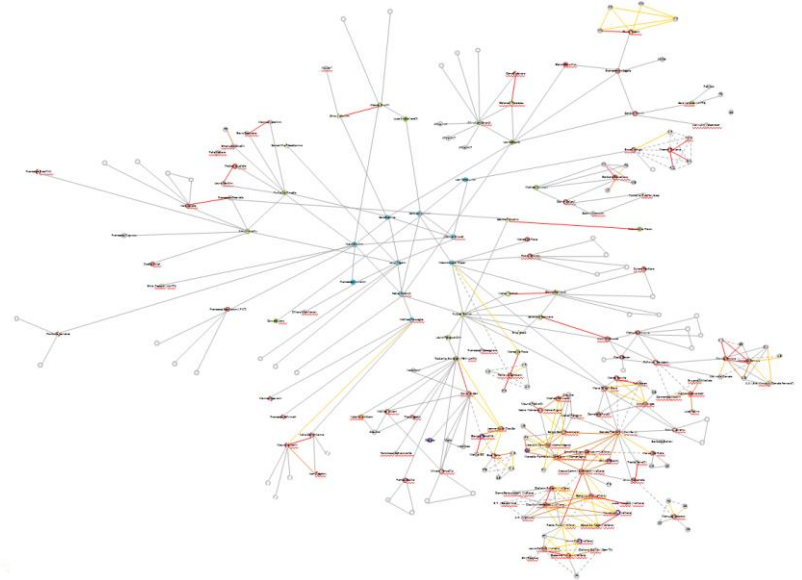


Personal data



Mobile Territorial Lab

- Network: 70 (+70) parents / families
- Smartphones & data collection apps
- Online services for personal data management
- Focus on trust within social networks
- Mobile services for communities of practice



Crowdsourcing

- 500 android users
- App testing, UX studies, co-creation
- Users task management, gamification, rewards
- Platform for users outreach & involvement



Users recruitment platform

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smart trento territorial lab CROWDS

Get involved!

Smart Crowds is a **territorial lab** where citizens can participate as volunteers in R&D and innovation projects.

Anyone who's interested in emerging technologies and social innovation can participate. You don't need to be an expert in ICT or a researcher!

Usually participants are asked to test some applications on Android™ smartphones, to take surveys or to participate in focus groups. [Join us now!](#)

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Projects

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smart trento territorial lab CROWDS

All Yours, your news aggregator

What is "All Yours"? It's an app, similar to Twitter, but simpler and based on anonymity. Every user can post news items, like links to articles, comments etc. and see what other people are posting. Users do not search for information but they are notified of new items as they appear. Unlike in Twitter, All Yours users do not need to specify from whom they wish to receive information, or the topics they are interested in. All Yours will automatically learn the preferences of users in a completely transparent manner. In addition, it does this while protecting the privacy of its users.

People participating in this project are asked to test the app on their computer first, and then on their Android smartphone. Participants are asked to use the app on a daily basis (one post per day). Occasionally, they will also be asked to take surveys or participate in creative workshops.

Do you want to participate in this project? Read the details below and fill in the registration form. We will get back to you soon to tell you if you have been selected!

what: testing the application (desktop and mobile version) and give feedback to improve it
target: people living in Trentino, who own an Android smartphone, interested in emerging technologies in ICT
when: from July to November 2013
task: participants are asked to use the app every day (at least one post per day)

Participants who will involve their friends in this project may get € 30 gift cards. Furthermore, every month other gift cards will be given to participants based on their contribution.

PARTICIPATE

Who we are looking for:

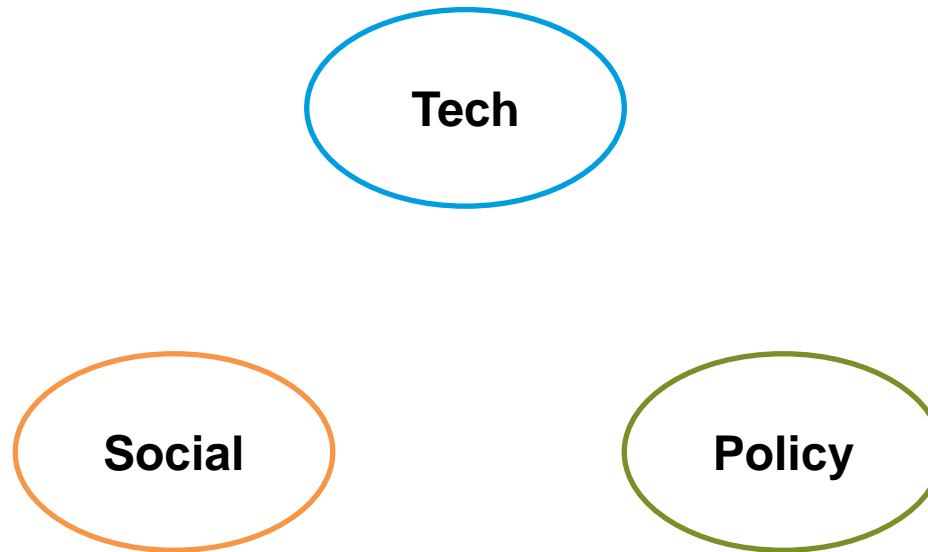
- People who live in Trentino
- Who own an Android smartphone
- Interested in testing new applications and services

Why participate?

- To be the first ones to test new tech innovative services
- To contribute to research and social innovation
- To be part of a community of experts
- Because you may receive gift cards

Discover our current projects

User's motivations



How-to

- Users & community management first
- Stakeholders aboard
- Legal office enrolled
- Sound back end platform
- Focus on real added value





Thank you

<http://www.eitictlabs.eu/about-us/nodes-co-location-centres/trento/>