



Building a Living Lab

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What is a Living Lab?



- A philosophy
- It's an approach to innovation
- It's an approach to research / investigation
- It's an approach to development
 - Design & Creation
 - Technology Trials

What is a Living Lab?



Citizen Science

Co-Innovation

Research

Development

Customer/user/community involvement

Collaboration – Cluster/Community

Why a Living Lab approach?



- Increase chance of success!
- We want to avoid working in a silo
- Collaboration often fundamental to success.
- Know the market
 - Solution fit
 - Culture

Goals



High Level

- One off solutions to problems
- Innovation ecosystem
 - New industries
 - New products
 - Startups
 - Science
 - Education

Competitive Advantage



How are we differentiated?

Sustainable competitive advantage...

- Level of XXX (community) involvement?
- Velocity of data release?

Who do you need? Possible roles...



Users = 'Leaders' = Technology Pull

- Industry
- Government
- Citizens

Explorers and Co-creators

- Industry
- Citizens

Providers = Technology Push

- Research
- Industry Vendors

Member Criteria



Enthusiasm and
commitment trumps
strategic

Good partners may
be too busy!

Philosophy



- Open [vs Proprietary]
 - Platforms
 - Standards
- Agile
 - Ready to change direction
 - Trials, tests and review as you go
 - Do big projects in chunks
 - Work closely with the user/customer

Philosophy



Government love these...

- ‘Industry-Led’
- Connected
 - Don’t work in isolation
 - Connect to other activities
 - Share the learnings
 - e.g. Knowledge Hub

Core Activities



- Regular meetings of participants.
- Project workshops.
- Hack-a-thon
- Projects:
 - Technology trials
 - Solution co-creation
 - Citizen Science
- Other

Physical Space? Goals

Demo/Showcase?

- Thought starters
- Our projects
- Partner technologies
- What audiences!

Sandbox?

- Prototypes

Promote?

- Promote to stakeholders...
 - The Lab
 - Newcastle
 - Partners?

Governance and Funding



- Steering Committee with industry or government chair
- 1 EFT to manage
- Funding strategy
 - Charge membership
 - Chase grants?
 - Self fund?

Membership — who can/should join?



Target

- Many and shallow?
- Few and deep?

Rules

- Must have a presence in Australia?
- Must have an ABN?
- Individuals?
- Other

Importantly...

- Who is missing?

Membership Rules



Rules

- Must have a presence in Australia?
- Must have an ABN?
- Individuals?
- Other

Agreements

- MOU or more?
- Logo permission
- IP
- How do you sack a member?

Create a Term of Reference or Charter?

The logo for DATA 61, featuring the text "DATA" above "61" in white, enclosed within a teal-colored hexagonal frame composed of thick lines.

DATA
61

Thank you

Transport & Logistics Living Lab

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Themes and Scope



	In?	Out?
Public Transport		
Urban Renewal		
Sustainability		
Resilience		
Smart City		
Logistics		
Smart Region - business		
Viable Region - tourism		
Environment		
Entertainment, shopping services		
Emergency Response		

Feature List Voting...



Feature	Opportunity	
'Industry Led'	8	
Create Solutions	3	
Innovation Ecosystem	12	
Demo/Showcase	3	
Sandbox	0	
Co-innovation	4	
Technology Trials	9	
User: industry	0	
User: citizens	2	
Explorer: citizen science	[3] 2	Early flood warning. Education. Measure rainfall at home. Map floods with oranges.

CSIRO's Possible Roles



- Regular involvement = active participant.
- Heavy Involvement = leadership and management.

CSIRO Urban Living Lab



- New concept – so room to tweak the idea
- Platform for on going trials in:
 - Sustainability
 - Resilience, e.g. after storm.
- Urban form, transport, autonomous vehicles, ??
- Long term 5-15 years
- Future looking
 - Novel technologies and applications (not existing)
- The big stuff
- Assist regulators

Workshop Notes



- Five Themes for projects.
- Have an anchor lead for each.

- Value Proposition:
 - Access to data.
 - Access to partner
 - Access to tools/infrastructure

- Steering Committee will decide/endorse projects
- Theme-based workshops - no. Combined workshops.

Workshop Notes



- Three activities:
 - Data
 - Incubator
 - Living Lab
- Infrastructure
- XXXX fund a Living Lab manager??
- Meet week of 25th July.
- D61: Identify critical questions to resolve for next step.
 - Survey data; list priorities; data infrastructure options..
 - Shared catalogue; federated architecture.
 - Connect to NSW Govt regional premier and cabinet group.