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## Interreg MED funding scheme

### Axis 1.1

*To increase transnational activity of innovative clusters and networks of key sectors of the MED area*

#### **LIRICA – Living Labs concept Introduction in Regional Circular Agriculture**

**Deadline:** March, 31<sup>st</sup>, 2017

**Indicative LIVERUR budget:** 2.5 Mio€

**Partners max number:** 10

**Duration (in months):** 30

**Module:** M2 (Testing)

#### **Draft idea of the Interreg Axis 1.1**

Innovation and competitiveness is highlighted in the strategy UE 2020. It is a major challenge in MED regions facing international competition, and contributes to overcome the economic crisis. In this cooperation area, a specific attention must be paid to the fields of blue and green growth that represent significant development perspectives. **Key words:** Blue and green growth, creative industries and social innovation

#### **Draft idea of the project**

**LIRICA aims at widely adopt a highly innovative business model concept for rural and agricultural regions called Living Lab.** Living labs are user-centred, open-innovation ICT enabled ecosystems often operating in a territorial context, integrating concurrent research and innovation process within a public-private-people partnership (PPPs). The basis for the strategic development of a rural Living Lab is in establishing a sustainable stakeholder partnership; users, policy-makers, companies, researchers enter into agreements on the basis of which they may engage in longer term collaboration. However, a successful Living lab business design can be expected to be highly affected by the specific context of the Living Lab rural environment and by its specific objectives and ambitions. LIRICA project identifies Living Labs as an innovative perspective for existing business models in rural areas, and it will undertake socio-economic analysis to identify, describe and benchmark differences between the new Living Lab approach and more entrepreneurial traditional approaches (mass production, development of prices, optimising the cost structures with the enterprises, rationalisation). LIRICA project pays particular attention to Living Labs, since they foster a more sustainable mobilisation of resources, improved cooperation between operators along the value chain and lead to new services. Living Lab utilizes the open innovation concept in a wider sense, with success/failure rate determined by empirically based research key factors. Beside Living Lab concept, LIRICA will foster the penetration of the Regional Circular model in the Mediterranean areas, as well; crucial benefit here are energy efficiency-efficacy, waste re-use and resource management.

Since there is still a lack of empirically grounded studies in the Mediterranean area, the short term objective of LIRICA is to improve knowledge of business models growing in these rural areas, including a thorough understanding of their potential in terms of social innovation process. In the long term the project will increase the potential for rural economic diversification and resilience. Given the fact that Living Lab concept is today adopted mostly in Central – North Europe, LIRICA key point will be the establishment of a cooperative platform among Central – North Europe and the Mediterranean area, which will be reflected in “mixed” piloting actions.

#### **Project outputs:**

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1. Extensive report on the comparison between entrepreneurial traditional approaches, advantages and disadvantages, and the new revolutionary approach of Living Labs in the MED area
  2. Strategy for gradual shift toward the Living Lab Regional Circular approach
  3. Regional Circular Living Lab business models descriptions
  4. Piloting actions that will generate a collection of business cases targeting new entrepreneurs and offer them guidance and benchmark solutions
  5. Communication plan to capitalize the project across the MED area

**Project results:**

- Deep knowledge of the new approach called Living Labs [1]
- Implementation of shifting plan from traditional to more innovative approach in the rural sector [2]
- Increase of entrepreneurs knowledge about rural business models and alternative approaches [3]
- Business case tool creation [4]
- Transnational activities of the project to solve common MED area issues related to rural environment (resource efficacy and management, environment resilience, openness of new markets, enhance the competitiveness of small medium agricultural enterprises)