Torino Living Lab & Open Incet
Open Innovation Center Turin

Fabio Sgaragli
Open & Social Innovation Manager
FONDAZIONE GIACOMO BRODOLINI
Smart Cities is one of the 12 clusters, the aim of each cluster is twofold: focus the research efforts and create possibility for synergies among actors.
The Center is located in an abandoned industrial area, which used to house an electric cables factory during the XIX century.

A neighborhood regeneration process was started in 2009 by the City of Turin. The initiative is part of a set of strategies and tools developed by Turin Social Innovation, and intends to promote new initiatives to create and develop innovative ideas.
The Center’s main mission is to accelerate the local innovation ecosystem of the City of Turin by systematically applying an open innovation approach.

The Center’s focus is on generating ideas, supporting enterprises and their growth, internationalisation and networks development.

Our aims are:

• to generate and test new ideas and innovative solutions with a multidisciplinary approach
• to accelerate the development of innovative and sustainable ideas
• to build communities of innovators, easing the connection between ideas and technologies
• to connect ecosystems for innovation, supporting the creation, development and internationalization of innovative ideas
Open Incet is a driver for innovation through the application of the methodologies of open innovation in social innovation processes.

Open innovation implies the engagement of all the **quadruple helix stakeholders** in the creation of innovative solutions to share complex challenges.
AN URBAN DEMONSTRATOR FOR IDEAS AND SOLUTIONS

• **Living Lab**
  Collaboration of Public – Private – People Partnerships that allows stakeholders involved to co-create new products, services, business and technologies in real life environment and virtual networks in multi-contextual spheres.

• **Public Lab**
  A way to strengthen public systems to design and deliver more effective public services to bridge the gap between how policies are designed and how are implemented.

• **Corporate Lab**
  Advanced services specifically designed for the corporate world including a set of capabilities, tools, and approaches to help companies to innovate.

• **Tech Lab**
  A 700 sqm open space of 700 mq within OPEN INCET dedicated to temporary exhibitions, experimentations, test of manufacturing products, applications, TOI solutions (Things Of Internet).
LIVING LABS ARE URBAN EXPERIMENTATIONS IN REAL CONTEXTS

A Living Lab is characterized by an inclusive and user-driven approach and involves a multidisciplinary team on 4 main activities:

- **Test**
  testing technologies for new urban systems in real life settings

- **Exploration**
  engaging stakeholders for discovering emerging scenarios, usages and behavioral patterns

- **Experimentation**
  implementing the proper level of technological artefacts by live scenarios within communities of users

- **Evaluation**
  assessing concepts, products and services through a confrontation with users’ value models
Torino Living Lab 2016

Campidoglio Area

Area size: 0,94 KM²
Residents: 14.889
Period: JAN 16 – DEC 17
Technologies installed: 36
Visitors: 1.000
Companies: 45
Open Incet is supporting the Living Lab during public events promoted by the City with a program of activities involving the district residents, aimed at:

- Explaining how a Living Lab works
- Describing the technologies installed
- Helping citizens to indicate their preferences on thematic priorities and public spaces in which to install the technologies
- Analyzing the new technologies potential impact on the quality of life
CONNECT-TO
(Data integration)

Through an open network of Beacon placed in the public transport stops and in other strategic points, the urban furniture can be transformed in connected objects that interact with citizens and tourists' Smartphones, sending notifications about mobility, tourism, culture and general information.
ECOVIVO
(Culture and Tourism)

A Web platform aimed to improve eco-sustainable tourism in Piedmont and north of Italy. The platform makes the interaction between travelers and accommodation facilities possible. Travelers can find on the map the nearest accommodation and book their stay contacting the owner directly.
The city of Turin has developed Torino Social Innovation (TSI) in order to address local territorial challenges. TSI is a multi-stakeholders platform involving 40 public and private organisations that support and sustain bottom up innovation processes.

Open Incet is a key element of the TSI platform.
Fondazione Giacomo Brodolini
Headquarters
Via Solferino 32 – 00185 Rome – Italy
Phone: +39.
Fax: +39.

www.openincet.it
www.torinolivinglab.it
www.fondazionebrodolini.it