



Taking RDI results to the Markets

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Speakers and Panelists

- **Jose Encarnacao, TU Darmstad, Germany**
- **Marlien Herselman, Chair, Living Labs in Southern Africa (LLiSA), CSIR, South Africa**
- **Alvaro Oliveira, President of the European Network of Living Labs (EnoLL) and Chair of the EnoLL Council, Portugal**
- **Julius Segole, Chief Information Officer, National Department of Social Development, South Africa**
- **Alexadra Fraser, Business Development Manager, Invenfin / SiliconCape, South Africa**
- **Jenny McKinnell, Executive Director, CITI (Cape IT Initiative), South Africa**





Report - presentation #1

Prof Jose Encarnacao highlighted the importance of the following in the living labs concept;

- Money investment in R&D***
- Human resources***
- Progress in Knowledge***
- Influence on markets and bringing results to the markets.***

Collaborative research in Living Labs has been one of the most successful areas because of user involvement. Market shows between 5 – 30 % products have found ways to the markets through the use of the living labs approach. The question is, why is this happening? This is a concept for the promotion of socio- economic development, and perhaps this is one topic that should enhance cooperation between Europe and African challenges at a global scale.

It is therefore important to cooperate in priority areas and use these as vehicles for economic growth. There is a need to move from local (national and regional) context to a more global context in research by building innovation research and e-infrastructures, and promote the use of research results and governance of research.





Report - presentation #1 Cntd

There is huge research already undertaken in this area, but we have to check and measure the results and evaluate to determine if we are achieving the intended results. The question that remains is how to achieve better results and returns on investments and how can research be exploited and disseminated. We need to propose solutions for discussion and implement and make technology platforms available for execution of funded R&D projects that can be used in the environment for collaboration.

Innovation Path:

This is where ideas and opportunities are transformed into economic realities, this is sometimes called:

- Innovation Clusters***
- Economic Parks***
- Lighthouse Innovation Clusters***

Innovation Parks are not Industrial Parks and also not living labs. These are possible tools for collaborative research programme in EU-Africa STI cooperation platform for research innovation and exploitation of innovation (deployment). These are based on 2 layers; Public Private Partnership platforms and Living Labs as a base.





Report - presentation #1 Cntd

Industrial Parks:

These can be defined as incentives and infrastructures to promote settlement of industry in a regional location.

Living Labs:

User participation and user involvement in their early stage of R&D is key.

There are different tracks that can be highlighted in any of these approaches:

Settlement Tracks, bring industry into a locations.

Research Tracks, they bring research and development of human resources and new knowledge.

User participation, involves users in the R&D projects and in conducting tests.

High level policy decision making and setting of priorities and the development of appropriate tools, implementation plan, hardware and standards is all necessary prerequisites.

In order to scale up R&D and develop strategies, it is important to focus on collaborative research, living labs and innovation hubs. A centralised approach and decentralised approach can be used for innovation parks.





Report - presentation #1 Cntd

Building networks across countries and regions which will allow solving global common problems is possible. We need to allow and understand several speeds of innovation and development. Supporting the development and training of managers specialised in innovation development is crucial. Innovation for socio- economic development where private sector participation is involved, and coming up with models that allow deployment and commercialisation strategies. It is important for all these different models for innovation to understand the relationship between money, research, knowledge, innovation and business and how all of this impact on socio economic development and societal progress at large.





Report - presentation #2

Marlien Herselman

Living Labs as an ecosystem, taking innovation to the market

Living labs products can be taken to the markets. User involvement in the living lab is always important, but when you take products to the market the market users may have new requirements. Community informatics also requires that users be involved in different circles of the innovation chain.

The concept of living labs puts at the centre, citizens as users, the organisation and methods you apply and the living labs expertise being used all will determine the success or failure of the project.

Different Types of Living Labs:

There are many different types of Living Labs, and could be classified as rural, per-urban and sub-urban.

Exploration, evaluation is important in the living lab process, connection and networks with stakeholders, tools and desirable results is also equally important for the process. Researchers and users should focus on open innovation as this is an important requirement to the living labs concept.

Social innovation is another living lab approach through which the concept can be applied to resolve social challenges. These are typical living labs found in Southern Africa to support social innovation through technology.





Report - presentation #2 Cntd

Siyakula living lab is an example of a social innovation approach. The roll out of technology in schools and providing points to deploy technology benefits to the community.

**There is complexity between societal value and company values. It is important to keep users involved from the beginning of the process to the creation of value.
As part of the process, technology and services required for low income groups have to be identified in order to create advantage to address socio-economic markets.**





Report - presentation #3

Prof Alvaro Oliveira: Living Labs as facilitators and accelerators of RDI results to the market

There is a need to look at the living labs as an economic accelerator. A European Network of living labs is established to take products to the market. This is an enabler needed to solve problems. The living lab methods can be classified within:

- **Experimentation**
- **User engagement**
- **Service products and concepts, etc**

Discovering what users want and need at an early stage is key for the success of the living labs. The users are the market and they are the adopters of technology. What living labs bring to accelerate the market links is networking and trust. SME's are focus areas of living labs, they do not have extensive resources, they cannot have capacity to study markets in foreign countries, and as such the living labs provide idea opportunities for small companies to introduce creative ways within companies and to understand their markets.

The level of trust within the organisation could help to explore new market opportunities. This is not always the case with big companies.





Report - presentation #3 Cntd

Thematic Sub-networks of the living labs:

Brazilian Network of Living labs – where Nokia has a living lab in social innovation services in the Amazon. The African Network of living labs, Smart Cities, Future Internet in Europe, Energy Efficiency are all examples for different thematic networks.

Model for Energy Efficient Project:

Displaying real time information, using software that provides messages and tools for the users. This initiative also uses young students who track usage of electricity. Meeting targets for energy consumption using the living labs concepts can results in drastic reduction of consumption by 70%. Therefore, living labs create businesses and SME's create business opportunities through living labs.





Report - Panellist Slide #1

Julius Segole

Research must drive and inform policy strategy and provide guidelines to government in the use of ICT. Government's role should not only end by establishing research institutes but government must also be the consumers of such innovation coming out of research institutions they have established.

Government's programmes and process by their own very nature are complex, and in that way they provide breeding ground for innovation.





Report – Panellist Slide #2

Alexadra Fraser

There is benefit for seeding and start up funding institutes to work together with research institutes in South Africa. A number of small companies including the Silicon Cape innovation start up companies a Non-profit (NPO's,) have been set up to promote more start ups in the innovation sphere and to ultimately influence policy.

Governments have to play a role to set-up innovation parks and assist research of organisations in establishing spin out companies. However, there is a fine line between commercial incubation and how governments could support start-up companies, given the fact that government funding is mainly public funds and these must not be abused for commercial gains. The socio-economic development of government objectives may be different for a commercial venture.

Funding must be made available as early as possible in the process and all commercialisation aspect must be taken into consideration fully right at the beginning. In the context of the Silicon Cape initiative, government is more involved to encourage start-up companies, but this also involves students from the universities who have acquired knowledge and skills to participate in the innovation process and in establishing innovation start-up companies.





Report - Panellist Slide #4

Jenny McKinnell

There is a huge demand and need for graduate talent, in the province of the Western Cape. Much attention has been dedicated to this need. Benchmarking South Africa with other emerging markets, especially on the comparison of the success rate on productisation and commercialisation of the research outputs is necessary in order to truly understand the level of competitiveness when compared to other countries.

It is apparent that, building a strong innovation culture with business is a prerequisite for accelerating commercialisation. However, it is at the intersection of business and technology that innovation occurs.

The use of multi-stakeholder models, commitment of organisations and understanding and recognising different strengths and personalities of the researchers involved in the innovation process as key drivers and custodians of innovation is important. The systems, processes, technical expertise are all important aspects of innovation which must be open and receptive to innovation ideas, and all these role players are important components of the innovation value chain system.

The soft issues in the process, including conflict resolution, understanding individual needs and personalities involved in the process are a critical part of the process, not just to focus on the scientific content of the innovation process. Innovation is about human beings, as such the people issues should not be taken lightly in the innovation chain.





Report - Discussion #1

Discussion:

The session concluded that there are a number of ways and options to be explored to take products to the market.

Amongst other questions discussed was how to promote and facilitate spin offs from research centres, how to achieve the right balance between research and generating knowledge at the same time, how can cooperation between EU and Africa contribute in the process of taking products of research to the market.

One of the important issues raised during the discussion was the fact that, how do you make innovation models to accommodate people who are not necessarily entrepreneurs but have good innovation ideas. It was noted that, in Africa innovation should not be just about business models rather the physical outputs of innovation including hardware and components that can be used to produce technology products.

Content creation i.e. education content, tourism content is important, and through exploitation of existing telecom networks, access to content by the majority of the population can be increased consequently resulting in the establishment of companies that can create hardware and content.



Report - Discussion #1 Cntd

In order to create, capture and deliver value to make a business innovation model sustainable, commitment and conviction of all stakeholders involved is needed in order to move from ideation to implementation, to research great innovation ideas alone is not enough.

In many cases, funding is often misconstrued as a major requirement for start-ups. However, most of value is not the funds or the money, but the coaching that is required in the process of starting- up companies.

Different models could use public funds differently but coaching and the use of public funds can work well in Public Private Partnerships. Apart from the benefits associated with the living lab approaches, a spin off benefits is that, often these innovation processes creates individuals who associate with each other and bring together a network of people who share skills and work together collaboratively. As a result, networks and relationships across organisations, teams and even countries are established in this way, as societies change and our context change there is space for researchers to come up with better innovation solutions across continents.

There are a number of other factors that affect innovation, including IPR acts. Science parks, living labs, research labs all have to be connected and interact with each other; in this manner multiple stakeholder consultation can be achieved. Notwithstanding the benefits associated with collaborative innovation processes, it must be noted that, not all innovation ideas are good and not all ideas can end up in the market.

