MED

(2007 - 2013)

Application Form

Priority-Objective 1-1

Axe 1: Strengthening innovation capacities

Objective 1.1: Dissemination of innovative technologies and know-how

MedLab

Mediterranean Living Lab for Territorial Innovation

Submitted version

STC Programme MED

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1. Information for the drafting of the application

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- I - GENERAL INFORMATION

1. Identification of the project

Identification

Title	Acronyme	Program reference
Mediterranean Living Lab for Territorial Innovation	MedLab	1209063933

Length of project

Project implementation starting date	Project implementation end date
2009-04-01	2011-03-31

Short description

The Living Lab model for in situ co-design of innovative ICT services is proving increasingly successful in promoting the knowledge economy by speeding up the pace and quality of research and technology development;* yet despite its significant potential, there is to date no clear link with Mediterranean regional policies.

MedLab's objective is to apply the Living Lab approach from the demand side of regional policy, building on concrete pilot projects to construct a governance network that brings economies of R&D scope, social innovation and policy coherence to all levels, from the local community to the trans-national scale.

MedLab's 24-month workplan links transnational R&D and the strategies of regional departments with specific development needs, validating the approach in five key fields: inno-SME networks, rural development, coastal zone management, participatory strategic planning and tourism. The transnational pilot partnerships and overlapping R&D issues that emerge develop into an integrated, open but stable governance network.

The end result of MedLab is thus a permanent trans-Mediterranean structure that increases the competitiveness of the MED space through a virtuous circle whereby regional development authorities apply the Living Lab model in an increasing array of fields and the ICT industry increasingly recognises the value proposition of investing in co-design processes in concrete local and regional development initiatives.

*see www.openlivinglabs.eu

2. Partnership

2.1 Partner list

Region of Central Macedonia

Country	Eligibility Zone	Administrative code	Area	Legal type

GREECE	Med Partner	090187711	Kentriki Makedonia	Region

Name	Type
Georgopoulos Panagiotis	Project Coordinator
Staiou Effi	Finance Officer
prof. Tsiotras George	Legal Representative

Larnaca District Development Agency

Country	Eligibility Zone	Administrative code	Area	Legal type
CYPRUS	Med Partner	10142855J	Kypros / Kibris	Other body (no profit organisation, association ...)

Name	Type
Kareklas Kyriacos	Project Coordinator
Zanos Michalis	Legal Representative

University Development Centre and University Incubator of Primorska

Country	Eligibility Zone	Administrative code	Area	Legal type
SLOVENIA	Med Partner	SI 55157432	Slovenija	Public Corporation

Name	Type
Luin Elvira	Project Coordinator
Skerlic Iztok	Legal Representative

Lazio Region, Territoriy Department, Environment and People Cooperation Directorate

Country	Eligibility Zone	Administrative code	Area	Legal type
ITALY	Med Partner	80143490581	Lazio	Region

Name	Type
Lupino Paolo	Project Coordinator
De Filippis Raniero	Legal Representative

Mediterranean Institute

Country	Eligibility Zone	Administrative code	Area	Legal type

FRANCE	Med Partner	403 609 847 00022	Provence-Alpes -Côte d'Azur	Other body (no profit organisation, association ...)

Name	Type
Dioudonnat Mathilde	Project Coordinator
Wallaert Vincent	Project Coordinator
Tourret Jean-Claude	Legal Representative

I2BC: Innovation Institute for the Citizens' Wellbeing

Country	Eligibility Zone	Administrative code	Area	Legal type
SPAIN	Med Partner	ESG92837947	Andalucía	Public Corporation

Name	Type
Pujol Priego Laia	Project Coordinator
Lorca Gomez Julio	Legal Representative

TRAGSA Andalusia

Country	Eligibility Zone	Administrative code	Area	Legal type
SPAIN	Med Partner	A28476208	Andalucía	Public Corporation

Name	Type
Navarro de la Cruz Mariano	Project Coordinator
Manzano Agugliaro Federico	Local coordinator
Lopez Sanchez-Cantalejo Jesus	Legal Representative

DRU-ARTA: Sicilian Region, Planning Department

Country	Eligibility Zone	Administrative code	Area	Legal type
ITALY	Med Partner	80012000826	Sicilia	Region

Name	Type
Salemi Giovanni	Project Coordinator
Agnese Maurizio	Legal Representative

2.2 Identification of the partners

Name of partner	Geographic origin		Public					Private	
	Country	Area	State Body	Region	Other Local Authority	Public Corporation	Other body (no profit organisation, association ...)	Economic Operator	No profit organisation, association ...
Region of Central Macedonia	GREECE	Kentriki Makedonia		X					
Larnaca District Development Agency	CYPRUS	Kypros / Kibris					X		
University Development Centre and University Incubator of Primorska	SLOVENIA	Slovenija				X			
Lazio Region, Territoriy Department, Environment and People Cooperation Directorate	ITALY	Lazio		X					
Mediterranean Institute	FRANCE	Provence-Alpes -Côte d'Azur					X		
I2BC: Innovation Institute for the Citizens' Wellbeing	SPAIN	Andalucía				X			
TRAGSA Andalusia	SPAIN	Andalucía				X			

DRU-ARTA: Sicilian Region, Planning Department	ITALY	Sicilia		X					

2.3 Participation to other projects financed by structural funds

Name of partner	Participation to an Interreg III programme	Other Community cooperation programme	Other projects financed by structural funds
Region of Central Macedonia	X - IIIC SOUTH "PROGRESDEC" RFO, Partner IIIB ARCHIMED "SIMCODE IGT", Partner IIIB MEDOCC OBSIND, Partner IIIB MEDOCC "INFRACULTURE-MED", Partner	X - FP7 "RAF REGION", Partner	X - Central Macedonia Regional OP
Larnaca District Development Agency	X - IIIC "Mo.No.Pi.", Partner IIIB ARCHIMED "M.I.D.A.", Partner IIIB ARCHIMED "WATERMAP", Partner IIIB ARCHIMED "TECHNET", Partner IIIB ARCHIMED "MESFIDE", Partner IIIB ARCHIMED "MULTI-GATE", Partner	X - "RAISE-PLUS", Dialogue between EU countries "Europe for citizens: Promotion of Active European Citizenship" "SOLISOL-Eco-Museum of the Mediterranean" CAP-“Future perspectives of rural development: comparing different European scenarios”	X - EQUAL: Leader of the DP New Routes for Women, in the program ‘New Routes for Women Employment in Cyprus’

University Development Centre and University Incubator of Primorska	X - IIIA Phare CBC Italia/Slovenia "PORT.PUL", Partner, Clean Port innovative solutions	X - FP6 RoK "CORIN", Partner, Regional primary sector policies for RTD investments. TEMPUS SCM JEP-41108, Establishment of an entrepreneurship and innovation centre at Univ. of Zenica.	X - PHARE - National scheme in Slovenia "Establishment of university incubator of Primorska in Koper"
Lazio Region, Territoriy Department, Environment and People Cooperation Directorate	X - III C: lead partner of RFO BEACHMED-e (2005-2008) III B: lead partner of BEACHMEI Project (2002-2004) III B: BVM Bassins versants méditerranéens	X - LIFE NATURA 2006: Co.Me.BIs, Lead Partner IEE 2006: SECBENCH, ProSTO FP6 Judicial: EuroSparks	X - Management of DOCUP 2000-06 funds concerning soil defence and biodiversity, with projects on sustainable coastal defence. Implementation of programmes as beneficiary of OP ERDF 2007-13
Mediterranean Institute	X - IIIB MEDOCC "I2C", Partner tech. coord. IIIB MEDOCC "MEDISDEC/STRATMED", Partner IIIB MEDOCC "PIC-RM", Partner tech.coord. IIIB MEDOCC "C2M", Partner tech.coord. IIIB MEDOCC "AMAT" Partner tech. coord		
I2BC: Innovation Institute for the Citizens' Wellbeing			
TRAGSA Andalusia		X - FP6 IST "Collaboration@Rural: a collaborative platform for working and Living in rural areas", Project coordinator. Part of the IST Living Lab Portfolio.	

DRU-ARTA: Sicilian Region, Planning Department	X - IIIB MEDOCC "URBACOST" (P), balance of coastal and inland development; IIIB MEDOCC "MEDISDEC" (P) application of SDEC in MED space; IIIB MEDOCC "PIC-RM" (P) strategic PICs for MED space; IIIC SUD "PROGRESDEC" (P) OCR on SDEC implementation.	X - LIFE/ENVIRONMENT "Sun&Wind" (P), recovery of energy-efficient architectural features of traditional Mediterranean construction types and their promotion through planning regulations	X - Implementation of the Regional Territorial Information System (SITR), funded by measures 5.05 and 1.01 of the Agenda 2000 POR

- II - PRESENTATION OF THE PROJECT

1. Specific information

1.1 Theme of the project

MedLab draws on an emerging model for integrated innovation in the arena of ICT – "Living Labs" (LL) – in which ICT R&D actors bring infrastructures into real-life contexts such as rural areas or residential neighborhoods, to enable a "co-design" process ensuring greater relevance and faster time to market of new products and services, while bringing benefits to the communities involved.
MedLab pilot tests this approach across a range of policy sectors, as a transversal, "demand pull" innovation strategy for regional development. The main result is the construction of a trans-Mediterranean Living Lab articulated as a multi-player, multi-level governance network for territorial innovation.

1.2 Geographic coverage

The MedLab partnership establishes a transnational Living Lab spanning 6 of the 8 MED space Member States. Pilot projects build overlapping thematic partnerships including each of the participating NUTS II regions: Central Macedonia (GR), Cyprus (CY), Slovenia (SI), Sicily (IT), Latium (IT), PACA (FR), and Andalusia (ES).
In addition, TRAGSA (ES) as a Ministerial services agency provides a link with the national level, while the Mediterranean Institute works with the Inter-Mediterranean Commission of the CPMR (Conference of the Peripheral and Maritime Regions), thus impacting all Med space regions. Finally, ESA (European Space Agency) as an Associate Partner contributes with services covering the entire Med space (and beyond).

1.3 Summary of the project

The Living Lab (LL) model for in situ co-design of innovative Information and Communication Technology (ICT) services is proving increasingly successful in promoting the knowledge economy by speeding up the pace and quality of research and technology development.* Despite its significant spread, however, there is to date no clear link with regional policy, much less a common methodology across the MED space.
MedLab's objective is to implement the Living Lab approach from the demand side of regional policy. It builds a governance structure that brings economies of R&D scope, social innovation and policy coherence to all levels, from the local community to the trans-national scale. Its multi-player, multi-level Mediterranean-wide Living Lab will bring benefits not only to the MED space's ICT-based innovation economy, but also to each application domain that the Living Labs address.
The MedLab workplan follows a 24-month schedule that builds links between transnational R&D and regional and local

actors with specific development needs in their fields of competence, developing an integrated, open but stable network. The first phase of policy development identifies R&D and development initiatives upon which to develop a LL policy for territorial innovation. In the pilot phase, transnational partnerships are built to validate the approach in five fields: inno-SME networks, rural development, coastal zone management, participatory strategic planning and sustainable tourism. The pilots set up test environments to articulate "innovation demand", involve local citizens and businesses in co-design processes, and identify R&D priorities and investment potentials. The MoUs (Memoranda of Understanding) that define multi-actor roles and objectives feed into a common charter for a Mediterranean Living Lab network.
Work is carried out by 8 partners from 6 Member States in the following regions: Central Macedonia (GR, Lead), Cyprus (CY), Slovenia (SI), Sicily (IT), Latium (IT), PACA (FR), and Andalusia (ES). Three regional authorities, a regional policy institute, a local development agency, one ministerial-level IT services company, one publicly-funded regional research centre and one university incubator all enter the project with local partnership agreements (i.e. a region with an R&D centre or vice versa) already in place. Participating regions host 6 of the 51 ENoLL (European Network of Living Labs* set up by the Finnish Presidency) sites, with 3 Living Labs directly represented.
The end result of MedLab is a permanent structure that increases the competitiveness of the Med space through a virtuous circle, whereby regional development authorities apply the Living Lab model in an increasing array of fields, and the ICT industry increasingly recognises the value proposition of investing in co-design processes with concrete local and regional development initiatives.
*see www.openlivinglabs.eu

1.4 Origin of the project

MedLab merges themes and networks in ICT R&D on the one hand and regional development on the other. Four MedLab partners share ENoLL membership: ESA/Lazio's Frascati LL is 1st Wave (Dec 2006), while the 2nd Wave (Oct 2007) brought in the Lead Partner RCM with its thetaLEVER LL, TRAGSA's Cudillero and Soria LLs, and the Sicilian Region's "TLL Sicily".
Several partners also worked in together INTERREG III. The Med. Institute played a key role in both PIC-RM (Sicilian Region as Partner) and MEDISDEC/STRATMED (also Sicily and Lazio Planning Department as LP). PROGRESDEC, saw the participation of both RCM and the Sicilian Region (Lazio Planning Department was LP). TECHNET involved both Sicily and LDA.
The integrated MedLab concept was first discussed at the PROGRESDEC seminar "Experimenting Territorial Innovation" (Palermo, 12.10.07) with RCM, Lazio, Sicily, and the Med. Institute.
At the Slovenian Presidency LL Event in Brussels, 08.04.08, with the presentation "Living Labs and Regional Development" (J. Marsh), TRAGSA and I2BC joined the group; discussions with Slovenian responsibles led to UIP's participation.
Further contacts and meetings defined the 2nd round proposal: PROGRESDEC Madrid Seminar (Apr 08) and Final Conference in Rome (Jun 08), the Bled eConference (Jun 08), InoLL Rome (Sep 08), Open Days Brussels Oct 2008 (TLL-Sicily and Frascati at the Creative Knowledge Society Village, Investor's Café), and eChallenges Oct 2008 (Living Labs and Regional Development Workshop).

1.5 State of the art

Living Labs (LL), first experimented at MIT in 2003 “to study people and their interaction with new technologies in a living environment”, have gained a specifically European dimension as a user-centric development of the Open Innovation paradigm, based on the co-design of innovative ICT applications in local, often rural, communities. Launched by the Finnish EU Presidency as “an important step towards a new European innovation infrastructure”, the 51-strong ENoLL (European Network of Living Labs) is now evaluating proposals for its 3rd wave call, with over 100 applications greatly exceeding expectations, including LLs in Brazil, South Africa, Taiwan and China. Living Labs are explicitly mentioned in R&D programs in Finland, Slovenia and Spain and the subject of a recent call for research proposals from the Swedish government’s VINNOVA.
In parallel, several INTERREG III and FP7 projects (e.g. STRATINC, NDP-NET, RAF REGION) have explored the role of regions in promoting the knowledge economy, while others (e.g. URBACOST, MEDISDEC, PROGRESDEC) have experimented participatory methods in strategic planning and new forms of governance for improving regional competitiveness. Their integration with the Living Labs approach is proposed by applying the co-design method to territorial development and governance, with Territorial Capital seen as the basis for a new policy of Territorial Innovation.
This general framework has in particular been developed within “TLL (Territorial Living Lab) Sicily”, a 2nd Wave ENoLL member participating through P8 Sicilian Region, whose open Memorandum of Understanding between regional and local authorities, universities, SMEs and other networks and associations, forms the basis work in the Strategic Governance Component of MedLab.
The State of the Art in the application domains identified for MEDLAB pilots is as follows:
- Inno-SMEs: Hosted by RCM with the 2nd Wave ENoLL theta Lever, formed by 70 ICT firms in Thessaloniki Technopolis and URENIO (Uni Arist.); also includes UIP’s ICT firms in mechatronics and automotive, and IM’s link with Sofia-Antipolis SCS pole..
- Rural Dev.: Hosted by I2BC with LL Rio Nacimiento on social innovation and rural dev.; also Sicily’s Wine Roads, Lazio’s Frascati LL, and TRAGSA’s C@R LL pilots (Cudillero fishery and Soria rural).
- Coastal: Hosted by Lazio’s ICZM monitoring centre applying grid-computing to spatial analysis in cooperation with ESA (SP); includes LDA with CAMP and MESFIDE (sust. fishery) and UIP with POR.PUL (clean ports).
- Planning: Hosted by Sicily with ESAW examples in TLL-Sicily (CRES) using e-participation platforms; includes RCM with PROGRESDEC GATE-INN, IM with STRATMED Mediterranean scenarios, I2BC with CMER social mediation platform and TRAGSA with Social Spaces for Research and Innovation.
- Tourism: Hosted by LDA on TECHNET results, integrating platforms from RCM's thetaLever LL, UIP/College of Tourism and TLL Sicily’s MOTRIS initiative.

2. Objectives and added value of the project

2.1 General and specific objectives of the project

The objective of MedLab is to develop a trans-national Mediterranean Living Lab based on the deep integration of the Living Lab approach into regional policy, within a trans-national framework of ICT product and service R&D on the one hand and

governance of territorial innovation on the other.
The MedLab governance network is articulated as a multi-player, multi-level partnership between public authorities, local development agencies, R&D centres, economic development actors etc. that:
a) uses ICT to elicit and support territorial innovation;
b) provides a framework for the co-design of innovative ICT services; and
c) generates new models of development processes and policies based on technological, social, organisational and institutional innovation.
To reach that goal, MedLab will:
- Carry out a survey of the current potential for application of the MedLab approach (innovation policies, on-going R&D, development initiatives) and develop a new policy framework that increases the knowledge economy component of development initiatives in all fields;
- Implement a set of trans-national Mediterranean Living Lab pilot projects specifying ICT platforms and services and co-designing innovative policy approaches in five key fields: inno-SME networks, rural development, coastal zone management, participatory strategic planning and sustainable tourism;
- Define a framework for multi-level Memoranda of Understanding in different contexts, linked to a Mediterranean-wide charter of a permanent structure for the co-ordinated governance and capitalisation of the MedLab approach.
The main strategic outcomes fall into three categories: a) the R&D roadmap identifying the innovative ICT services defined through the LL approach; b) the LL policy agenda based on the concrete experiences of integrating R&D on top of local development initiatives; and c) the governance models applied through the pilot project MoUs and their integration into the Med-wide LL.
An interactive web site and articulated set of Policy Briefing documents together with a rich calendar of local and regional events, international seminars, capitalisation meetings and a Final Conference aim to maximise the impact of MedLab on multi-level innovation systems of citizens, private enterprises and public authorities drawn in to the LL co-design processes.
The systemic impact on the economy, the environment and the quality of life in the MED space derives from the increase in the “innovation attractiveness” of the Med space for ICT R&D investments, as it develops and articulates the innovation demand coming from its citizens and businesses and sets in place the governance mechanisms to ensure policy coherence and optimise the benefits of single initiatives.

2.2 Transnational added value of the project

From the standpoint of regional development, MedLab is an application of the “Trans-local Innovation System” concept which links innovation and internationalisation policies to boost regional competitiveness. In MedLab, this approach is explored through the bottom-up definition of multi-level innovation governance structures, starting from a range of institutional and national contexts to reach the transnational level in a seamless up-scaling of the network model. This brings important multiplier effects to the innovation dynamics not only within the specific technology sectors, but across key regional policy fields such as industry, agriculture and fishing, environment, transport, tourism, etc.
MedLab’s transnational added value towards the ICT R&D community derives from a series of factors. Firstly, application areas with a broader market potential, especially for procurement-driven innovation in fields such as environmental management, are investigated in their natural context at the transnational scale. Secondly, some services, for example the

satellite-based monitoring of the Mediterranean sea developed by ESA, can only be tested at this scale.
Finally, the co-design philosophy that is at the heart of the Living Lab model gains significantly in effectiveness from a comparative analysis of results across the cultural, socio-economic and normative differences characterising the different Med regions.

2.3 Innovative aspects of the project

The Living Labs approach, moving the open innovation paradigm to real world contexts, is an emerging R&D method whose success is testified by the rapid growth of ENoLL over the past two years throughout Europe. MedLab takes up on the territorial orientation and citizen-driven specificity of the LL approach to deeply integrate ICT R&D as a component of development strategies in regions often lagging in their knowledge economy development. Introducing the territorial dimension and the concept of territorial innovation into the LL methodology represents an innovation for the LL approach itself.
In this way, regional innovation policy can shift from a sector-oriented approach (ICT R&D as a specific measure) to a transversal approach, taking innovation out of the laboratory and into all fields of development policy. The multi-field and multi-sectoral pilot projects, ranging from inno-SMEs to coastal management, demonstrate their potential for integration in a common R&D roadmap for the Mediterranean space.
The trans-national structure of the pilot partnerships also fits with the “Trans-Local Innovation Systems” paradigm. While LLs originate at the community scale and have to date developed to the regional (TLL Sicily) and national dimensions (Slovenia), MedLab constitutes the first time that a such a trans-national structure encompassing an entire global region – the MED space – has been conceived.

2.4 Use of past experiences and of project already realised for the definition of the project and of its objectives

Nearly every partner brings past project experiences into MedLab (see sections I.1.4, I.1.5, III.1 and III.4), both as common baselines for the approach and as specific foundations for individual activities. The previous experiences come from the three worlds of Local and Regional Development, Territorial Cooperation, and ICT R&D, and in fact MedLab aims towards their integration.
The background Living Lab experience and platforms come mainly from the FP6 Collaboration@Rural project and the LL initiatives in the partnership: Cudillera, Soria, Frascati, TLL Sicily and thetaLever Living Labs. The dimension of territorial innovation and governance that is integrated into the LL concept to generate the MedLab approach has been developed in common experiences such as INTERREG IIIB MEDOCC URBACOST, PIC-RM and MEDISDEC, IIIB ARCHIMED TECHNET and IVC PROGRESDEC.
The specific pilots build on past projects as follows: PROGRESDEC and RAF Region for the inno-SMEs, C@R and TECHNET for Rural Development, BeachMed-e and URBACOST for Coastal, URBACOST, MEDISDEC and PROGRESDEC for Strategic Planning, and URBACOST and TECHNET for Tourism.

2.5 Environmental incidences of the project

At the general level, research carried out with the Commission in the mid to end '90s (ISIAS, ASIS, ASSIST, TERRA 2000) established the link between the Information Society and Sustainable Development, gained primarily through an increased efficiency in adding value, together with the dematerialisation/ immaterialisation of the objects of production.
More specifically, the environmental impact of MedLab is particularly evident in the Coastal pilot, specifically dedicated to applying the LL methodology to environmental monitoring and sensing technologies. In addition, all pilots also make a contribution: many inno-SMEs are in the field of ICT for the environment; the innovative techniques in the rural dev. pilot introduce more environmentally friendly practices into the primary sector; in the planning pilot, initiatives mainly apply the EASW method for Strategic Environmental Assessments; and the tourism pilot focuses on sustainable agro-and bio-tourism. The Living Lab approach, by its trans-sectoral nature, leads inevitably to addressing the environmental dimension of all policies it addresses. As the pilot project's thematic approaches merge to form the integrated Mediterranean Living Lab, it will be possible to confront some of the key environmental challenges facing the MED space in a coordinated and citizen-centric fashion.

2.6 Environment checklist

Question	YES	NO
Will the realization of the project lead to a limitation or a reduction of GHG and atmospheric pollutants? (transport, industry…)		X
Will the realization of the project lead to improve energy efficiency and savings?		X
Will the realization of the project favour the use of Renewable Energy Sources ?		X
Will the realization of the project contribute to the decrease of loss of biodiversity ?		X
Will the realization of the project support the protection of natural habitats ?		X
Will the realization of the project promote a more efficient use of water ?		X
Will the realization of the project promote a better protection/improvement of the water quality (Mediterranean sea, rivers, ground water)		X
Will the realization of the project contribute to waste reduction or sustainable waste management ?		X
Will the realization of the project contribute to the reduction of contaminated sites ?		X
Will the realization of the project contribute to reduce soil pollution coming from agricultural activities ?		X
Will the realization of the project contribute to prevent and control natural risks better?(floods, fires, drought, earthquakes, landslides…)		X

Will the realization of the project give the possibility to limit the pressure on land due to the development of economic activities and to urban development ?		X
Will the realization of the project contribute to the protection of natural heritage ?		X

3. Coherence of the project with the orientations of the Med programme

3.1 Specify how your project contributes to one or several general objectives of the Med programme

MedLab improves the competitiveness of the MED space by applying the user-centric Living Lab open innovation paradigm to build on the specific qualities of its territorial capital to deliver unique ICT R&D opportunities but also to generate territorial innovation leading to sustainable growth and employment opportunities for the next generations. By unleashing creative energies and structuring diffused innovation systems involving citizens, businesses and local authorities, the mid to long term multiplier effects can significantly increase the attractiveness of the MED space.
The project promotes inward ICT R&D investments through its innovative approach for the development of ICT tools and services in “real-life” contacts and the “innovation demand-pull” approach in regional policies for ICT. Regional knowledge economies are further developed by drawing local businesses, primarily SMEs with a specific emphasis on research and innovation, into trans-national innovation partnerships within a territorial development approach.
The initiatives addressed by the concrete pilot projects have both direct and indirect environmental benefits, thus linking the development of the knowledge economy to protection of the environment for sustainable development. In addition, the citizen-centric research paradigm leads to the promotion of equal opportunities and non discrimination, not only on gender and racial terms but also overcoming demographic and socio-economic divides.

3.2 Coherence with the orientations of the Axis and of the specific objective corresponding to the project

This proposal addresses Objective 1.1 “Dissemination of innovative technologies and know-how” within Priority Axis I “Strengthening Innovation Capacities”.
MedLab indeed builds on the Living Lab approach, already a substantial innovation in the practice of ICT R&D, to improve the innovation capacities of Mediterranean regions not only in terms of research and the knowledge economy, but in a way that brings innovation to all policy sectors in a transversal way. It thus acts to uplift the innovation capacity of Med regions, leading to a jump in their ability to respond to the new challenges of gobalisation.
MedLab also increases the attractiveness of regions for ICT R&D investments, by ensuring stable governance of effective involvement of citizens and businesses in co-design processes on the one hand, and policy coherence and synergy between technical and social innovation on the other.
The MedLab pilots transversally address issues such as the protection of the environment, territorial accessibility, and polycentric and integrated development of the Med space. Yet the core issue of MedLab remains that of “territorial innovation”, achieved through the construction of a permanent yet open Living Lab architecture that enables the Med space to match international competition while enhancing territorial cohesion.

4. Coherence with European and national policies and with other community programmes

4.1 CSG and NSRF coherence

MEDLAB, like the CSG, aims "to provide a balance between the twin objectives of the growth and jobs agenda and territorial cohesion" in particular by "encouraging innovation, entrepreneurship and the growth of the knowledge economy by research and innovation capacities, including new information and communication technologies".
The Living Lab model is an innovative approach for the development of ICT tools in "real life" contexts, thus making a strong contribution to building a knowledge based-society. Applying the "innovation demand" approach to ICT in infrastructures and regional policies also clearly contributes to "supporting business in a territorial development approach". Moreover, the fields defined for the Medlab pilot projects also match with priorities defined in most OPs: inno-SME networks, rural development, coastal zone management, participatory strategic planning, and tourism.
Specifically:
Greece: Coherence with the sectoral Operational Programme "Competitiveness and Entrepreneurship": improvement of the competitiveness and outward orientation of the country's businesses and production system, placing special emphasis on the innovation factor.
Cyprus: "Strengthening of the Productive Base of the Economy and Support to Enterprises" (NSRF), in particular priorities b) Research and Technological Development and Innovation and c) Innovative Actions (on an experimental basis).
Slovenia: NSRF "Competitiveness with balanced regional development" and OP Axis I "Competitiveness and Research Excellence" (Research and Development, innovation related investments and activities encouraging entrepreneurship).
Italy: "Promotion, valorisation and diffusion of research and innovation for competitiveness. Competitiveness of productive systems and occupation" by improving access to scientific knowledge and technology transfer between R&D structures and centres of excellence. (NSRF). Lazio OP Axis I "Reinforce competitiveness of productive system through promotion of research, innovation and technology transfer" and Sicilian OP Measure 4.2: "Strengthen through use of ICT the competitive capacity of the SME system and widen benefits to citizens from diffusion of ICT."
France: Coherence with 3 strategic orientations: a) contribution to the economic environment and support to businesses and particularly SMEs with a specific emphasis on research and innovation; b) contribution to environmental policies, risk management and prevention as well as energy policies; c) Medlab aims at the sustainable development of partners' territories.
Spain: NSRF "Improving knowledge and innovation to boost growth" and Andalusian OP's Axis I "Knowledge Economy" (promote research, technological development and innovation on the one hand, and the information society on the other) and Axis II "Entrepreneurial Development and Innovation" (encouraging innovation and entrepreneurship within SMEs).

5. Technical implementation of the project

5.1 Working Plan

Component	Phase	Start date	End date	Description	Geographical phases localisation	Coordinating partner	Participating partners	Deliverables	Amount
Component 0 (preparation costs only)	Component 0 (preparation costs only)	2008-01-01	2008-12-31	Component 0 (preparation costs only)	Kypros / Kibris - Málaga - Bouches-du-Rhône - Thessaloniki - Roma - Palermo - Obalno-kraska -	Region of Central Macedonia	Larnaca District Development Agency - University Development Centre and University Incubator of Primorska - Lazio Region, Territoriy Department, Environment and People Cooperation Directorate - Mediterranean Institute - I2BC: Innovation Institute for the Citizens' Wellbeing - TRAGSA Andalusia - DRU-ARTA: Sicilian Region, Planning Department -	1 Project Proposal	0.00 €
								Sub total	0.00 €

Communication component	Communication Strategy	2009-04-01	2011-03-31	This activity consists in the development, updating, and on-going monitoring of the project communication plan, as initially described in section IV.2. At the project start-up, it develops a coordinated graphics image for all project communications (in coherence with EU and programme provisions) and a standard communication kit (letterhead, brochure, powerpoints, etc.) for general project activities. During the project, maintenance of the Communication Plan adapts it to the achievement of results and the evolution of the project's Capitalisation Strategy.	Kypros / Kibris - Málaga - Bouches-du-Rhône - Thessaloniki - Roma - Palermo - Obalno-kraska -	Mediterranean Institute	Region of Central Macedonia - Larnaca District Development Agency - University Development Centre and University Incubator of Primorska - Lazio Region, Territoriy Department, Environment and People Cooperation Directorate - I2BC: Innovation Institute for the Citizens' Wellbeing - TRAGSA Andalusia - DRU-ARTA: Sicilian Region, Planning Department -	1 Communication Plan - 5000 Promotional Brochures	26,901.00 €

	Project Web Services	2009-04-01	2010-12-31	This activity consists in the launching and maintenance of the project's external web site and services, including interactive access to the many databases and web spaces developed by different project activities. A second activity includes support of internal project activities, generally consisting of standard groupware services from group workspaces to audio and videoconferencing facilities; these can be extended according to necessity with additional services that may be specific to the pilot project platforms and activities. Finally, the project web services provide specific support to the final conference, after which the public website will be re-engineered for low maintenance requirements to ensure long-term operation.	Kypros / Kibris - Málaga - Bouches-du-Rhône - Thessaloniki - Roma - Palermo - Obalno-kraska -	Lazio Region, Territoriy Department, Environment and People Cooperation Directorate	Region of Central Macedonia - Larnaca District Development Agency - University Development Centre and University Incubator of Primorska - Mediterranean Institute - I2BC: Innovation Institute for the Citizens' Wellbeing - TRAGSA Andalusia - DRU-ARTA: Sicilian Region, Planning Department -	1 Project Intranet and Internal Web Services - 1 Public Web Site and Services - 1 MedLab Conference website	39,140.00 €

	Meetings and Events	2009-04-01	2011-03-31	Communication events with the main objective of deepening involvement in project activities, promoting dialogue between R&D and policy communities, and capitalisation at regional and national levels. Events are carried out under a coordinated strategy and calendar, using common tools (project presentations, video links, etc.) Each partner (joint Spanish program) with parallel series of 3 regional workshops involving local actors, R&D players and policy-makers: a) awareness and network-building, b) pilot involvement and partnerships, c) policy issues and capitalisation. Each partner holds one international seminar joined with hosted project meeting: themes develop with project workplan. Budget includes project meeting hosting costs.	Kypros / Kibris - Málaga - Bouches-du-Rhône - Thessaloniki - Roma - Palermo - Obalno-kraska - Events may be scheduled in neighboring NUTS III locations.	Larnaca District Development Agency	Region of Central Macedonia - University Development Centre and University Incubator of Primorska - Lazio Region, Territoriy Department, Environment and People Cooperation Directorate - Mediterranean Institute - I2BC: Innovation Institute for the Citizens' Wellbeing - TRAGSA Andalusia - DRU-ARTA: Sicilian Region, Planning Department - Associated Partners participate in project meetings and events and seminars.	23 Local and Regional Events - 11 International Seminars - 8 Project Meetings	126,960.00 €

	Capitalisation	2010-01-01	2011-03-31	This activity broadens the impact of the MedLab project through a series of high-level meetings with regional, national and EU policy-makers to illustrate project outcomes. The Policy Briefing documents issued at regular intervals by on-going MedLab activities provide the main communication tools for establishing contact with political responsibles and elected representatives and raising the specific issues. The contacts database and calendar of meetings is held on the project Intranet to allow for trans-national coordination. Several partners publish policy position papers linking MedLab outcomes to specific NSRF and regional OP policies.	Kypros / Kibris - Málaga - Bouches-du-Rhône - Thessaloniki - Roma - Palermo - Obalno-kraska - Work in this activity involves regional and national travel outside the partner NUTS III locations.	TRAGSA Andalusia	Region of Central Macedonia - Larnaca District Development Agency - University Development Centre and University Incubator of Primorska - Lazio Region, Territoriy Department, Environment and People Cooperation Directorate - Mediterranean Institute - I2BC: Innovation Institute for the Citizens' Wellbeing - DRU-ARTA: Sicilian Region, Planning Department -	1 Capitalisation Contacts and Calendar - 7 Policy Briefings: Living Labs and Innovation Policy	81,290.00 €

	Conference and Final Publications	2010-04-01	2011-03-31	Organisation and delivery of a Final Conference to be hosted by the Lead Partner in Thessaloniki. Scientific Coordination by the Task Force (2.1) and five external experts. Paper-based presentation sessions and opening and closing plenaries (policy strategists and decision makers at the European and regional levels). Final publication: synthesis of project outcomes and strategic policy conclusions, mixed print + video format. In English with translation in the 5 partner languages. Also specific partner publications adapted for national capitalisation. Policy Briefing publications are budgeted within specific components. Travel budgets are for invited speakers.	Kypros / Kibris - Málaga - Bouches-du-Rhône - Thessaloniki - Roma - Palermo - Obalno-kraska - Organisation of the Final Conference and publications may involve travel to national capitals and/or neighbouring NUTS III areas.	Region of Central Macedonia	Larnaca District Development Agency - University Development Centre and University Incubator of Primorska - Lazio Region, Territoriy Department, Environment and People Cooperation Directorate - Mediterranean Institute - I2BC: Innovation Institute for the Citizens' Wellbeing - TRAGSA Andalusia - DRU-ARTA: Sicilian Region, Planning Department - Associated Partners will participate.	1 Final Conference - 1 Final Publication - 3 National Publications	101,901.00 €

								Sub total	376,192.00 €
Management component	Technical and Scientific Coordination	2009-04-01	2011-03-31	This activity includes the work of technical and scientific coordination at the different levels implied. At the strategic level, it includes overall coordination by the Task Force (Project Manager plus Component Leaders). At the operational level, it includes the activities of the Technical Committee (Task Force plus active Phase Leaders and all participants) for the coordination of on-going activities in coherence with overall project objectives. At the regional level, this phase includes coordination of the regional networks and the coherence of project activities with partners' policy objectives.	Kypros / Kibris - Málaga - Bouches-du-Rhône - Thessaloniki - Roma - Palermo - Obalno-kraska - Project coordination may require travel to national and regional capitals and/or Marseille.	Region of Central Macedonia	Larnaca District Development Agency - University Development Centre and University Incubator of Primorska - Lazio Region, Territoriy Department, Environment and People Cooperation Directorate - Mediterranean Institute - I2BC: Innovation Institute for the Citizens' Wellbeing - TRAGSA Andalusia - DRU-ARTA: Sicilian Region, Planning Department - Associated Partners may contribute to scientific coordination activities.		41,620.00 €

	Financial and Technical Monitoring and Reporting	2009-04-01	2011-03-31	This activity includes the monitoring of financial and technical progress achieved and the fulfilling of the regular reporting requirements. Each project partner nominates a Financial Manager at the project's outset for the coordination of financial management and certification procedures. They interface with the Lead Partner's Financial Manager for the regular collection of data and timely reporting according to programme requirements. The Lead Partner will engage an external Technical Assistance service for support in technical and financial management of the project. The budget includes provisions for an external auditor.	Kypros / Kibris - Málaga - Bouches-du-Rhône - Thessaloniki - Roma - Palermo - Obalno-kraska - Coordination with the Managing Authority may involve travel to Marseille.	Region of Central Macedonia	Larnaca District Development Agency - University Development Centre and University Incubator of Primorska - Lazio Region, Territoriy Department, Environment and People Cooperation Directorate - Mediterranean Institute - I2BC: Innovation Institute for the Citizens' Wellbeing - TRAGSA Andalusia - DRU-ARTA: Sicilian Region, Planning Department -		160,150.00 €

								Sub total	201,770.00 €

Policy Development	R&D, Innovation and IS policies	2009-04-01	2009-12-31	This activity carries out a survey of national and regional policies in the participating regions. It starts with the Art. 10 Information Society projects and the RISI program of the mid-'90s and covers the Innovative Actions, the Information Society Action Plans and other specifically regional programmes, including information on the relevant measures of each region's OP 2007-2013. A common format for each type of initiative (e.g. policy instrument, actors and stakeholders, objectives, timeframe, budget, evaluation, contact info) enables publication as a database consultable via the project web site. A policy briefing document will be published for dissemination. Budget includes travel to the project Kick Off in Thessaloniki.	Kypros / Kibris - Málaga - Bouches-du-Rhône - Thessaloniki - Roma - Palermo - Obalno-kraska - Work in this activity involves regional and national travel outside the partner NUTS III locations.	TRAGSA Andalusia	Region of Central Macedonia - Larnaca District Development Agency - University Development Centre and University Incubator of Primorska - Lazio Region, Territoriy Department, Environment and People Cooperation Directorate - Mediterranean Institute - I2BC: Innovation Institute for the Citizens' Wellbeing - DRU-ARTA: Sicilian Region, Planning Department - Associated Partners participate in this activity.	1 Review of R&D, Innovation and IS Policies - 1 Policy Briefing: R&D, Innovation and IS Policies	51,880.00 €

	Living Labs and Similar Initiatives	2009-04-01	2010-03-31	This activity surveys existing Living Labs in participating regions, as well as similar initiatives such as pilots based on the open innovation paradigm, etc. It is supplemented by a description of all MED space Living Labs that officially participate in ENoLL and relevant FP5/6/7, national and regional projects in partner and neighbouring regions, as well as Living Labs and similar initiatives in other regions of relevance to the MedLab pilots. A common format for each type of initiative (actors and stakeholders, partnership arrangements, location, duration, application domain, etc.) enables publication as a database consultable via the project web site. A policy briefing document will be published for dissemination.	Kypros / Kibris - Málaga - Bouches-du-Rhône - Thessaloniki - Roma - Palermo - Obalno-kraska - Work in this activity involves regional and national travel outside the partner NUTS III locations.	I2BC: Innovation Institute for the Citizens' Wellbeing	Region of Central Macedonia - Larnaca District Development Agency - University Development Centre and University Incubator of Primorska - Lazio Region, Territoriy Department, Environment and People Cooperation Directorate - Mediterranean Institute - TRAGSA Andalusia - DRU-ARTA: Sicilian Region, Planning Department - Associated Partners participate in this activity.	1 Review of Living Labs and Similar Initiatives - 1 Policy Briefing: Living Labs and Similar Initiatives	53,430.00 €

	Development initiatives with a Living Lab potential	2009-07-01	2010-06-30	This activity surveys local development initiatives in the participating regions with a Living Lab potential: a strong R&D component, technology investments, social innovation and participatory decision-making, etc. In view of the pilot actions of Component 4, attention is focused on: inno-SME networks, rural development, coastal zone management, participatory strategic planning and tourism. A common format for each type of initiative (policy instrument, actors and stakeholders, partnership arrangements, etc.) enables publication as a database consultable via the project web site. A policy briefing document will be published for dissemination.	Kypros / Kibris - Málaga - Bouches-du-Rhône - Thessaloniki - Roma - Palermo - Obalno-kraska - Work in this activity involves regional and national travel outside the partner NUTS III locations.	DRU-ARTA: Sicilian Region, Planning Department	Region of Central Macedonia - Larnaca District Development Agency - University Development Centre and University Incubator of Primorska - Lazio Region, Territoriy Department, Environment and People Cooperation Directorate - Mediterranean Institute - I2BC: Innovation Institute for the Citizens' Wellbeing - TRAGSA Andalusia - Associated Partners participate in this activity.	1 Development initiatives with a Living Lab potential - 1 Policy Briefing: Development initiatives with a Living Lab potential	57,295.00 €

	LL Policy Integration	2009-10-01	2010-12-31	This activity examines the potential for integration across the development objectives and institutional frameworks of different policy instruments; it is thus complementary to the research roadmap of activity 4.4. From a bottom-up perspective, it identifies synergies between the initiatives surveyed in phases 3.1-3.3, and analyses the policy validation of the MedLab approach in the on-going pilot projects of C4. Regional, national and transnational Policy Options are identified, feeding into the work of C5. The internal deliverable contributes to the final publication. A policy briefing document will be published for dissemination. Budget includes travel to the 12-10 project meeting in Rome.	Kypros / Kibris - Málaga - Bouches-du-Rhône - Thessaloniki - Roma - Palermo - Obalno-kraska - Work in this activity involves regional and national travel outside the partner NUTS III locations.	Mediterranean Institute	Region of Central Macedonia - Larnaca District Development Agency - University Development Centre and University Incubator of Primorska - Lazio Region, Territoriy Department, Environment and People Cooperation Directorate - I2BC: Innovation Institute for the Citizens' Wellbeing - TRAGSA Andalusia - DRU-ARTA: Sicilian Region, Planning Department - Associated Partners participate in this activity.	1 MedLab Policy Options - 1 Policy Briefing: Policy Issues for a Mediterranean Living Lab	84,385.00 €

								Sub total	246,990.00 €

Pilot Implementation	Thematic Coordination	2009-07-01	2011-03-31	On the basis of a cross-analysis of work in C3 and the strategies of each partner, this activity defines the thematic framework for the MedLab pilot projects and coordinates their execution. The five fields initially identified are: inno-SME networks, rural development, coastal zone management, participatory strategic planning and tourism. In parallel, it develops a process evaluation framework based on a stakeholder analysis and multi-actor criteria for success. A presentation and blogs for each pilot project will be on the project web site. A policy briefing document will be published for dissemination. Budget includes travel to the 07-09 project meeting in Koper.	Kypros / Kibris - Málaga - Bouches-du-Rhône - Thessaloniki - Roma - Palermo - Obalno-kraska - Work in this activity involves regional and national travel outside the partner NUTS III locations.	DRU-ARTA: Sicilian Region, Planning Department	Region of Central Macedonia - Larnaca District Development Agency - University Development Centre and University Incubator of Primorska - Lazio Region, Territoriy Department, Environment and People Cooperation Directorate - Mediterranean Institute - I2BC: Innovation Institute for the Citizens' Wellbeing - TRAGSA Andalusia - Associated Partners participate in this activity.	1 The MedLab Pilot Projects - 1 Policy Briefing: Thematic Areas for a Mediterranean Living Lab	122,340.00 €

	Trans-national Partnerships	2009-10-01	2010-09-30	In this activity, trans-national partnerships are set up for each of the five MedLab pilot projects. These are collaboration agreements amongst local and regional authorities, ICT industry, university R&D centres, development agencies, local SMEs, etc. based on mutual self-interest and collective financial participation. Each partner defines its participation in two or three pilot agreements (see section III.4), either directly as an institution or through the involvement of other regional actors in required sectors. Role and function of all participating actors will be listed in a database on the project web site. A policy briefing document will be published for dissemination. Budget includes travel to the 02-10 project meeting Marseilles.	Kypros / Kibris - Málaga - Bouches-du-Rhône - Thessaloniki - Roma - Palermo - Obalno-kraska - Work in this activity involves regional and national travel outside the partner NUTS III locations.	University Development Centre and University Incubator of Primorska	Region of Central Macedonia - Larnaca District Development Agency - Lazio Region, Territoriy Department, Environment and People Cooperation Directorate - Mediterranean Institute - I2BC: Innovation Institute for the Citizens' Wellbeing - TRAGSA Andalusia - DRU-ARTA: Sicilian Region, Planning Department - Associated Partners participate in this activity.	1 MedLab Pilot Project Participants - 1 Policy Briefing: Partnerships for a Mediterranean Living Lab	111,280.00 €

	ICT platforms and services	2009-10-01	2010-09-30	This activity consists in the specification and development of the platforms and services required for the pilot projects, following a co-design approach for initial specifications agreed within the pilot partnerships on the basis of needs and requirements. Feasibility studies are carried out for actual implementation or simulation within the constraints of the project budget and timeframe of the minimum services required to enable the co-design process, e.g. WLAN broadband, e-participation services, etc. A description of the platform architecture and services for each pilot project will be published on the project web site. A policy briefing document will be published for dissemination.	Kypros / Kibris - Málaga - Bouches-du-Rhône - Thessaloniki - Roma - Palermo - Obalno-kraska - Work in this activity involves regional and national travel outside the partner NUTS III locations.	I2BC: Innovation Institute for the Citizens' Wellbeing	Region of Central Macedonia - Larnaca District Development Agency - University Development Centre and University Incubator of Primorska - Lazio Region, Territoriy Department, Environment and People Cooperation Directorate - Mediterranean Institute - TRAGSA Andalusia - DRU-ARTA: Sicilian Region, Planning Department - Associated Partners participate in this activity.	1 ICT platforms and services for the MedLab pilots - 1 Policy Briefing: ICT Platform Issues for a Mediterranean Living Lab	284,565.00 €

	Coordination of R&D objectives	2010-04-01	2011-03-31	The interaction between stakeholders in the pilot projects aims to highlight the potential innovation processes in full-scale implementation and their coherence with R&D, innovation, and local development policy objectives. Common requirements for ICT platforms and services for the co-design methodology are identified and fed back into the on-going pilots for validation. An R&D roadmap is defined, which aims to inform not only regional policies but also other programs such as CIP and ICT. A policy briefing document will be published for dissemination. Budget includes travel to the 09-10 project meeting in Cyprus.	Kypros / Kibris - Málaga - Bouches-du-Rhône - Thessaloniki - Roma - Palermo - Obalno-kraska - Work in this activity involves regional and national travel outside the partner NUTS III locations.	TRAGSA Andalusia	Region of Central Macedonia - Larnaca District Development Agency - University Development Centre and University Incubator of Primorska - Lazio Region, Territoriy Department, Environment and People Cooperation Directorate - Mediterranean Institute - I2BC: Innovation Institute for the Citizens' Wellbeing - DRU-ARTA: Sicilian Region, Planning Department - Associated Partners participate in this activity.	1 MedLab R&D roadmap - 1 Policy Briefing: ICT R&D Issues for a Mediterranean Living Lab	109,080.00 €
								Sub total	627,265.00 €

Strategic Governance	Governance Methods	2009-10-01	2010-12-31	This activity first investigates models of governance of innovation processes in the light of the issues thrown up by the formation of MedLab pilot partnerships in Phase 4.2. From there, it proposes preliminary guidelines to identify the elements that require agreement in a trans-national partnership, and monitors their application in Phase 5.2. On the basis of the experience gained in the pilot projects, it makes recommendations to Phase 4.3 and draws up a set of process guidelines for setting up a Living Lab partnership. A policy briefing document will be published for dissemination. Budget includes travel to the 10-09 project meeting in Malaga.	Kypros / Kibris - Málaga - Bouches-du-Rhône - Thessaloniki - Roma - Palermo - Obalno-kraska - Work in this activity involves regional and national travel outside the partner NUTS III locations.	Mediterranean Institute	Region of Central Macedonia - Larnaca District Development Agency - University Development Centre and University Incubator of Primorska - Lazio Region, Territoriy Department, Environment and People Cooperation Directorate - I2BC: Innovation Institute for the Citizens' Wellbeing - TRAGSA Andalusia - DRU-ARTA: Sicilian Region, Planning Department - Associated Partners participate in this activity.	1 MedLab Governance Guidelines - 1 Policy Briefing: Governance of Open Innovation Processes	59,260.00 €

	Memoranda of Understanding	2010-04-01	2010-12-31	In this activity, the partnerships formed in the pilot experiments (4.2) are formalised through Memoranda of Understanding (MoU). Five MoUs will be drawn up for each of the pilot networks; additional local MoUs will be drawn up in regions not hosting a pilot or where deemed appropriate. For each partner and each pilot, the agreements define shared objectives and roles and specific responsibilities of each participating organisation. These agreements lay the basis for pilot implementation and follow-up actions after the project ends. The draft MoUs are published on the project Intranet and the final versions on the public web site. A policy briefing document will be published for dissemination. Budget includes the 05-10 meeting in Palermo.	Kypros / Kibris - Málaga - Bouches-du-Rhône - Thessaloniki - Roma - Palermo - Obalno-kraska - Work in this activity involves regional and national travel outside the partner NUTS III locations.	University Development Centre and University Incubator of Primorska	Region of Central Macedonia - Larnaca District Development Agency - Lazio Region, Territoriy Department, Environment and People Cooperation Directorate - Mediterranean Institute - I2BC: Innovation Institute for the Citizens' Wellbeing - TRAGSA Andalusia - DRU-ARTA: Sicilian Region, Planning Department - Associated Partners participate in this activity.	7 MedLab MoUs	73,940.00 €

	Mediterranean Living Lab	2010-07-01	2011-03-31	This activity establishes a permanent network across the MED space as an integrated, multi-level Mediterranean Living Lab. It includes the project partners, regional network organisations and extra-regional supporting partners (ESA, Ministries, etc.) in an overarching agreement, the MedLab Charter, that interlinks the regional and trans-national networks formed by the MedLab MoUs. The structure foreseen (an EGTC could be appropriate) is light and open, while providing the structure and commitment to guarantee long-term operation. Formal presentation of the MedLab Charter is a central feature of the project's Final Conference. Budget includes travel to the Final Conference in Thessaloniki, 03-11.	Kypros / Kibris - Málaga - Bouches-du-Rhône - Thessaloniki - Roma - Palermo - Obalno-kraska - Work in this activity involves regional and national travel outside the partner NUTS III locations.	DRU-ARTA: Sicilian Region, Planning Department	Region of Central Macedonia - Larnaca District Development Agency - University Development Centre and University Incubator of Primorska - Lazio Region, Territoriy Department, Environment and People Cooperation Directorate - Mediterranean Institute - I2BC: Innovation Institute for the Citizens' Wellbeing - TRAGSA Andalusia - Associated Partners participate in this activity.	1 MedLab Network Charter	94,450.00 €

								Sub total	227,650.00 €
								Total	1,679,867.00 €

5.2 Working Plan coherence

The MedLab workplan adopts a concrete, hands-on, bottom-up approach towards construction of the transnational, multi-level governance network. Its networking philosophy is action-oriented while organic and open, using the pilot method to achieve a stable, sustainable network configuration. Responsibilities and budgets are well-distributed across the partnership in a two-year timeframe that partners judge appropriate for reaching the project's objectives.
The first phase (C3) builds the common policy base – regional and national policy frameworks, on-going Living Lab and R&D initiatives, and on-going initatives with a "demand pull" Living Lab potential – and explores an integrated policy model. The concrete pilot projects (C4) build transnational partnerships to co-design platforms and services for ICT R&D built onto regional development initiatives in the five key fields; service and expertise budgets here are for technical support and pilot ICT infrastructures. Overlapping and in parallel, the Governance component (C5) draws up the Memoranda of Understanding that frame pilot partnerships and scale up to the transnational charter for the permanent MedLab network structure spanning the entire MED space.
The information and communication measures (C1) include a complex set of events and publications that target specific audiences to increase involvement and promote capitalisation. The MedLab network Charter will be presented at the project's Final Conference.

5.3 Management of the project

The Lead Partner, as specified in the MED OP Implementation Guide, takes on all administrative and financial responsibility towards the programme also on behalf of the partners. This includes signing the Subsidy Contract and ensuring compliance with the Partnership Agreements, submitting reports on time, and managing the distribution of payments.
The Lead Partner's control of the quality of work done in the project takes place on three levels: a) through the progress and other reports submitted by individual partners together with the related deliverables; b) through the three-four monthly project meetings including the Technical Committee's review of progress and the Steering Committee's validation of results; and c) through the day by day management of project activities entrusted to the Project Coordinator – Panagiotis Georgopoulos.
Panagiotis Georgopoulos is Advisor to the Secretary General with the Region of Central Macedonia, and has managed innovation-related projects since RCM's participation in the first pilot exercise of the Regional Information Society Initiative in 1995. Recent projects he has managed for RSM include STRATINC, NDP-NET, and RAF REGION. He has also acted as the RCM contact for the thetaLever Living Lab within RCM's Regional Innovation Pole initiative.
Dr. Georgopoulos's on-going evaluation of project progress will be carried out together with the technical Task Force constituted by the Project Managers of the project's four Component Coordinators – RCM, I2BC, Sicilian Region and Med Institute – who provide an on-going strategic evaluation.
The Administrative and Financial monitoring of the project will in take place under the supervision of Ms. Effi Staiou, Director of the Regional Development Fund of Central Macedonia, a body set up in 1997 for project management. Secretariat and day-to-day administration activities will be entrusted to an external Technical Assistance service who, under the tight supervision of the Project Coordinator and Financial Manager, will be responsible for gathering and evaluating partner monitoring and progress reports and reporting any difficulties or delays to the Lead Partner for taking action.
Finally, each Technical Committee meeting (every three-four months, see attached Management Meeting Schedule) will have

sessions for the evaluation of partner activities in each of the on-going Component phases, and one session dedicated to an evaluation the project's progress with respect to it's overall strategic objectives. Each Steering Committee meeting (every three-four months) will have one session dedicated to the evaluation of progress on administrative and financial management aspects on a partner-by-partner and overall project level.

5.4 Summary of deliverables

Deliverable	Type	Value	Description
Promotional Brochures	Information document (brochure, leaflet)	5000	Promotional brochure illustrating project objectives and activities. In English with abstract in 5 partner languages.
Communication Plan	other	1	Strategic Communication Plan defining targets, strategies and actions, a framework for all dissemination events and capitalisation actions. Coordinated graphic design with Word, Powerpoint and Web templates. Internal document.
Project Intranet and Internal Web Services	Website	1	Internal project intranet, knowledge management and communication services.
Public Web Site and Services	Website	1	Public web: project objectives, activities and partners. Database-driven services: activities 3.1, 3.2, 3.3, 4.2, 4.3, and 5.2 Policy Briefings to download. Web spaces for pilots (4.1), roadmap (4.4) and governance guidelines (5.1)
Project Proposal	other	1	MEDLAB Project Proposal
Local and Regional Events	other	23	3 seminars/demonstrations for each partner (2+2 in Spain)
International Seminars	other	11	Min. 1 International Seminar for each partner. Normally held in conjunction with project meetings. Travel costs are for invited speakers.
Project Meetings	other	8	Costs for hosting Technical and Steering Committee Meetings. Meeting facilities, catering and meals, and simultaneous translation. Partner travel costs are budgeted to on-going project activities. See attached management timeplan for schedule.

Final Conference	other	1	Paper presentation sessions plus policy-oriented plenaries, invited speakers. Two-day event in Thessaloniki, target of 150-200 participants. Procedings on project web site.
Final Publication	Report	1	Final project publication, quality printing plus project DVD. Strategic emphasis to maximise impact.
National Publications	Report	3	Strategic publications for specific Partner national and regional contexts. In national language.
Review of R&D, Innovation and IS Policies	databases	1	Publication of the reviews of policy initiatives and documents as a database on the project web site.
Policy Briefing: R&D, Innovation and IS Policies	guide	1	Strategic synthesis of outcomes, conclusions and recommendations regarding innovation and research policy, published as a briefing document for dissemination.
Review of Living Labs and Similar Initiatives	databases	1	Publication of the reviews of Living Labs and similar initiatives as a database on the project web site.
Policy Briefing: Living Labs and Similar Initiatives	guide	1	Strategic synthesis of outcomes, conclusions and recommendations regarding Living Lab developments, published as a briefing document for dissemination.
Development initiatives with a Living Lab potential	databases	1	Publication of the reviews of development initiatives as a database on the project web site.
Policy Briefing: Development initiatives with a Living Lab potential	guide	1	Synthesis of outcomes, conclusions and recommendations regarding potential LL-based development policies, published as a briefing document for strategic dissemination.
MedLab Policy Options	Report	1	Internal deliverable with policy options and recommendations for a Mediterranean Living Lab. For limited, strategic circulation only.
Policy Briefing: Policy Issues for a Mediterranean Living Lab	guide	1	Synthesis of the main LL policy issues addressed, published as a briefing document for strategic dissemination.
The MedLab Pilot Projects	Website	1	Five web areas with presentations and blogs for each pilot initiative, each coordinated by the pilot leader (see section III.4)
Policy Briefing: Thematic Areas for a Mediterranean Living Lab	guide	1	Synthesis of the main thematic areas identified for the MedLab pilot projects and their policy implications.

MedLab Pilot Project Participants	databases	1	A database with contact details and brief profile of all individuals and organisations involved in the MedLab Pilots.
Policy Briefing: Partnerships for a Mediterranean Living Lab	guide	1	Analysis of the key stakeholders involved and the policy implications of the MedLab partnerships and their structures.
ICT platforms and services for the MedLab pilots	databases	1	A database of ICT components and services in the platforms of the MedLab pilot projects.
Policy Briefing: ICT Platform Issues for a Mediterranean Living Lab	guide	1	Analysis of the ICT platforms and services adopted by MedLab partnerships from a development perspective. Particular emphasis on accessibility and Digital Divide aspects.
MedLab R&D roadmap	Website	1	An R&D roadmap addressing the five pilot domains will be published on the web site.
Policy Briefing: ICT R&D Issues for a Mediterranean Living Lab	guide	1	Analysis of the R&D issues that emerge from the MedLab pilot projects from a development perspective. Information society scenarios linked to sustainable development for the MED space.
MedLab Governance Guidelines	guide	1	Interactive guidelines for setting up a Living Lab partnership, published on the web site.
Policy Briefing: Governance of Open Innovation Processes	guide	1	A brief analysis of the multi-level governance issues that emerge from the MedLab pilot projects and their implications for innovation policy.
Capitalisation Contacts and Calendar	databases	1	Shared contact database and meeting calendar on the private Intranet.
Policy Briefings: Living Labs and Innovation Policy	guide	7	Concluding policy position papers in partner languages, linking the Living Lab approach to territorial innovation policy. Policy options and scenarios.
MedLab MoUs	other	7	The Memoranda of Understanding of the MedLab pilots.
MedLab Network Charter	other	1	The formal agreement establishing the permanent MedLab Network; the specific form will depend on the institutional framework selected during the activity. Published for distribution at the Final Conference.
MedLab Conference website	Website	1	Website specific to the final conference, with pratical information, conference programme and all papers and powerpoint presentations available for download.

5.5 Time Table

Component	Phase	2008				2009				2010				2011			
Component 0 (preparation costs only)		P	P	P	P												
	Component 0 (preparation costs only)	A	A	A	A												
Communication component							P	P	P	P	P	P	P	P			
	Communication Strategy						A	A	A	A	A	A	A	A			
	Project Web Services						A	A	A	A	A	A	A				
	Meetings and Events						A	A	A	A	A	A	A	A			
	Capitalisation									A	A	A	A	A			
	Conference and Final Publications										A	A	A	A			
Management component							P	P	P	P	P	P	P	P			
	Technical and Scientific Coordination						A	A	A	A	A	A	A	A			
	Financial and Technical Monitoring and Reporting						A	A	A	A	A	A	A	A			

Policy Development							P	P	P	P	P	P	P				
	R&D, Innovation and IS policies						A	A	A								
	Living Labs and Similar Initiatives						A	A	A	A							
	Development initiatives with a Living Lab potential							A	A	A	A						
	LL Policy Integration								A	A	A	A	A				
Pilot Implementation								P	P	P	P	P	P	P			
	Thematic Coordination							A	A	A	A	A	A	A			
	Trans-national Partnerships								A	A	A	A					
	ICT platforms and services								A	A	A	A					
	Coordination of R&D objectives										A	A	A	A			
Strategic Governance									P	P	P	P	P	P			
	Governance Methods								A	A	A	A	A				
	Memoranda of Understanding										A	A	A				
	Mediterranean Living Lab											A	A	A			

6. Expected results and indicators

Indicators not linked to a group

Indicator		Forecast
Common indicators for all priorities		
European institutions involved in experimental activities (pilot activities)	Quantitative	2 (Involved structures)
State administrations involved in experimental activities (pilot activities)	Quantitative	10 (Involved structures)
Local and regional authorities involved in experimental activities (pilot activities)	Quantitative	30 (Involved structures)
Other public and semi-public bodies involved in experimental activities (pilot activities)	Quantitative	40 (Involved structures)
Private sector structures and networks involved in experimental activities (pilot activities)	Quantitative	60 (Involved structures)
Third sector organisms involved in experimental activities (pilot activities)	Quantitative	40 (Involved structures)
Specific partners involved in experimental activities (pilot activities)	Quantitative	20 (Involved structures)
Number of communication tools developed from the following list: brochures, DVD, Cd Rom, video, guides, etc. (indicate the number)	Quantitative	12 (Communication tools)
European institutions towards which communication tools will be disseminated	Quantitative	20 (Target structures for communication tool dissemination)
State Administrations towards which communication tools will be disseminated	Quantitative	100 (Target structures for communication tool dissemination)
Local and Regional Authorities towards which communication tools will be disseminated	Quantitative	500 (Target structures for communication tool dissemination)
Other public and semi-public bodies towards which communication tools will be disseminated	Quantitative	500 (Target structures for communication tool dissemination)
Private sector towards which communication tools will be disseminated	Quantitative	500 (Target structures for communication tool dissemination)
Genreal Public towards which communication tools will be disseminated	Quantitative	2500 (Target structures for communication tool dissemination)

Specific partners towards which communication tools will be disseminated	Quantitative	100 (Target structures for communication tool dissemination)
Number of websites developped	Quantitative	7 (Website)
Number of connexion to the web sites	Quantitative	5000 (connexions to website)
Number of data bases developed	Quantitative	6 (databases)
Number of updated on-line data bases which will remain usable even after the closure of the project	Quantitative	6 (databases)
Number of targeted communication actions carried out by the partnership from the following list: events, seminars, conferences, exhibitions, information and awareness raising campaigns, etc	Quantitative	33 (communication action)
European institutions concerned by communication actions	Quantitative	5 (Target structures for communication actions)
State Administration concerned by communication actions	Quantitative	20 (Target structures for communication actions)
Local and Regional Authorities concerned by communication actions	Quantitative	75 (Target structures for communication actions)
Other public and semi-public bodies concerned by communication actions	Quantitative	75 (Target structures for communication actions)
Private sector concerned by communication actions	Quantitative	150 (Target structures for communication actions)
General Public concerned by communication actions	Quantitative	500 (Target structures for communication actions)
Specific partners concerned by communication actions	Quantitative	10 (Target structures for communication actions)
Number of projects' visits, press workshops and/or press conferences, press releases	Quantitative	18 (project's visit, press workshop, press conference, press release)
Number of articles published (press)/broadcasted (radio, television)	Quantitative	12 (articles published/broadcasted)
Specific indicators of the priority		
New networks linked to technology transfer	Quantitative	6 (Permanent networks established)
Common studies aimed at joint strategies, tools, methodologies or plans	Quantitative	8 (Joint implementation or working plans or strategies)
Joint strategies and agreements	Quantitative	6 (Joint implementation or working plans or strategies)

Number of SMEs directly involved in transnational activities	Quantitative	50 (New transnational activities set up by SMEs (indicate the number))
Number of SMEs indirectly involved in transnational activities	Quantitative	150 (New transnational activities set up by SMEs (indicate the number))
New structures for transnational support of innovation	Quantitative	1 (Durables structures for transnational support)
Seminars and forums at transnational level	Quantitative	11 (Involved structures)

- III - ORGANISATION AND COMPETENCES OF THE PARTNERSHIP

1. Composition, relevance and competence of the partnership

MedLab includes 8 partners from 6 Member States, with 3 regional authorities, 1 regional policy institute, 1 development agency, 1 innovation centre, 1 public ICT company, and 1 university incubator. Participating regions host 6 of the 51 ENoLL sites, with 3 Living Labs directly represented.
The Region of Central Macedonia, Lead Partner (C1-2), is active in innovation policy since the mid-'90s (RISI…); it hosts thetaLEVER (2nd wave ENoLL) and collaborates with URENIO (Aristotle Univ.), and is in PROGRESDEC, SIMCODE IGT, OSBIND, INFRACULTURE-MED and RAF REGION. I2BC, an innovation centre set up by the Andalusian Region (Innovation Ministry Sponsoring Partner), leads C3. The Planning Department, Sicilian Region, partner in URBACOST, PIC-RM, PROGRESDEC and MEDISDEC, is in TLL Sicily (ENoLL 2nd wave, hosted by CRES) and leads C4. The Mediterranean Institute, partner in PIC-RM and MEDISDEC and policy research body for the PACA region and the CPMR, leads C5.
Other partners: Development Agency of Larnaca (CY), partner in several ARCHIMED projects; University Incubator Primorska (SI), partner with local authorities, development agencies, chambers of commerce, etc; Environment Department, Latium Region (IT), lead partner of BEACHMED and RFO BEACHMED-e and linked to the Frascati Living Lab (ENoLL 1st wave, ESA Sponsoring Partner); and TRAGSA (Andalusia office), ICT services group of two Spanish Ministries, active in INTERREG II and III and FP5, 6 and 7

2. Functions of the steering committee of the project

MedLab is governed by a Steering Committee (SC) whose regulation will be submitted for approval at the kick-off meeting; each partner will also formally appoint three roles to the project: Project Manager (PM), Technical Manager (TM) and Financial Manager (FM).
The SC decides on any modification of the Partnership Agreement and/or the Project Contract (i.e. withdrawal of a partner, serious delay in implementation, budget modification, etc.). The SC also monitors project progress against the approved work plan, establishes and supervises financial management and reporting procedures and takes decisions on IRP issues and relations with external private and public actors interested in participation. The Steering Committee formally approves decisions taken by the Technical Committee or intervenes in the event of disagreements.
The Technical Committee (TC) is established by the SC and open to all participants in project activities. The TC follows the technical implementation of the project and the coordination of tasks and activities. The TC is empowered to set up working groups when required, i.e. for the pilot projects. Decisions are taken by consensus; when consensus is not reached the issue is forwarded to the SC for decision.
The Associated Partners nominate a PM who participates in the TC but not the SC.
Communication within the partnership relies mainly on email and groupware in peer-to-peer mode, with the exception of formal communications between the LP and Partners.

3. Organisation chart

The management structure is based on elements successfully tested in previous Territorial Cooperation projects: the Steering and Technical Committees, whose main features are described above.
In addition, MedLab foresees a Monitoring Group with each partner's Financial Manager and led by the LP's, to ensure on-going monitoring of technical and financial progress and timely reporting.
Further, a Task Force composed of the project's Component coordinators, responding directly to the Lead Partner, is operational on an on-going basis to ensure continuity between project meetings. Its broad scope aims to ensure synergies between specific activities and coordinate the project's strategic efforts towards capitalisation, thus increasing trans-national impact.
Finally, the Memoranda of Understanding (MoUs) and MedLab Charter developed in phases 5.3 and 5.4 allow for the transition towards institutional sustainability. While the MoUs are established as a function of the pilot projects, they are designed as independent of project funding and therefore permanent partnerships; they also allow to incorporate external public and private actors in view of future expansion and integration of the pilot partnerships into the MedLab Charter, the permanent network structure.

4. Sharing of technical activities between the partners

All partners are involved in all activities, with resources concentrated on activity leaders. Responsibilities and pilot participations are evenly distributed across the partnership.
Reg. Central Macedonia (LP): Leads C1 Communication and C2 Management, and phases 1.5 Conference and Publications, 2.1 Technical and Scientific Coordination, and 2.2 Financial and Technical Monitoring and Reporting. Hosts Inno-SME (with URENIO/Artistotle Univ. in collaboration with thetaLEVER LL) and is in Planning and Tourism pilots (PROGRESDEC). RCM benefits: visibility and LL policy capitalisation. Human Resources (HR): 30 person-months (pm), Project Manager (PM) Panos Georgopoulos.
Larnaca Dev. Agency: Leads 1.3 Meetings and Events (ARCHIMED management structure). Hosts Tourism and is in Coastal pilot (TECHNET). LDA benefits: establish LL in Larnaca District. HR: 35 pm, PM Michalis Zanos.
Univ. Incubator Primorska: Leads 4.2 Trans-national Partnerships and 5.2 Memoranda of Understanding (Private-Public-University partnerships); is in Inno-SME, Coastal and Tourism pilots (Cross-Border and Regional programs). UIP benefits: SME start-up opportunities. HR: 39 pm, PM Iztok Skerlic.
Lazio Reg: Leads 1.2 Project Web Services (BeachMed, InoLL); Hosts Coastal pilot (BeachMed with Supporting Partner (SP) ESA) and is in Rural Dev. pilot (Frascati LL). Lazio benefits: LL for environmental management, regional capitalisation. HR: 25 pm, PM Paolo Lupino.
Med. Institute: Leads C5 Strategic Governance and 3.4 LL Policy Integration and 5.1 Governance Methods (policy dev. with PACA and CRPM); is in Inno-SME (Sofia-Antipolis LL) and Planning (PIC-RM and MEDISDEC) pilots. IM benefits: new LL policies. HR: 55 pm (most HR-intensive), PM Jean-Claude Tourret.
I2BC: Leads C3 Policy Development (with SP Reg. Min. of Innovation) and 3.2 Living Labs and Similar Initiatives (3rd wave LL candidate) and 4.3 ICT Platforms and Services (regional technology excellence centre); Hosts Rural Dev. (rural ICT platform), is in Planning pilot (e-participation platform). I2BC benefits: LL for ICT platforms. HR: 27 pm, PM Julio Lorca.

TRAGSA: Leads 3.1 R&D, Innovation and IS Policies (national level), 4.4 Coordination of R&D Objectives (FP6 C@R roadmap), and 1.4 Capitalisation (national-regional links); is in Rural Dev. and Planning pilots (C@R). TRAGSA benefits: national LL capitalisation, EARDF. HR: 12 pm, PM Mariano Navarro.
Sicilian Reg: Leads C4 Pilot Implementation (with CRES and TLL-Sicily) and activities 3.3 Potential LL Initiatives (strategic regional plan), 4.1 Thematic Coordination (ENoLL LLPG) and 5.3 Med. Living Lab (regional capitalisation); Hosts Planning and is in Rural Dev. and Tourism pilots (with CRES and DiSPA - TLL Sicily). Sicily benefits: capitalisation of regional MoU. HR: 16 pm, PM Giovanni Salemi.

- IV - MEASURES FOR INFORMATION, PUBLICITY AND CAPITALISATION – VALORISATION OF THE PROJECT

1. Description of the strategy of capitalisation and utilisation of the results of the project

Capitalisation, through integration of the Living Lab approach into regional development policy across all policy sectors, is the ultimate objective of MedLab. Capitalisation is built into the project's structure through the extensive direct and indirect participation of regional authorities, represented not only by responsibles for innovation policy but also by departments of environment, planning, and so forth.

The results of the project thus feed into national and regional policy not only as a sectoral initiative – i.e. on-going support for Living Labs through specific funding measures – but as an implementation tool for any axis of, say, a regional FESR OP. MedLab indeed aims to demonstrate that funding for a development initiative in the field of, say, tourism achieves a multiplier effect in terms of its impact on growth and employment when coupled with Living Lab R&D.

These arguments constitute the focus of the numerous Policy Briefings published for the key activities is C 3-5. While the detailed research and pilot findings are published as interactive databases on the project web site, these strategic documents analyse project results in their long-term policy context. This allows to integrate the outcomes of the MedLab pilots into a coherent innovation policy for multi-level capitalisation within the MED space, and sets the stage for transfer to and integration of other territories in the MedLab network.

2. Description of the communication plan of the project

The MedLab Communication Plan has four main targets: a) local citizens, authorities, businesses and other stakeholders of concrete development initiatives, central to the LL method; b) the ICT R&D community (local and multinational players): motivation and engine of the LL; c) local, regional and national policy-makers and deciders involved in the LL's multi-level governance; and d) external actors and networks who are potential members of the trans-national Med. Living Lab or vehicles of its propagation.

The communication means foreseen address these target groups in different ways. The project brochure is a generic awareness entry-point for all groups. The project website initially has a similar approach, but develops sections for specific target groups as it evolves.

The local and regional events primarily target group a), while also addressing groups b) and c). The international seminars focus more directly on b) or c) (depending on the specific strategy of the event), but also bringing in group d).

The Policy Briefing documents produced by the activities in C3-5 specifically target b) and c), as a function of the activity in question, and are used for the direct contacts of the Capitalisation activity. Specific capitalisation efforts also target group d).

The Final Conference's paper sessions aim to consolidate groups b) and c), providing visibility to group d) and reinforcing the constitution of the Mediterranean Living Lab. The Final Publication will be a vehicle for disseminating the transfer of results and promoting the MedLab network after project completion.

The Communication Plan's toolkit will be developed throughout the project. In the first step the coordinated graphics design, including logo and templates, are developed, the presentational project brochure produced, and the basic informational