

Open Living Lab Days Workshop Report
Promoting health and well-being in society: Lessons learned and future actions
 Held on August 28th 2015 at 11:00 am

In this workshop, our goal was to bring together key partners of the Montreal RehabMaLL and invited panelists from European Living Labs (LL), to share their experiences, learn through discussion with participants, and to identify collaborative actions related to the workshop theme. The target audience was Living Labbers interested in issues pertaining to health and well-being, social innovation, and the engagement of stakeholders from the community, municipalities, and private and public enterprise).

The general objective was to share the knowledge we had generated on environmental and social barriers and facilitators to social inclusion and well-being, as well as knowledge related to technologies and interventions, services and products co-created during the four years of existence of our *RehabMaLL*. We also wanted to discuss the associated challenges and determinants of success, tap into the experiences of other Living Labbers and hear what they had to say on four topics:

- 1) Creative strategies for sustained engagement of varied stakeholders
- 2) Strategies for continued successful funding
- 3) Performance indicators leading to policy change
- 4) Transferability of innovations to other environments/contexts

The workshop comprised short presentations given by workshop organisers (Kehayia, Swaine, Labbé) and invited panelists (L. Roche, H. Van Bruggen, M. Combetto) and a “world café” activity addressing the four topics mentioned above. There were about 20 Living Labbers, separated into 4 groups. We started with a general presentation of our LL, the *RehabMaLL*, followed by a presentation by M. Combetto of his LL in Trentino, Italy (*Trentino as a Lab*). We then began a discussion on the topics. Each topic was preceded by a short presentation by one of the speakers who introduced the topic to set the stage for the discussion. Each group then exchanged ideas for 10 minutes that were later presented to the larger group. For each topic, the main emerging ideas from the discussions within each group were entered into a computer using *Turning point*, a software program enabling participants to later vote, on their top 3 most relevant and important ideas for each topic, using clickers,.

For the first topic on the engagement of various stakeholders, we asked the participants how to best include and maintain involvement of the stakeholders in our LL. Participants reminded us of the importance of taking the time to get to know our stakeholders (their needs, expectations, and the potential benefits for them). The three ideas voted as most relevant were: 1) create an event to experiment living with a disability to raise awareness; 2) demonstrate the economic potential of people with disabilities; and 3) share success stories related to a topic of interest of stakeholders (i.e. shopkeepers). Table 1 presents the percent of votes received for each proposition.

How could we better include this type of stakeholder in the follow up of our projects? What kind of questions should we ask ourselves to choose good strategies? Can you give 1-2 ideas of strategies to reach them?

- A. Be clear and inclusive about the input order to achieve better input
- B. Identify and know your the partners
- C. Understand what it's in it for them
- D. Meeting them face to face
- E. Materials to promote your LL (i.e. small movie, publicity, media)
- F. Share a success stories, related to a topic of interest for shopkeeper
- G. Creating an event to experiment living with disability-raising awareness
- H. Showing the economic potential of people with disabilities

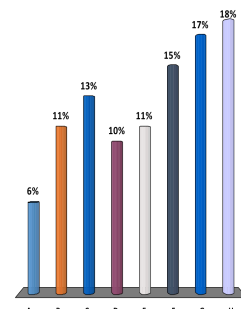


Table 1: Strategies for engagement of stakeholders

Tomorrow you lose your funding, what happens?

- A. Piggy bank
- B. European project funding or other government
- C. Crowd funding
- D. Membership
- E. Collateral benefits
- F. Brokering of relations hips to generate funding
- G. Selling services as a LL (NGO)
- H. Generate profit from the structure
- I. Financial contribution through donation from banks or other for the betterment of the society

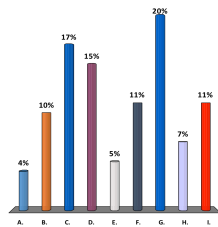


Table 2: Strategies for funding

Regarding “Strategies for continued successful funding”, the following questions were asked the participants: Tomorrow you lose your funding, what happens? What are your funding strategies? Among the nine proposed strategies, the top three were: 1) selling our services as a LL (NGO), 2) crowd funding, and 3) charging membership fees (see table 2).

For the third topic, distinctions were made between general indicators of success and indicators for policy change. Regarding the general indicators, the participants gave many suggestions. Using quantitative and qualitative methods to identify indicators and conducting satisfaction evaluations were among the ideas judged the most relevant by the larger group. All groups underlined the importance of setting short-, mid- and long-term indicators. For policy indicators, participants considered using the media to show LL products and services as the most relevant indicator. Table 3 and 4 present the ideas proposed and the percentage of votes received, for each.

What would be an indicator of success for a Living Lab in general?

- A. Multiple indicators
- B. Quantitative and qualitative methods
- C. Pre-post evaluation/measurement
- D. Looking at the process
- E. Local /small Success stories
- F. How many partners and people are coming to LL to look for expertise?
- G. Satisfaction evaluation
- H. Experience of the shopping/ tracking the activities

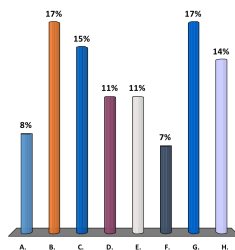


Table 3: General Indicators for success

How to assess success for policy change?

- A. Put pressure on the politicians
- B. Using the media to show LL products and services
- C. Promote small success stories

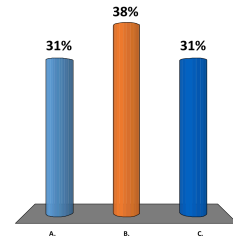


Table 4: Policy change indicators

Finally, for the last topic, we asked the participants about the aspects needed to be considered to enable transferability to other environments/contexts and the obstacles to this transferability. The different groups proposed many ideas (n=10), and among them, one stood out as an important barrier: the cultural and sectoral factors. The other two factors voted as relevant barriers to transferability were the variability in the conditions in which a project is conducted and the lack of knowledge about LL (see table 5).

What is the obstacles to transferability ?

- A. Conditions are not always the same
- B. Lack of knowledge about LL
- C. Lack of definition of LL (having standards)
- D. Cultural/sectoral
- E. Knowing what is out there
- F. Law
- G. Competition
- H. Financial resources
- I. Lessons learned
- J. Doing it alone

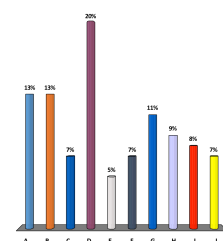


Table 5: Obstacles to transferability

Concluding remarks

This workshop was a great opportunity to share experiences and to learn about strategies used by other LLs related to challenges we encountered in our own LL. Participants were from different types of LLs, some more technological, others with a more social change agenda. They also had different ways of operating, different types goals and clientele implicated. Their diverse experience provided us with new strategies related to funding, stakeholder participation, indicators of change and transferability. It also highlighted the importance of having indicators for short, mid and long-

term successes. We think the participants also gained from their participation in the workshop; they told us they really enjoyed discussing the workshop topics as it allowed them to reflect upon their own LL's challenges. The workshop was also an opportunity to identify common points with other LLs and EnoLL members, and to make contacts that can lead to future collaborations. Finally, as a team, the preparation and presentation of this workshop helped us reflect upon our LL achievements and progress, as well as upon our goals for the future.