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# Living Labs

# Oxfordshire Growth Board

# October 2017

## What is a Living Lab?

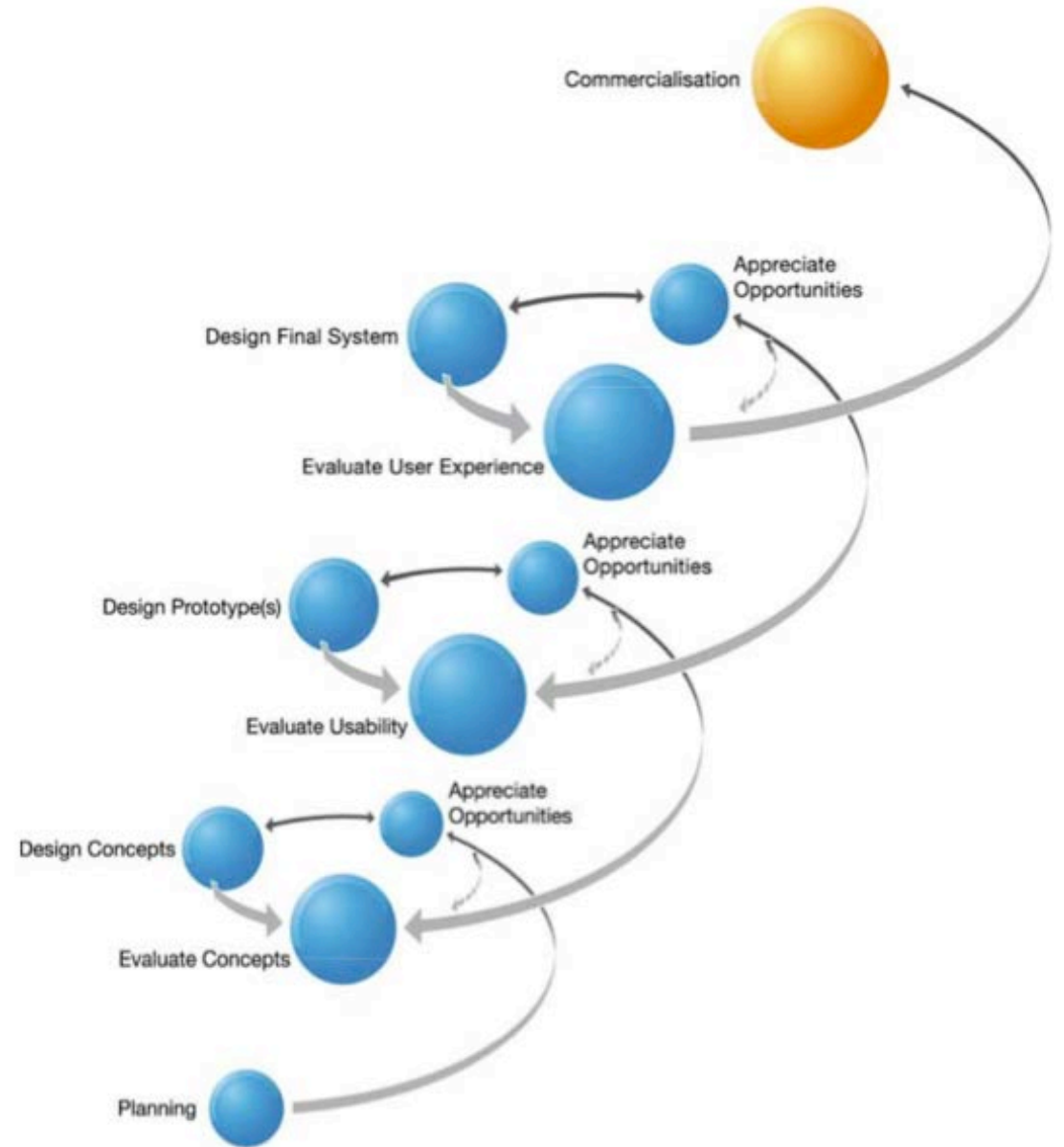


*A Living Lab is a user-centric innovation environment, built on realistic activities and research where all relevant partners are involved in open processes, with objective to generate sustainable values for LL partners and stakeholders.*

Living Lab allows prototyping process from concept to commercialisation or full scale application to be sped up – providing market advantage to industry.

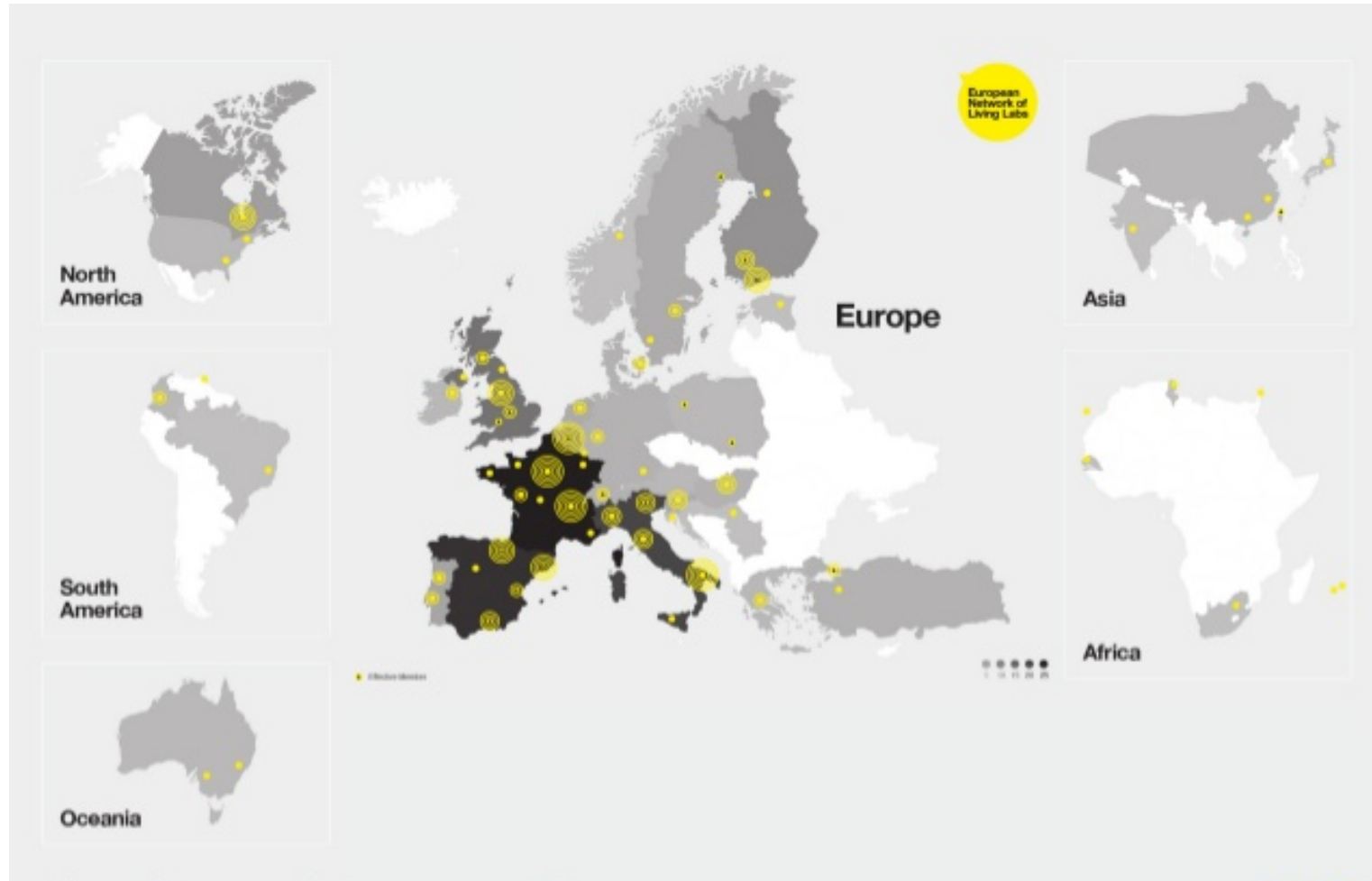
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Many also focus on real world problems – so in turn look to solve Place challenges with opportunity for reduced public sector spend through partnership approach



# What are other countries doing

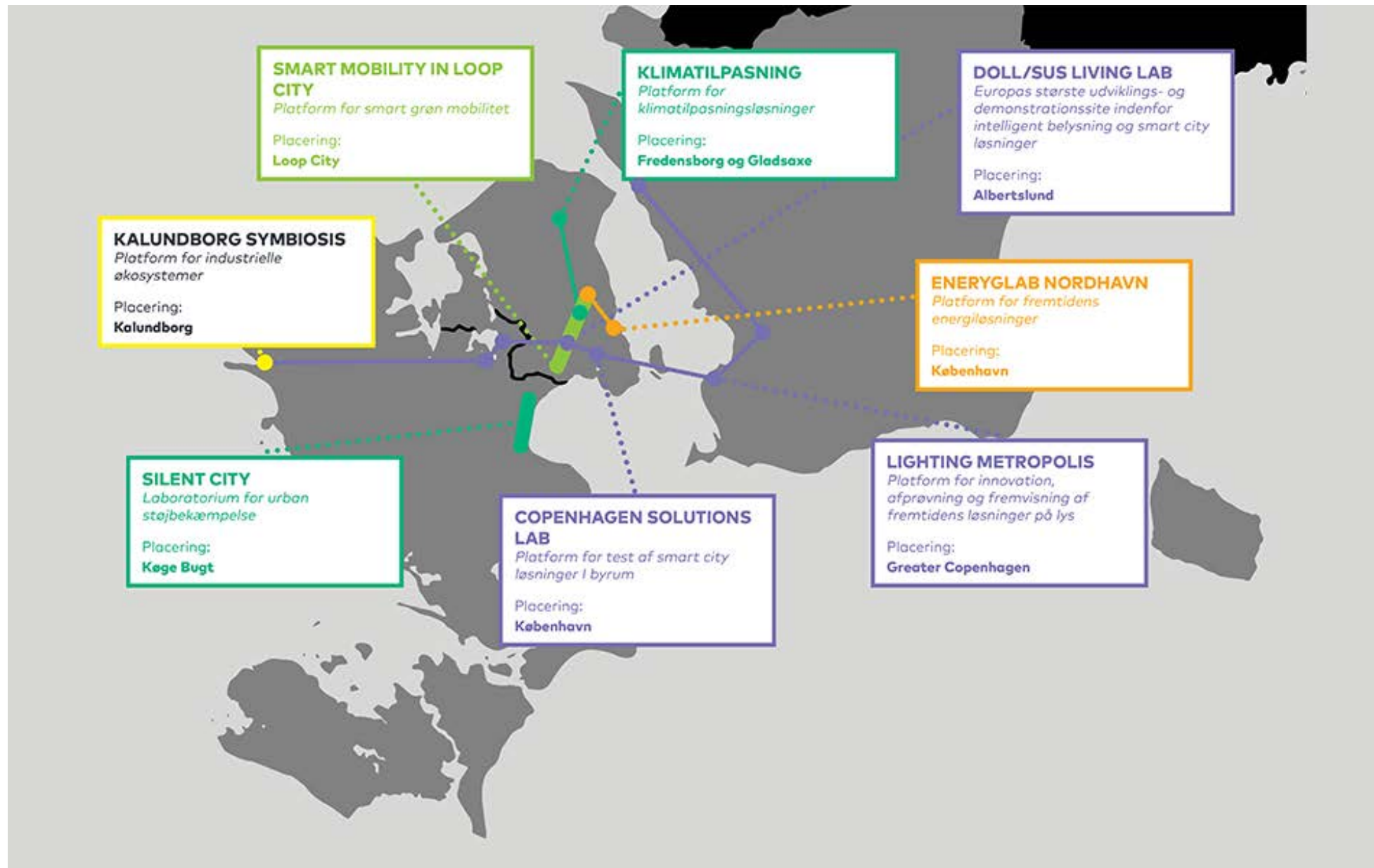
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ENoLL LIVING LABS AROUND THE WORLD

European Network of Living Labs

# Copenhagen a European leader





# DOLL Copenhagen



# Oxfordshire – a Place of prolific innovation



Oxford University, [the most prolific University innovator in Europe](#), the City and County is a vibrant centre of innovation.

One of the fastest growing Places in the UK, though, brings its own challenges.

So it's our [regional innovation strategy](#) to prioritise embedding innovations in the “Place” - a test-bed for innovation that can be shared with the broader world.

In 2016-17 Smart Oxford partners initiated significant developments to address our societal challenges in key areas like:

- [Transportation and Smart Cities](#)
- [Health and Wellness](#)
- [Environment](#)

# Living Lab research in Oxfordshire

We are already doing a lot of Living Lab work in Oxfordshire

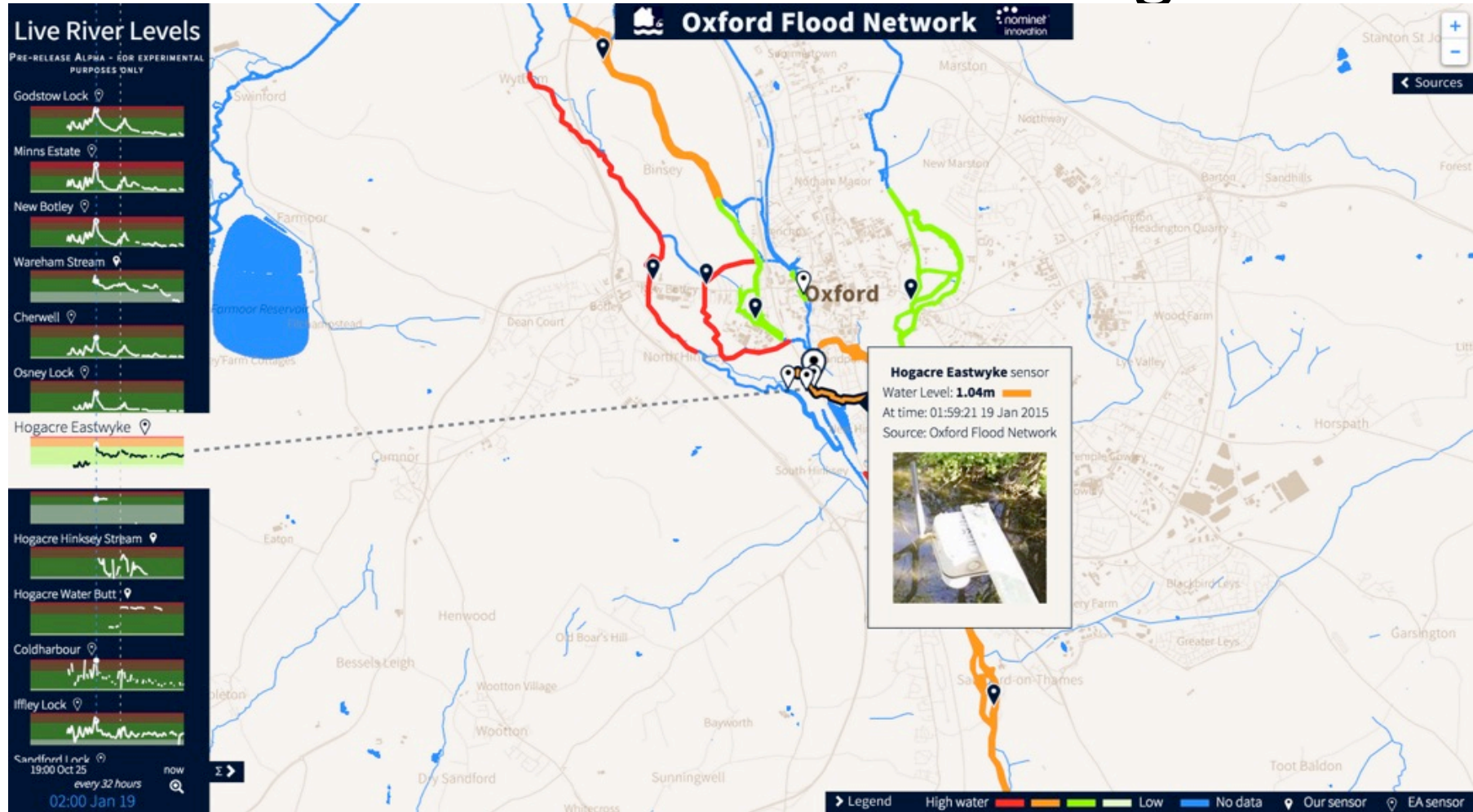
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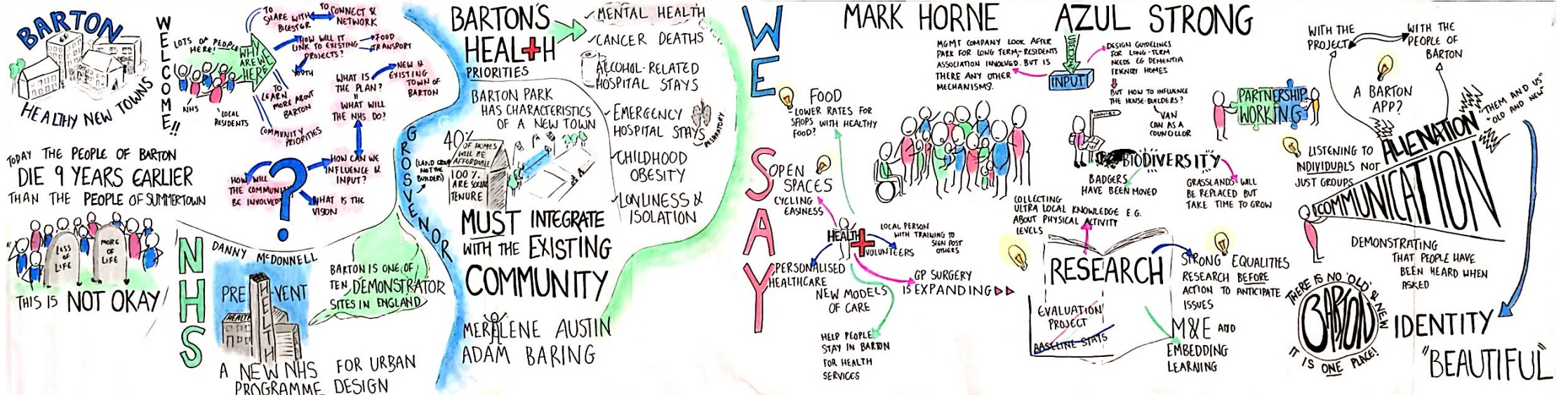
# Smart Cities and the Internet of Things

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# Healthy New Towns

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# GULO – EV on street Charging – Real world testing

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**Simple Socket & Smart Cable - Lamp Column Charging Point**



**eHome Charger & Cable Gully**



**Smartscape - Charging Bollard**



**ePost - Charging Bollard**



**Chago Station - Charging Bollard**



**Opticharge - Lamp Column Charging Point**

# Autonomous Vehicles - Culham

Digital  
Twin



Workshops  
Tracks

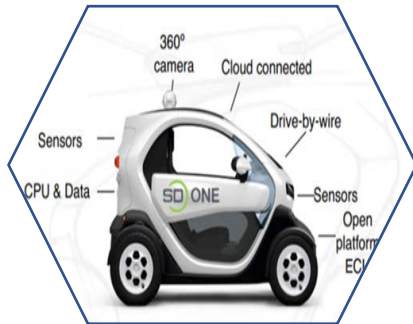


Security  
IT  
& operational  
infrastructure

Vehicle  
Safety  
tracking

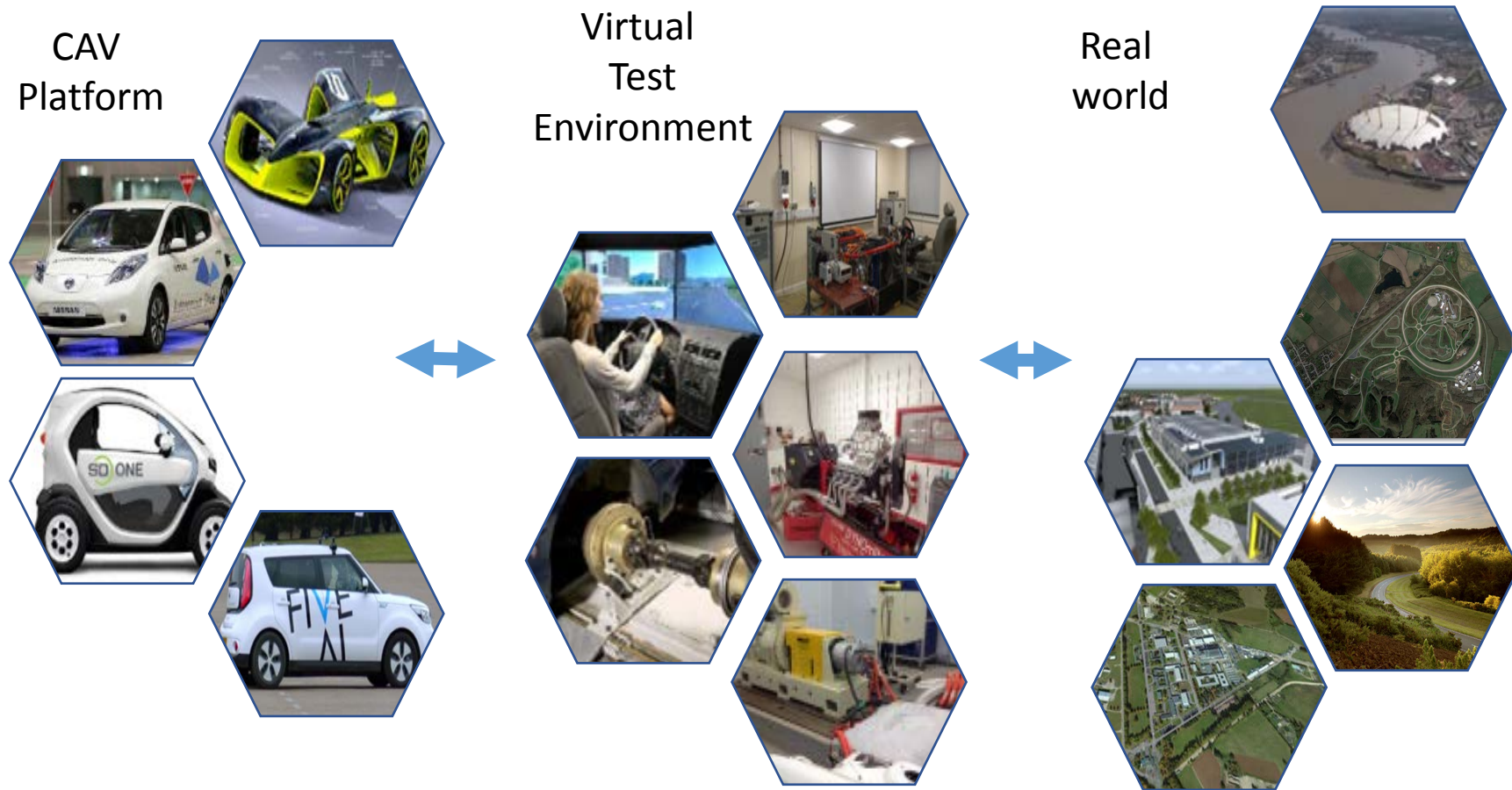


Vehicle  
&  
ADAS





# AV – UK; Real World Test Environments: Oxfordshire is now a lead.



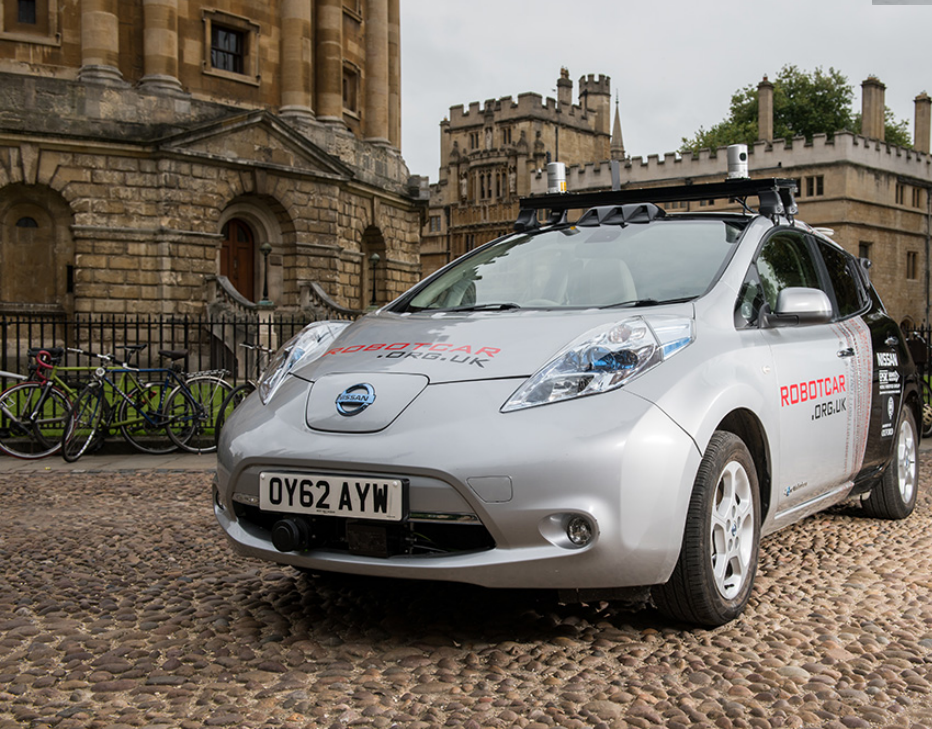
DRIVEN – Video link

<https://youtu.be/RUsARajUnno>





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A lot of activities supported by Smart Oxford Partners – Smart Oxford brings cross sector opportunities – scope to increase those opportunities



# Opportunities for Oxfordshire

- **The conclusion Science and Innovation Audit (SIA) is that Oxfordshire is playing a world leading role in developing four transformative technologies – Digital Health, Space Led Applications, Quantum Computing and Autonomous Vehicles.**

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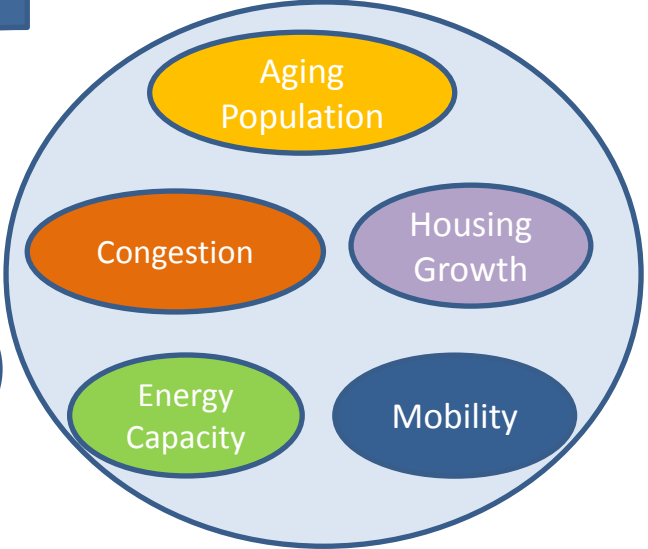
- By continuing to lead in these technologies, the report, commissioned by the Oxfordshire Transformative Technologies Alliance, suggests that Oxfordshire could be contributing £180bn to the UK economy by 2030. It also concluded that, to maximise this opportunity, investment in living labs and pilots is required to develop and prove the value and utility of these exciting technologies.

Market Making

Consumer Choices

Community Empowerment

Technology

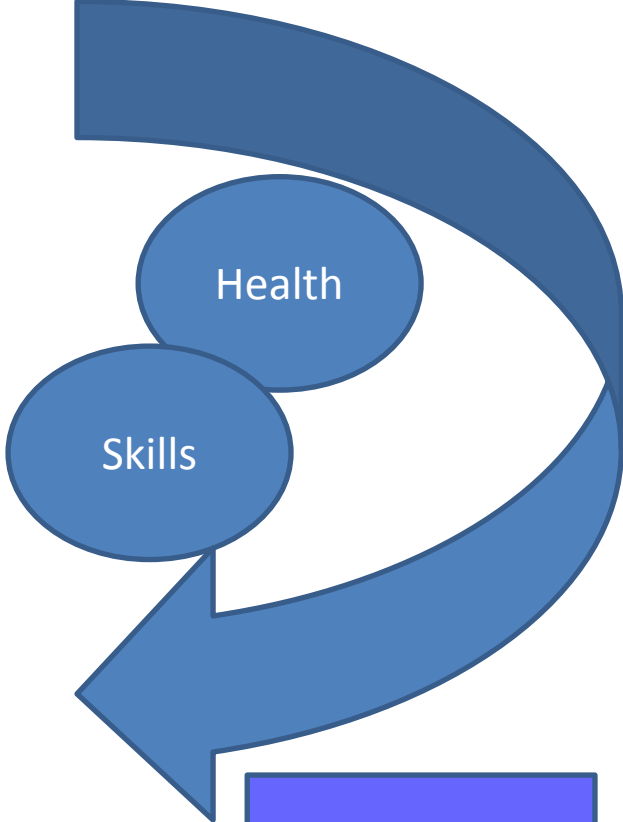
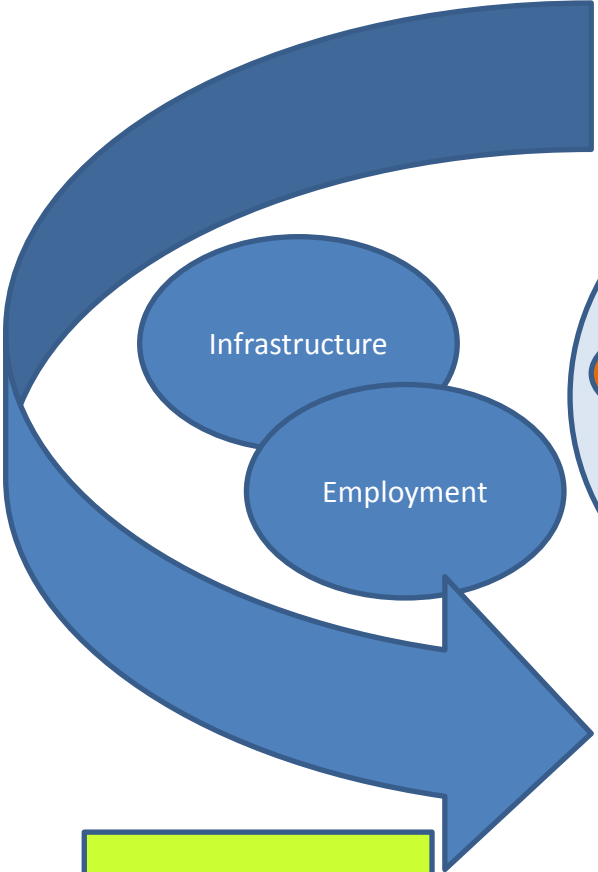


Innovation

Resource Planning

Governance

Demand Management





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