



Puglia Smart Lab

The Living Lab approach for activating people

European
Network of
Living Labs

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PugliaSmartLab

Lecce, January 29th, 2015



EUniverCities

PugliaSmartLab uses the Living Lab approach to co-create services. The stakeholders are involved during the whole develop process including co-design, co-development, co-delivery and co-evaluation phases.



PugliaSmartLab has been member of ENOLL since August 2013. The European Network of Living Labs (ENOLL) is the international federation of benchmarked Living Labs in Europe and worldwide.



Puglia Smart Lab is created in March 2013. In particular, the LL is the first tangible result of Puglia@Service, a project coordinated by Dhitech S.c.a.r.l., the High Tech District of Regione Puglia.



Dhitech
DISTRETTO TECNOLOGICO HIGH TECH

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PSLab represents a real PPPP (People Public Private Partnership) in which every territorial actor collaborates to achieve the main goal:

to become a **SMART TERRITORY!**

Public Partners



Public-Private Partnership



Private Partners



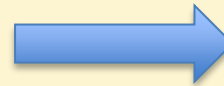
People



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Stakeholders can steadily evaluate services and their possible upgrade in time



Stakeholders collaborate in order to identify an individual or collective need

CO-EVALUATION

CO-EXPERIENCE



CO-DELIVERY

CO-DEVELOPMENT

Users, developers, and service providers share feedbacks about progress and suitability to needs of the solution



Stakeholders and service providers contribute to define a plan and a solution to meet the needs



“Innova la tua città”
Adaptive methods and
thematic focus

Living Lab "New Models for the co-creation of the smart city: the birth of "Civic Technologists"

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Tutta mia la città:

- Processing ideas projects
- Co-creation of Services



LECCE SMART COMMUNITY: STREET IDEAS

Lecce Smart City: meeting with the
Chairman of **Osservatorio ANCI**
Francesco Profumo



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Lecce “Co-work in progress”

- ✓ Lecce Smart City & Community Association
- ✓ Urban Commercial District
- ✓ Sustainability of pilot services

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Lecce Smart City KPI

Usage of data to analyse the city and what could be improved

- Analysis of KPI for each area
- Analysis of citizens' needs



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URBACT II

GRAZIE PER L'ATTENZIONE!



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