



This is the first newsletter of the **international community of living labs** working on innovations for **healthcare & wellbeing**. This newsletter is a result of the workshop Kelly Verheyen moderated at the ENoLL conference in Montréal in 2016. It is a start to strengthen our community. Kelly Verheyen and Virpi Kaartti volunteered to start up the community. We hope that you all will send us input for the next newsletters! This first newsletter puts the focus on the transnational care living lab. Next month we can share information on running projects of all of you!



Introducing coordinators of the Special Interest Group on Healthcare: Kelly Verheyen & Virpi Kaartti

Kelly Verheyen is living lab manager at LiCalab (www.licalab.be), a mature care living lab based in Belgium. The 5 enthusiast team members of LiCalab support companies and care organisations in running R&D and innovation projects for the healthcare market. LiCalab has a focus on food, rehabilitation technology, mental health and community care. LiCalab has gained strong experience in coordinating transnational living lab projects, both EU-funded and privately funded projects (fee for services). Kelly has experience in transnational living labs projects, for example in the running CrossCare and Seas2Grow projects.

Virpi Kaartti is Head of the Master's Degree Program in Service Innovation and Design at Laurea University of Applied Sciences in Finland. Besides teaching and leading the Master's degree program, she works actively in the R&D projects. There are two ongoing projects, both of which implement Helsinki-Uusimaa region's Smart Specialization strategy, Human Health Tech. Read more about the projects at Laurea and [Laurea Living Labs](https://www.laurea.fi/en/research-development-and-innovations/laurea-living-labs) (<https://www.laurea.fi/en/research-development-and-innovations/laurea-living-labs>). Virpi's research interests are in service marketing and management, and especially in service

design. She has an extensive managerial working experience in retail industry focusing on business development and marketing.

Gaining expertise in setting up a Transnational Care Living Lab: 3 running projects that inspire!



CrossCare: succesful SME suport instrument using living labs

In the CrossCare project 3 Flemish and 3 Dutch Care living labs are working together to support companies in developing innovations for the healthcare market. With funding from interreg Flanders-The Netherlands CrossCare gives both financial support and living lab support to mainly SMEs. A smart combination of SME-support. Up to now 122 SMEs applied in 1 year time. 21 companies are supported at this moment. In the next newsletters we will tell more about the innovation projects. [More info: www.crosscare.eu](http://www.crosscare.eu)



Spinning Pilots Project: do you want to cooperate with us?

In the **Spinning Pilots** project the aim is to develop and pilot an operational model for Transnational Health and Wellbeing Living Labs. During the upcoming year 3 international pilots will run, in which services, products or a service idea is tested in international markets. This gives practical cases to learn from and develop a transnational Living Lab model. For this work we would like to invite the Living Labs in this sector to collaborate with us. To start with we would like to have your contact information and a short description of your services. Based on this information we can contact you and ask further information and send you the bids for piloting. If you got interested please contact: Virpi.kaarti@laurea.fi .



SEAS 2 Grow: Silver Economy Accelerating Strategies To Grow

Seas 2 Grow helps businesses develop their care innovations for the Silver Economy quicker and implement them Europe-wide. Businesses can test their innovative products and services in 4 countries, thanks to the cross-border accelerator providing services throughout the entire innovation process. This project is a co-operation between eight partners in France, England, The Netherlands and Belgium. Seas2Grow

supports businesses with living lab services in all phases of development. Seas2Grow is funded by the Interreg 2 Seas EU programme. Read more at www.seas2grow.com



Health track on Open Living Lab Days 2017: Meet us in Krakow!

From the 28th of August to the 1st of September, the Open Living Lab Days 2017 will be held in Krakow, Poland. Four days of co-creation, learning, exchanging experience and networking between living labs from Europe and even beyond. A special program will be organized for living labs that work around care innovations. At the edition of 2016, an exciting workshop in setting up a transnational care living labs resulted in strong results. We applied for a follow-up workshop on this theme. Interested to join? Send a message to kelly.verheyen@licalab.be.

Your living lab, project or event in our next newsletter?

Send your text to kelly.verheyen@licalab.be and we will be in contact!