



**HELIUM**  
Interreg Europe



European Union  
European Regional  
Development Fund

# Cross-border living lab – our journey

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# Our context

- **Interreg VA Flanders – The Netherlands 2014-2020**

- Interregional mindset from Day 1
- “HELIUM aims to improve policy instruments by increasing efficiency of public funding dedicated to health innovation. We assume that higher efficiency, economies of scale, and rate of return can be reached if instead of building new R&I capacities, priority is given to developing and linking existing ones.”

- **SWOT analysis outcomes**



Existing system of living labs on both sides of the border

Cross-border collaboration is not a new skill

Cross-border activities can promote economic and societal gains

Same language



Complex care systems on both sides of the border

Different care systems on both sides of the border

Business models for Living Labs are challenging

Similar challenges

# Sources of inspiration

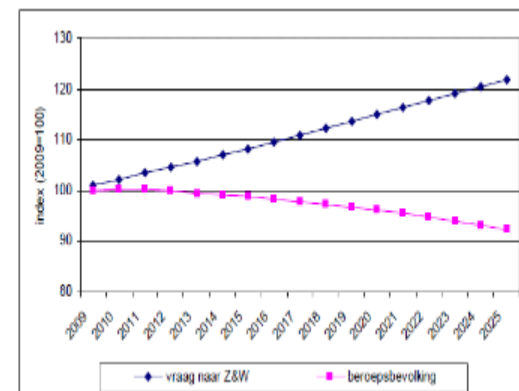
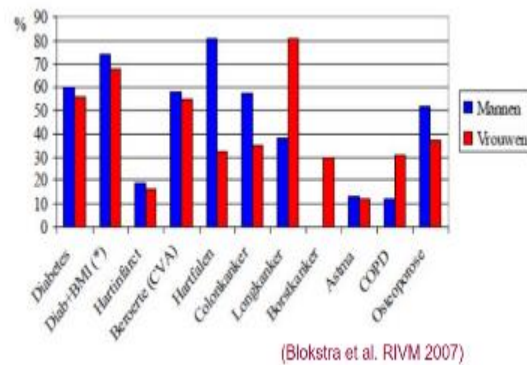
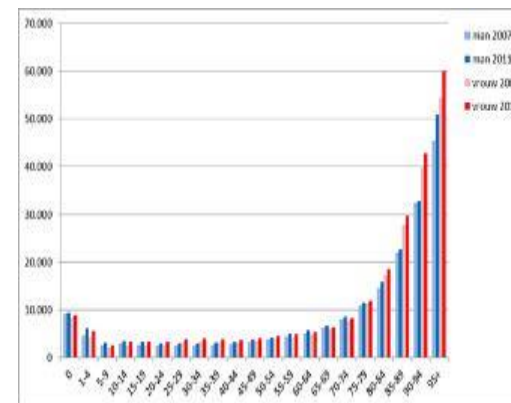


- SME support through Living Lab approach
- Mandatory cross-border activities



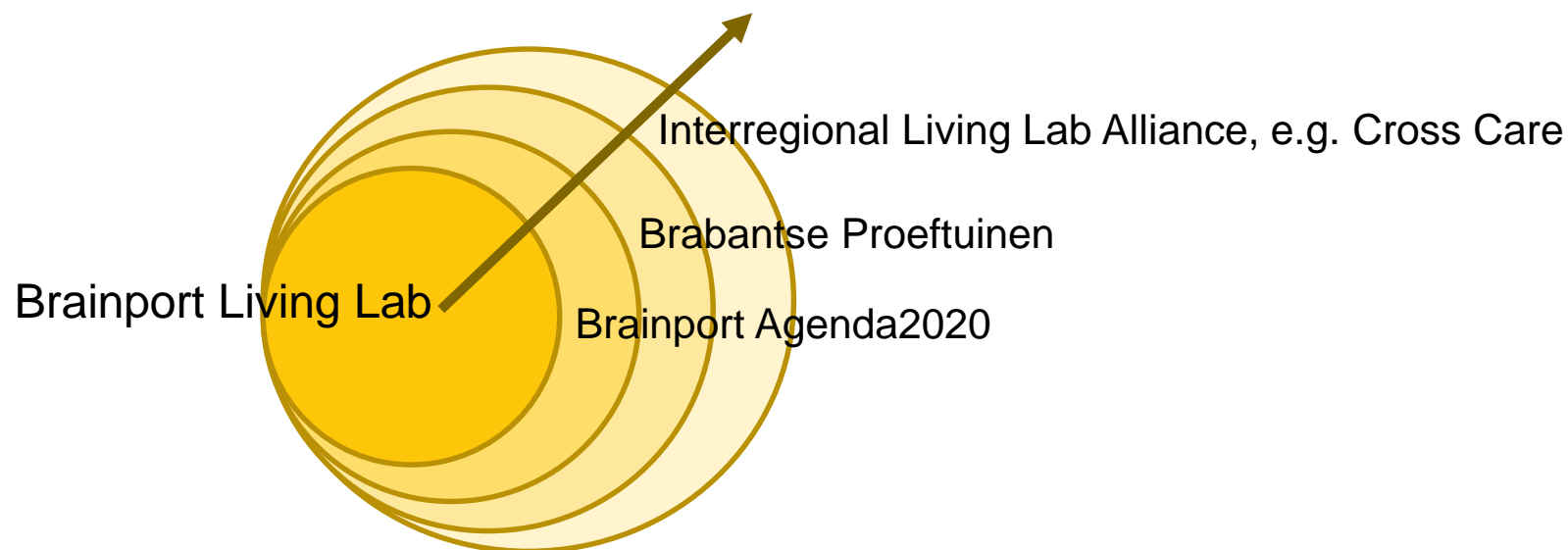
- Launched 2016 during European Social Innovation Week
- Connecting Living Labs in the areas of health, agro-food, resilient society & smart city/neighborhoods

# Why Living Labs?



# Helium ambition BPD – in short

More efficient use of Interreg V Vlaanderen – Netherlands to create a larger scale cross-border Living Lab infrastructure within the programme area with the purpose to speed-up successful health innovations, in co-creation with customers.



9/7/2017

# Idea behind Transnational Living Lab

- **Demonstrating value of Living Labs as validation tool**
- **Promoting end-user involvement and co-creation for success**
  - Products & services should be better aligned to needs
  - Improving market uptake
- **Promoting access to new markets & smoother introduction to new markets**
  - Flanders/Belgium & South Netherlands/Netherlands relatively small markets
  - Challenges are not limited to individual markets!

# Transnational Living Lab

## Transnational Care Living Lab

helps companies that want to launch a new product or service for **healthcare and wellbeing**

to

make an **informed decision** about their **cross-border/worldwide** R&D or commercialization plans (why, where, when and how)

by

**exploring the user & market context** and the local healthcare ecosystem

# Transnational Living Lab

Idea

Concept  
Prototype

Product  
Service

## Aim:

- Explore user/market context
- Fast validation of idea

## Services:

- ✓ Ideation & Co-creation
- ✓ Questionnaires & Observations
- ✓ Research
- ✓ Matchmaking

## Aim:

- Understand how users interact / Fit within care system?

## Services:

- ✓ Live tests
- ✓ Questionnaires
- ✓ Research

## Aim:

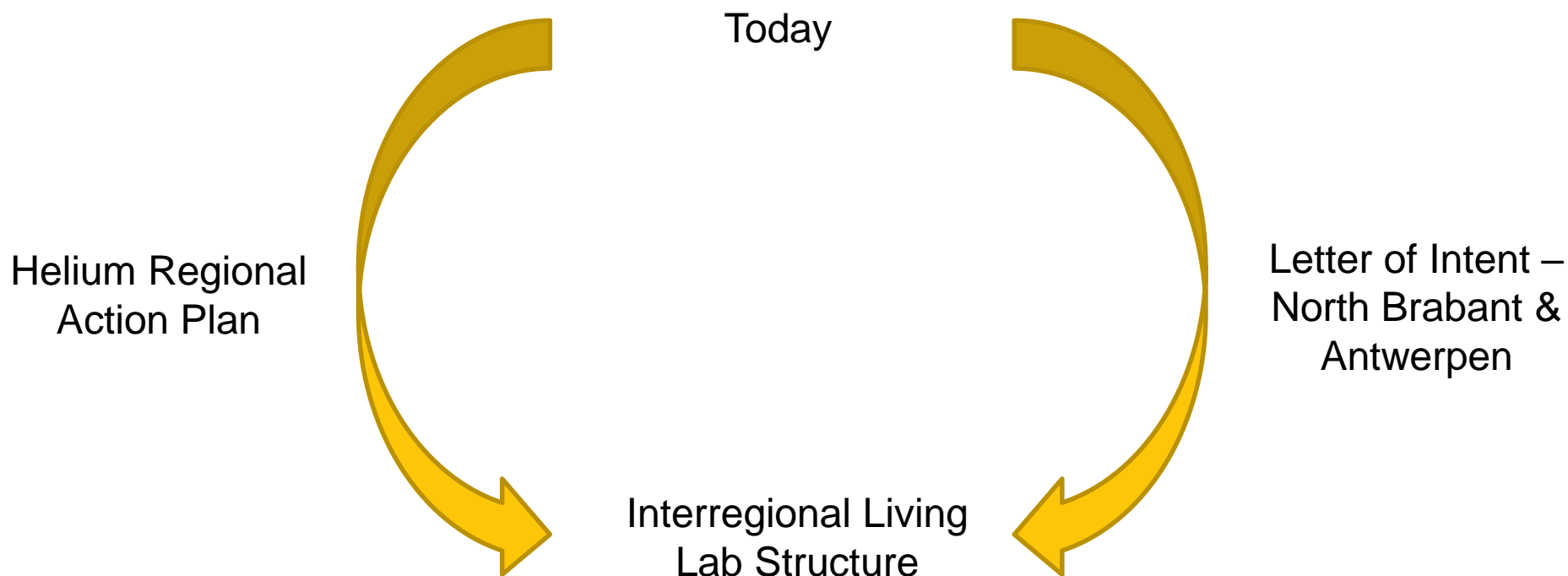
- Validate
- Develop viable business model

## Services

- ✓ Co-creation
- ✓ Market study/questionnaires



# Moving forwards – strategic level



# Moving forwards – operational level

- **Ensuring a sound and sustainable business model**
  - Currently being worked on
  - Remains a mix of public/private funding
- **Start from scratch – what are our next steps?**
  - Defining Living Lab criteria for TLL
  - Identification of Living Labs in target countries
  - Defining the common / shared services
  - Identification of key knowledge areas for Living Labs
  - Ensuring efficiency and quality across the board





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Thank you!

