

PLACE-BASED QUÉBEC

Social innovation through Living Labs



Thank you to our funder

Programme d'appui
aux relations canadiennes

Gratitude & Acknowledgement

We begin this webinar by acknowledging that we are meeting on Indigenous land. As settlers, we are grateful for the opportunity to meet and we thank all the generations of Indigenous peoples who have taken care of this land.

As settlers, this recognition of the contributions and historic importance of Indigenous peoples must be clearly and overtly connected to our collective commitment to make the promise and the challenge of Truth and Reconciliation real in our communities.

Technical Considerations

- **We've got you covered** - You will receive a full recording of the call, the slides as well as a collection of links & resources.
- **Join the conversation** - Use the Q&A panel on your Zoom client to submit and vote for questions you'd like us to discuss.
- **Technical Support** - You can use the chat panel to ask for technical support throughout the webinar.



Hugo Steben



Jean-François Jasmin



Myriam Bérubé

FRAMING THE CONVERSATION

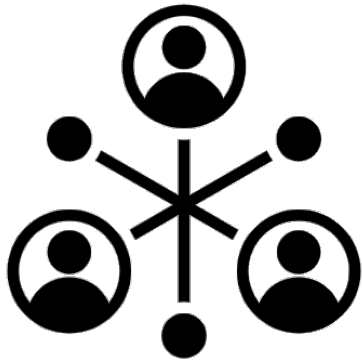
What is important to you about community innovation?

LIVING LABS

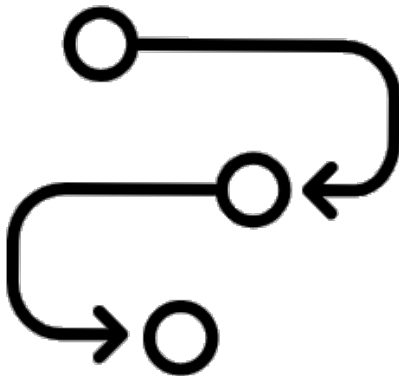
Can you explain what Living Labs are and why they are different from other social innovation methods?



Living Labs can be conceived as...

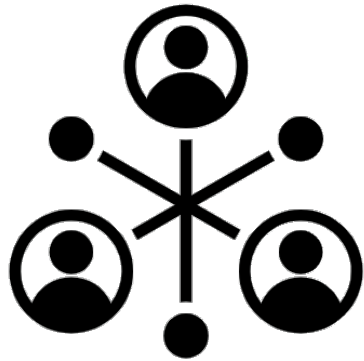


A platform



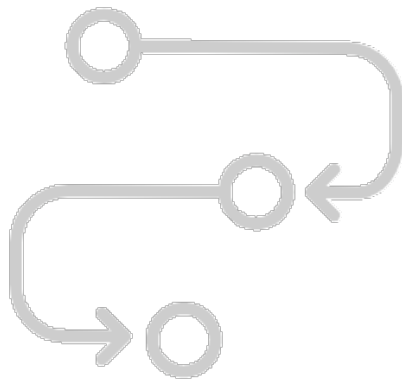
Projects

Living Labs can be conceived as...



A platform:

- A coalition of stakeholders
- A common need for innovation in the community in which they are anchored
- A common objective: understanding innovations' adoption parameters within their community
- A pooling of knowledge, infrastructure and resources to enable experimentations

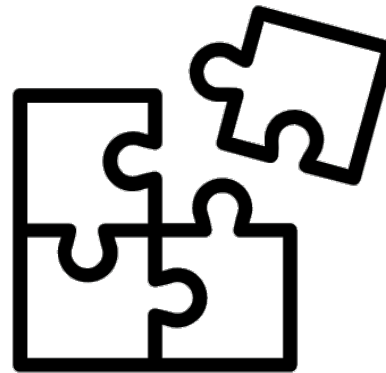


Projects

What is innovation adoption?

It is not

social acceptability; getting people and communities to accept solutions that they wouldn't otherwise need or want.

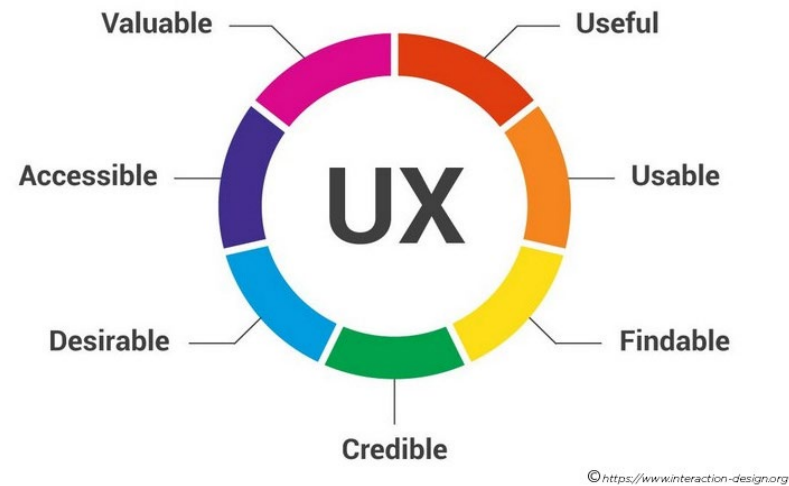


It is

making a novel idea compatible with its environment

Compatibility with the environment

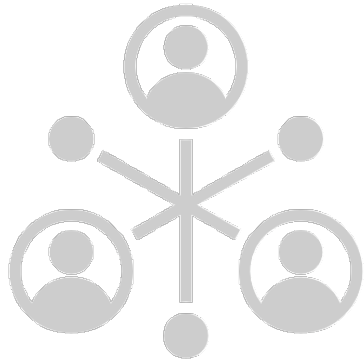
At the user level



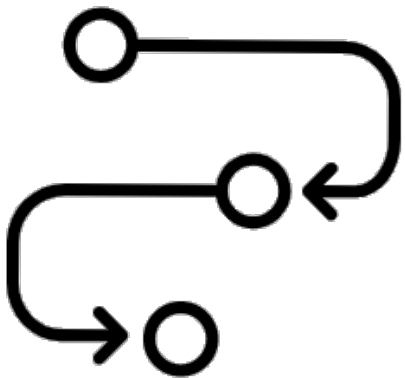
At the community-level

- on a technical level
 - Technologies, services, systems, knowledge (technical, scientific) ...
- on a social level
 - Culture, values, norms, ...
- on a territorial level
 - Local specificities, resources, ...

Living Labs can be conceived at two levels



Structure



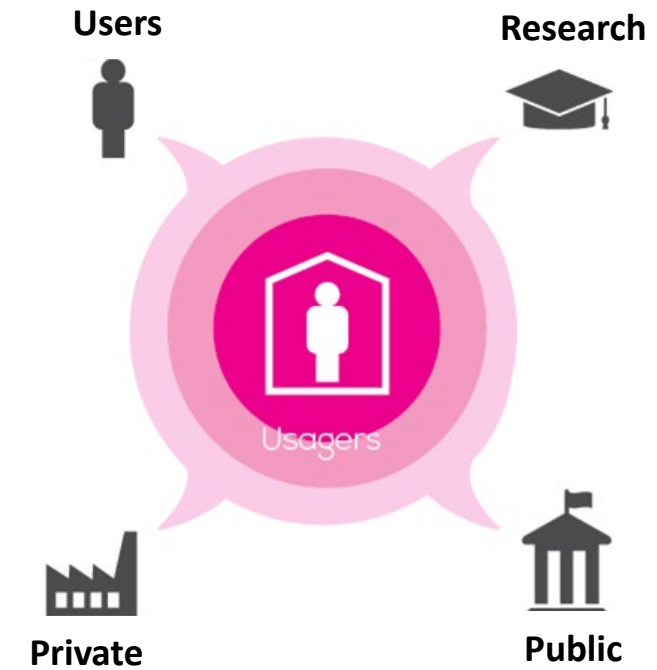
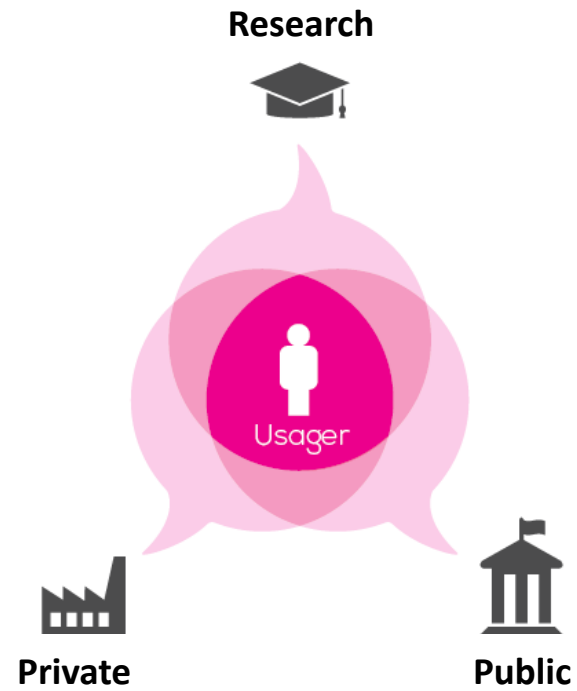
Projects :

- « Co-led » by users
 - An iterative process
 - Experimenting in real-life conditions
-

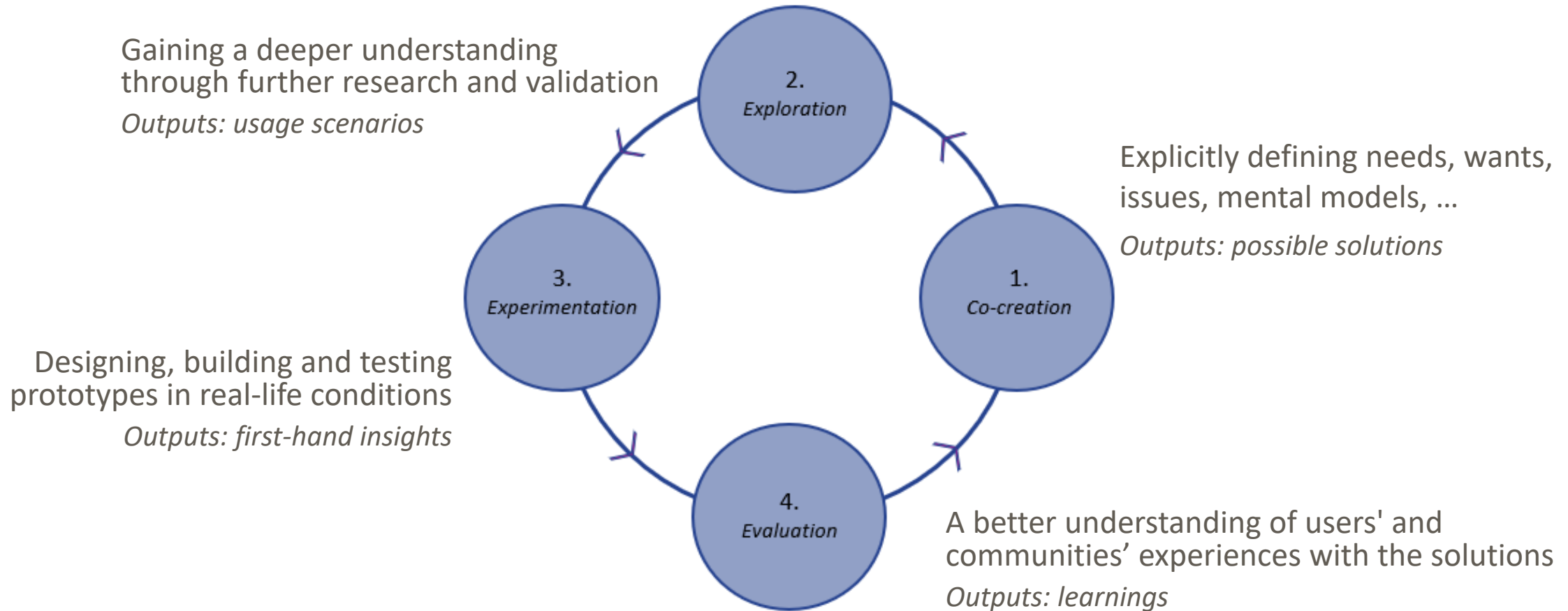
CONDITIONS OF SUCCESS

How can they be effective in place-based work at the community level?

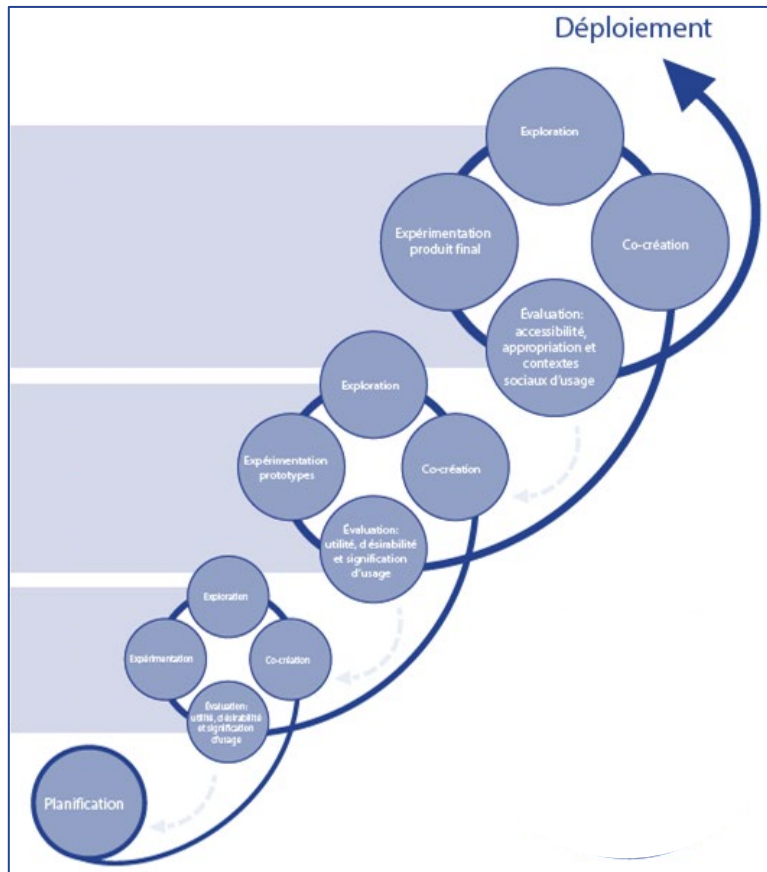
From a « user-centered » to a « user-led » approach



A 4-step iterative process



Gaining a holistic understanding of adoption parameters



3. Usage contexts (With whom?)

Appropriation of the solution within a particular community

2. Usage situations (When and where?)

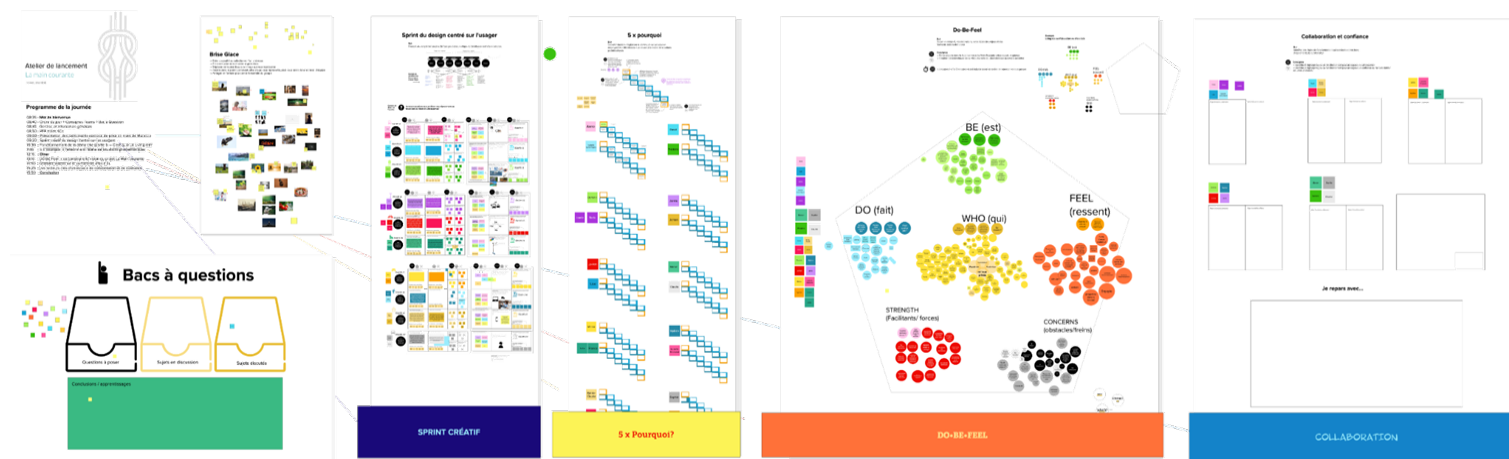
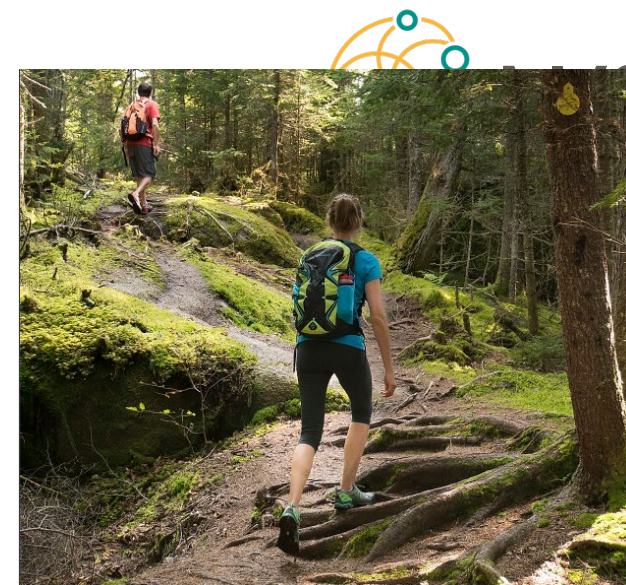
The places and times when usage occurs in a preferential and natural way

1. Usage signification (Why?)

The meaning accrued to the use of the solution

IMPACT FROM A COMMUNITY PERSPECTIVE

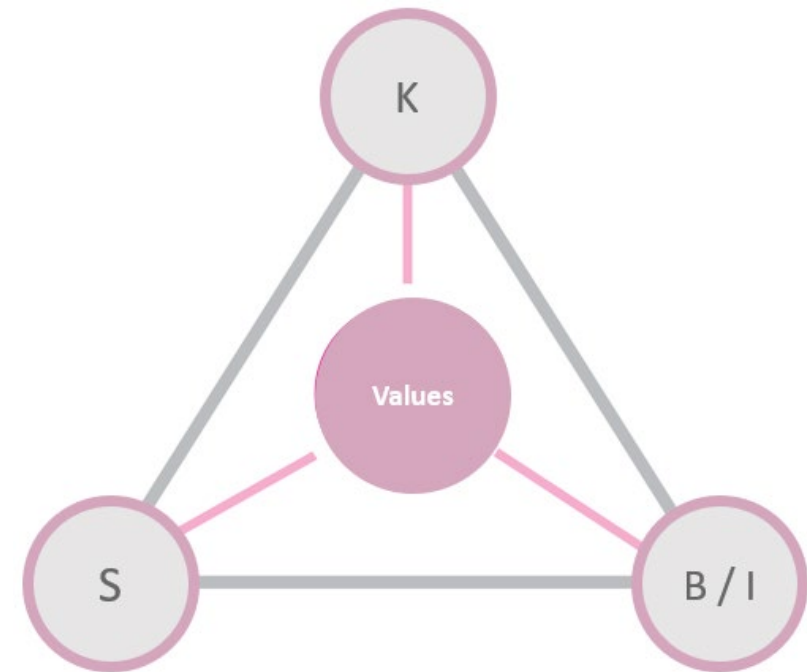
What are some of the benefits for the community?



A living lab aims to ...

Three types of value: KSB

- **Knowledge (K)** capture and transfer formal learning
- **Social / societal (S)** trust-connections / evolution of structures, modes of intervention
- **Business / impact (B/I)** products / services / processes / opportunities / ...



KSB value creation model (Dubé *and al.*, 2014)

KSB values sought by the climate change LL actors

For entrepreneurs

- B** Retain customers and develop new markets
- K** Better understand and predict the impacts of CC
- S** Contribute to changes in behaviour of tourism customers

For researchers

- K** To provide and develop new and specific knowledge
- S** Provide access to citizens wishing to be involved in research
- B** Funding of applied research programs

For citizens

- B** Maintaining economic vitality and access to jobs
- S** Get involved in solving an issue that threatens access to a practice they value
- K** Better understand the local issues around CC

For public authorities

- S** Services better adapted to the population's needs
- B** Better support for business with regards to CC
- K** Identify priorities for climate change adaptation in land use planning

CHALLENGES

What are some of the challenges you have encountered with the implementation and sustainability of Living Labs?

ADVICE

What piece of advice do you have for our participants interested in (or already involved) in place-based social innovation?

QUESTIONS?

LIVING LABS – WORKSHOP

March 3- 24, 2022

[Pre-register here](#)
To be the first to know!



Thank you to our funder

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Online courses in French and English





tamarackcommunity.ca

Building a connected force for community change:

- Online Learning Communities
- Communities of Practice
- Monthly online seminars
- A monthly online journal – Engage! magazine
- Face to face learning events

Visitez notre nouvel Espace francophone:

<https://www.tamarackcommunity.ca/fr-ca/francophone-de-tamarack>

Learn more about our speakers:

Maison de l'innovation sociale:

<https://www.mis.quebec/en/>

Llio: <https://llio.quebec>

THANK YOU