Seinäjoki Technology Centre Approach to BSR InnoReg: Development of Living Lab Concept

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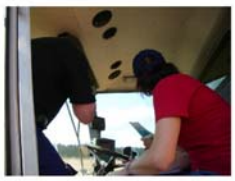
AGRO LIVING LAB

- Agro Living Lab is designed to boost the whole production chain from field to fork.
  - It focuses on usability and user-driven design for technologies in agriculture and forestry.
  - Co-operation with farmers and contractors, in fields and forests
  - The aim is to produce useful and usable products and services for farmers and contractors!
- Agro Living Lab offers user-driven R&D and innovation tools for companies and universities in agriculture and forestry.
- In Agro Living Lab Seinäjoki Technology Centre Ltd. co-operates with Seinäjoki University of Applied Sciences and Ruralia Institute at the University of Helsinki.
- Agro Living Lab is a member of the European Network of Living Labs.

CASE EXAMPLE:
USABILITY EVALUATION FOR A YIELD METER





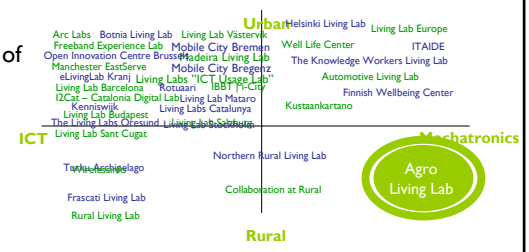

BACKGROUND 1/3

- Ministry of Employment and the Economy promotes user driven innovation in order to gain success for public and private sectors.
  - Users and user communities are increasingly important for business success.
  - Renewal of public sector services
  - User-driven innovation activities create competitive advantages
  - User-driven innovations can improve the quality of public services
- Seinäjoki Technology Centre is a company that is dedicated to strengthen the Seinäjoki region as an operating environment that attracts businesses and professionals, and to support new and existing technology companies.
- South Ostrobothnia is a strong province in primary production and food processing industry.
  - Agricultural technology produces remarkable added value to primary production and food processing.

BACKGROUND 2/3

- South Ostrobothnia has a strong research network in agriculture and forestry.

- Unique combination in a map of living labs.



BACKGROUND 3/3

COMPANIES
focusing on mechanical engineering for agro technology

Needs from the company point of view:

Efficiency and cost savings for product development
No-over design of products
A better hit rate: design of the right things at once
The need for changes is recognised at an early stage

More sales, more quality

Increased customer satisfaction
Right products and services for the customers
Less training, less need for user support
Users' productivity increases

-> **New methods and tools** to be used in the product development in order to increase companies competitive edge

Solution of Seinäjoki Technology Centre Ltd.

A method to promote user-driven innovation - i.e. a living lab - in order to boost the whole production chain from field to fork.

STC LTD.

EXPECTED RESULTS IN BSR INNOREG

- New contacts from Baltic Sea region in order to create a transnational network of actors in technology of agriculture, forestry and cattle husbandry
- Sharing best practices on living labs with partners
- Co-creation of living labs with partners
- Common manual of best practices in user driven innovation

LET THE USER BE THE KING!

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