



TITLE OF THE PANEL:

Testing new technologies and creating consensus in Living Laboratories: experiences in European car industry

PROPONENT:

Gianluca Marchi (University of Modena and Reggio Emilia)

CHAIR:

Gianluca Marchi (University of Modena and Reggio Emilia)

MAIN TOPIC/SCOPE:

The purpose of the panel is to analyse and discuss about some current European experiences in the field of living laboratories and triple helix interactions experiences in the automotive sector (Modena Automotive Smart Area, Torino City Lab, etc.). For the purpose of this panel, we define "living laboratory" as an innovative research approach aimed at developing and experimenting with new technologies and strategies to cope with complex social problems (Nesti, 2018) and in which different institutional spheres (Universities, Companies, Municipalities, Regional agencies) collaborate. So far, the focus on living labs has mainly regarded the ICT sector or urban regeneration (Følstad, 2008; Nesti, 2018). Recently, living labs have been established in car industry, to test new technologies in real-life conditions, with the aim to identify the limits and opportunities in the application of some new car-related technologies, such as technologies for autonomous driving and for vehicle-to-vehicle and vehicle-to-everywhere connectivity. In addition to their functions of space for specialized knowledge integration and of space for the study of innovative applications (use cases), living labs in the automotive sector have also concretely offered a space to create a cross-institutional consensus (Ranga and Etzkowitz, 2013) about the maturity of technological solutions, the regulatory framework to govern the future out-of-the-lab use of technologies, and the would-be socio-economic implications of the technologies in use. Drawing on panellists' experiences, the session aims to offer insights on:

- i) Origin and peculiarities of Triple Helix modes of interactions and living labs targeted to new technologies for car industry;
- ii) Living labs as a consensus space, focussing on collaborative processes needed to allow interactions and continuous exchanges between the institutional spheres aimed to the creation of a new ecosystem;
- iii) Models and practices to favour the establishment of stronger interactions between living labs and end users, thus enhancing the co-creation processes and shaping future acceptance behaviours.

References

- Følstad, A. (2008). Living labs for innovation and development of information and communication technology: a literature review. *The Electronic Journal for Virtual Organizations and Networks*, 100-131.
- Nesti, G. (2018). Co-production for innovation: the urban living lab experience. *Policy and Society*, 310-325.
- Ranga, M., & Etzkowitz, H. (2013). Triple Helix systems: an analytical framework for innovation policy and practice in the Knowledge society. *Industry & Higher Education*, 237-262.

PANELISTS

Gianluca Marchi, University of Modena and Reggio Emilia – chair

Marco Fainello, Smart Mobility Agency

Giovanni Belingardi, University of Torino

Marco Pironti, Torino Municipality

Valentina Galasso, PIARC



Gianluca MARCHI (born 2 May 1964) is Full Professor of Business Management (University of Modena and Reggio Emilia – Department of Economics Marco Biagi). His research interests are concerned with innovation topics, ranging from user innovation, industry evolution and leadership changes, to academic spin-offs and University – Industry relationships. He has published four books and conceptual and empirical papers in various leading academic journals, including Research Policy, Journal of Business Research, Technovation, European Journal of Marketing, European Management Review, Business History. He has been Director of the Department of Economics Marco Biagi. At present, he is Vice-Rector of the University of Modena and Reggio Emilia and Delegate of the

Rector for Third Mission activities.



Marco FAINELLO (born 12 September 1964) is an Italian engineer, graduated in Mechanical Engineering at [Polytechnic University of Milan](#). He has been working since 1990 with high performance cars and motorsport racing with Alfa Romeo, Dallara Automobili, Ferrari, Porsche, Lamborghini. With Ferrari he has been Performance and Simulation Director winning 8 F1 Constructor World Championships and 3 World GT Championships. In his last years in Ferrari he has been project manager of Ferrari FXX-K, 458 GTE Le Mans 2014, 488 GTE/GTLM and 488 Challenge. At the end of 2016 he has left Ferrari to become Chief

Technical Officer at Danisi Engineering and has joined Addfor spa as Partner and Executive Director. He is member of the Advisory Board of Mechanical Engineering at the Politecnico of Milan and for his professional achievements has been honoured by Italian President with Cavaliere al Merito della Repubblica



Giovanni BELINGARDI was born in Torino in 1951, he got his Master degree in Mechanical Engineering at the Politecnico di Torino in 1975. From 1995 he is full Professor in the Mechanical and Aerospace Engineering Dept of the Politecnico di Torino. He is the coordinator of CARS - the Center for Automotive Research and Sustainable mobility. His present research activity is mainly devoted to automotive engineering, with particular attention to lightweight design of the car body and to passive safety of vehicle occupants and pedestrians. He is author of more than 350 papers published in international scientific journals and in proceedings of national and international conferences. He has recently been and at present is the scientific coordinator of the Operative Units of the Mechanical and Aerospace Engineering Department for a number of research projects within the European

Union framework programs, and funded by the National and Regional Governments. Research cooperation with industrial partners has been effective as well. He is the responsible of International cooperation programs for Automotive Engineering area of the Politecnico di Torino, with particular attention toward Canada, US, Germany, Poland and Serbia.



Marco PIRONTI is the Deputy Mayor of Innovation, Smart City and ICT Systems of the City of Torino. He is carrying out the strategy of innovation and digitization of the city of Torino. His vision for the city is to turn into a laboratory for testing frontier innovations open to the world, but especially an administration vision that is always looking to citizen participation. A cutting-edge city vision is based on Torino City Lab, an initiative-platform aimed at creating simplified conditions for companies interested in conducting testing in real conditions of innovative solutions for urban living. Promoted by the City of Turin, it involves a vast local partnership of subjects from public and private sectors interested in supporting and growing the local innovation ecosystem and frontier innovation. He is a Professor of Innovation Management and Entrepreneurship at the University of Torino – Computer Science Department, Director of ICxT Interdepartmental Innovation Center and member of Scientific Committee of PhD program in

Innovation for Circular Economy. He is an author of more than 90 articles and other publications. His main research interests are relating to strategy, innovation management and business modeling & planning.



Valentina GALASSO is a Senior Manager at Deloitte Consulting, where she leads a consulting team within Government & Public Services Industry, with a special focus on transport.

She has 10 years of experience gained working with major clients in the Italian Public Sector framework, which include also Transport Authorities and Agencies. Her experience includes design of digital services, digital transformation projects to enhance Road Network Operations thanks to big data and new technologies, business process analysis, reengineering and change management in the transportation fields, advisory on developing ITS solutions and designing mobility systems from a user centred point of view. She holds degree in Industrial Engineering and Systems Engineering from the Federico II University in Naples-Italy and from the École Normale Supérieure Paris-Saclay-France.

She is an active member of PIARC since 2012. At present she is the chair of PIARC TC 2.4 on "Road Network Operations and ITS" for Strategic Cycle 2020-2023.