



PRACTICE ABSTRACT NR. 89

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Do's and Don'ts of a living lab

From the strengths, weaknesses and surprises that we encountered in our [Living Labs \(LL\)](#) we were able to distil a range of 'do's' and 'don'ts' for creating a successful Living Lab. The aim of this abstract is to offer insights that may be relevant in any LL context and may require coordinated action and responses. DO's: Be realistic: a LL is not the 'magic' ingredient for more sustainable farm advisory services that can be applied anytime anywhere. Building trusting relationships with the members of a LL is essential to developing a meaningful goal and longer-term viability of the LL. Identifying a shared concern is fundamental to the initial impetus and maintaining energy in the LL. Seeking and establishing a mandate is a very important part of 'stepping into' another's situation. It may be necessary to sharpen the focus and limit the scope of the LL to make it more likely to succeed. It will be necessary to be inclusive of stakeholders with complementary skills. Engaging skilled and knowledgeable facilitators helps to build trust in the process, while good monitoring processes will help gauge progress and learning. A commitment to be adaptive, learn and be open can promote confidence in joining and sharing and progressing issues. Assess resources and capacities to ensure expectations of what can be achieved are realistic and sustainable. This is part of communicating honestly and openly with stakeholders. Finally, do co-ordinate the process to ensure the LL develops on a solid foundation of stakeholder support and trust. DON'Ts: Avoid abstract language like "living labs" and "co-creation" near farmers. Do not be afraid to make mistakes, change focus, take control/lead the process. Do not do it alone and do not assume LLs are always the answer.

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ADDITIONAL INFORMATION

More info:

<https://www.agrilink2020.eu/living-labs/support-sustainable-maize-cultivation-looking-differently-at-maize-cultivation-together/>



ABOUT AGRILINK

AgriLink is a multi-actor project funded by the European Union's Horizon 2020 research and innovation programme. It brings together 16 partners from 13 countries, including universities, applied research institutes, advisors and consultants from public organisations, private SMEs, a farmer-based organisation and specialists in communication and distance learning.

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