

Learning Cycles: Iteration in Living Lab Practice

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What ITERATION is

**A continuous process of
learning, improvement
and creative adaptation.**

What ITERATION is

**A strategic opportunity
to refine an idea, product or
service.**

What ITERATION is not

**A failure
or an error
to be corrected.**

What is ITERATION for a Living Lab?

**A chance for you to get to
know your community
better.**

What is ITERATION for a Living Lab?

**A relational tool for growth,
resilience and strategic
innovation.**

Why Iteration is important

Managing complexity: the context is dynamic and uncertain, or the problem has many interconnected variables.

Risk mitigation: to test and validate ideas on a small scale before investing significant resources.

Resource optimisation: to channell investments towards effective solutions.

Increased impact: to ensure the project is deeply rooted in real needs and so to increase cultural and social value related to both the process and the results.

Promotes creativity: to encourage experimentation and the exploration of new ideas.

Reasons behind Iteration

1. Growth and innovation

- **Expand:** Scale up existing solutions for new audiences or contexts (e.g. extend the offer of a service or product to different age groups).
- **Enrich:** Add value and depth to a certain experience (e.g. add some features to a service).
- **Diversify:** Explore new applications or possible markets (e.g. new channels and methods of service delivery).

Reasons behind Iteration

2. Problem solving

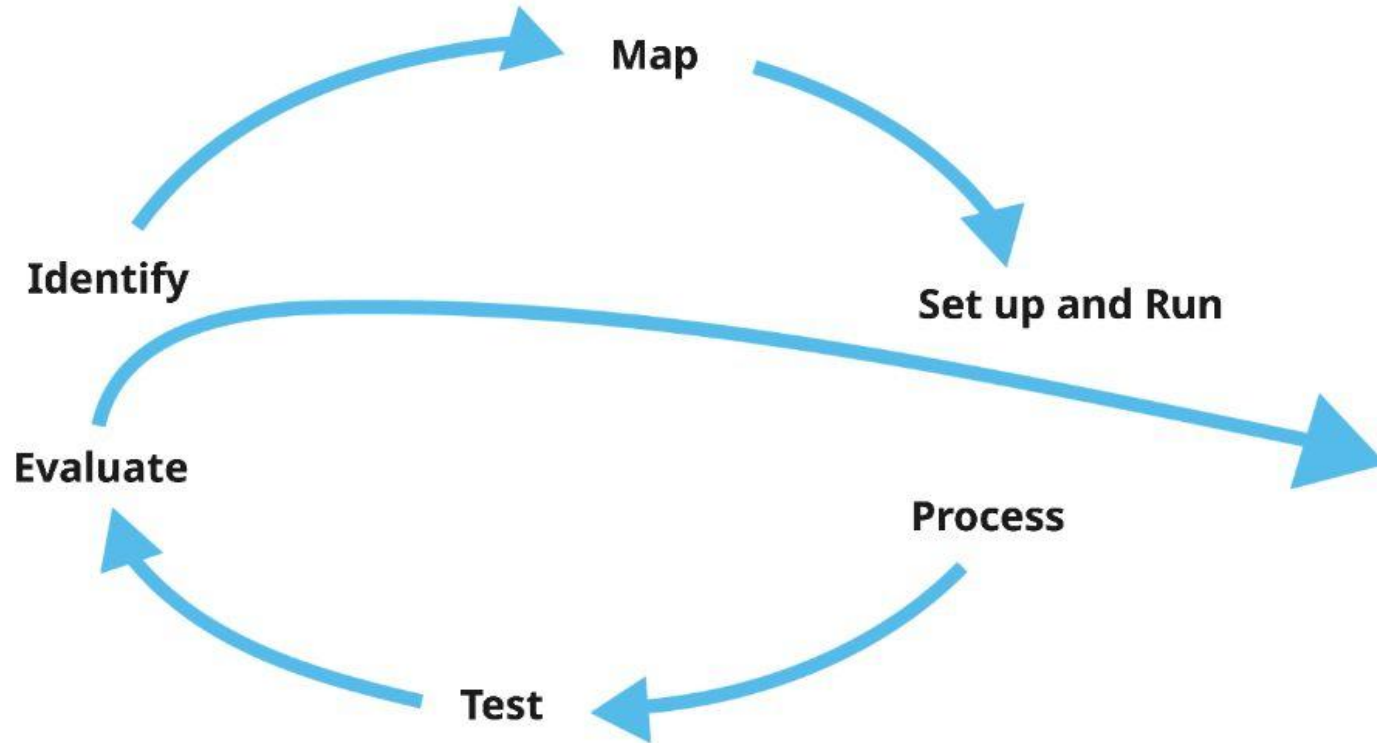
- **Adjust:** Address critical issues, friction or negative feedback (e.g. improve a complex user interface or make communication clearer and effective).
- **Overcome unexpected challenges.** Respond quickly to unforeseen operational obstacles.

Reasons behind Iteration

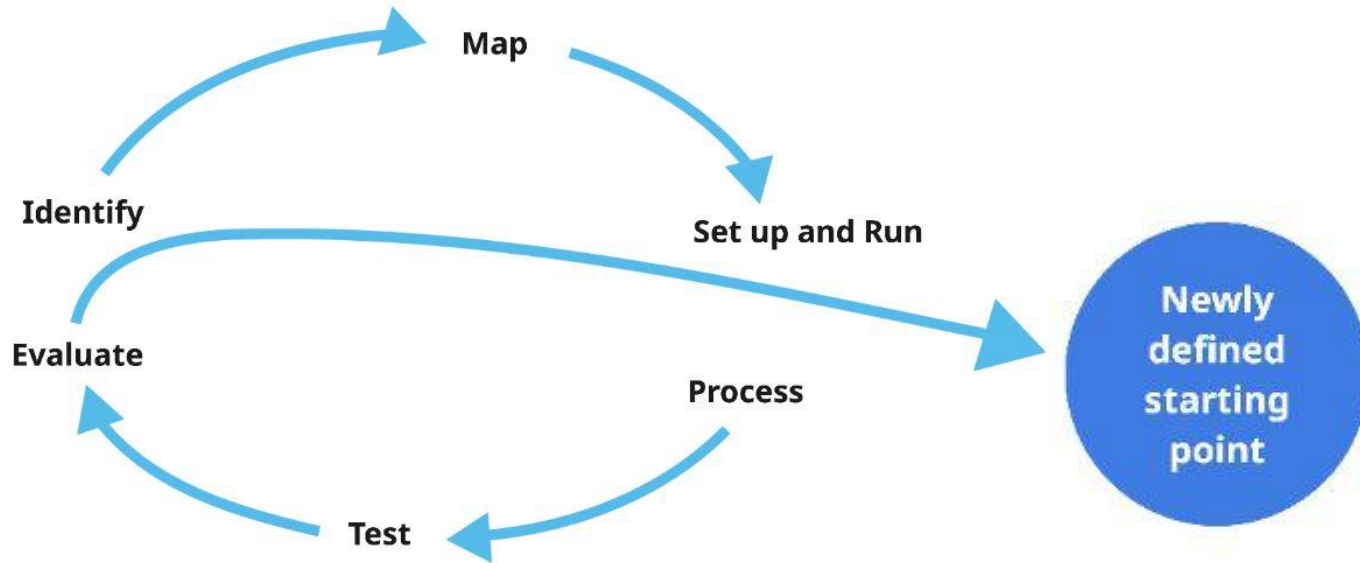
3. Sustainability and resilience

- **Economic/financial:** Test revenue models or partnerships to achieve project autonomy.
- **Social/community:** Maintain stakeholder engagement and build local capacity.
- **Organisational:** Verify the integration of the project into internal structures.

Cycles and Iterations



Cycles and Iterations





Participatory
iteration..

...starts with...

...people's
voices.

Reflection moment

The iteration process begins with a **careful critical analysis** of what happened in the previous Living Lab cycle.

Key question:

What have we learned and how can we improve for the next cycle?

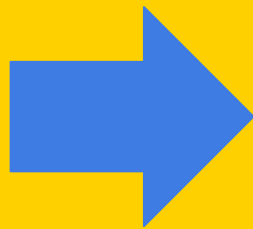
Reflection moment

What informs us?

- Quantitative data
- Qualitative feedback
- Observation
- **Expected vs. actual results** (discrepancies between initial goals/assumptions and actual results)

Critical analysis

Transformation
/ Translation



- Analyse
- Evaluate
- Prioritize
- Focus

Critical analysis

Feedback



New objectives
and challenges

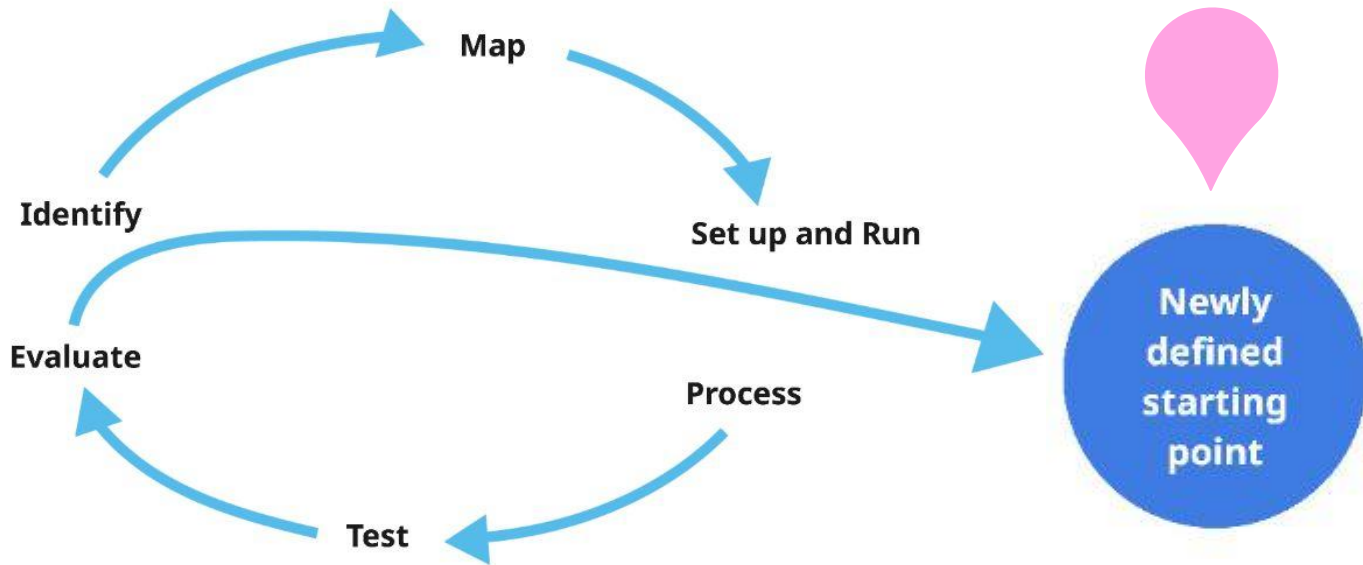


New
action plan



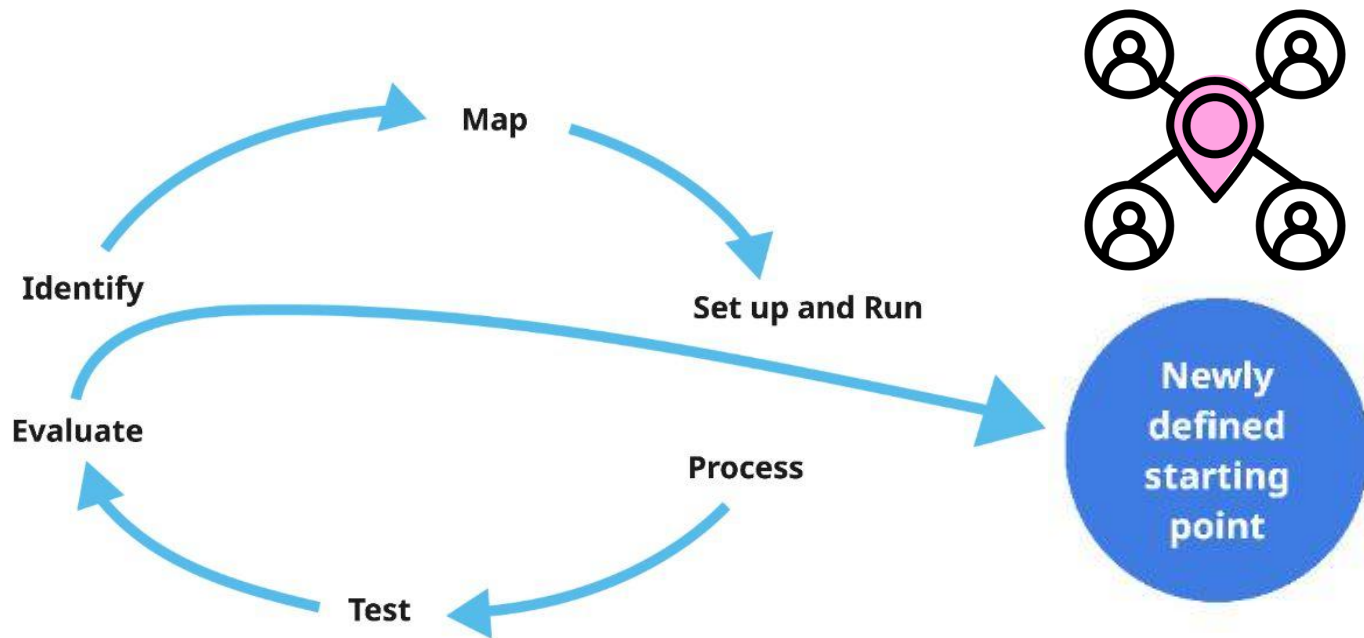
Cycle redefinition

Where should we start?



Cycle redefinition

Where should we meet our community again and how can we make it happen?



New starting point

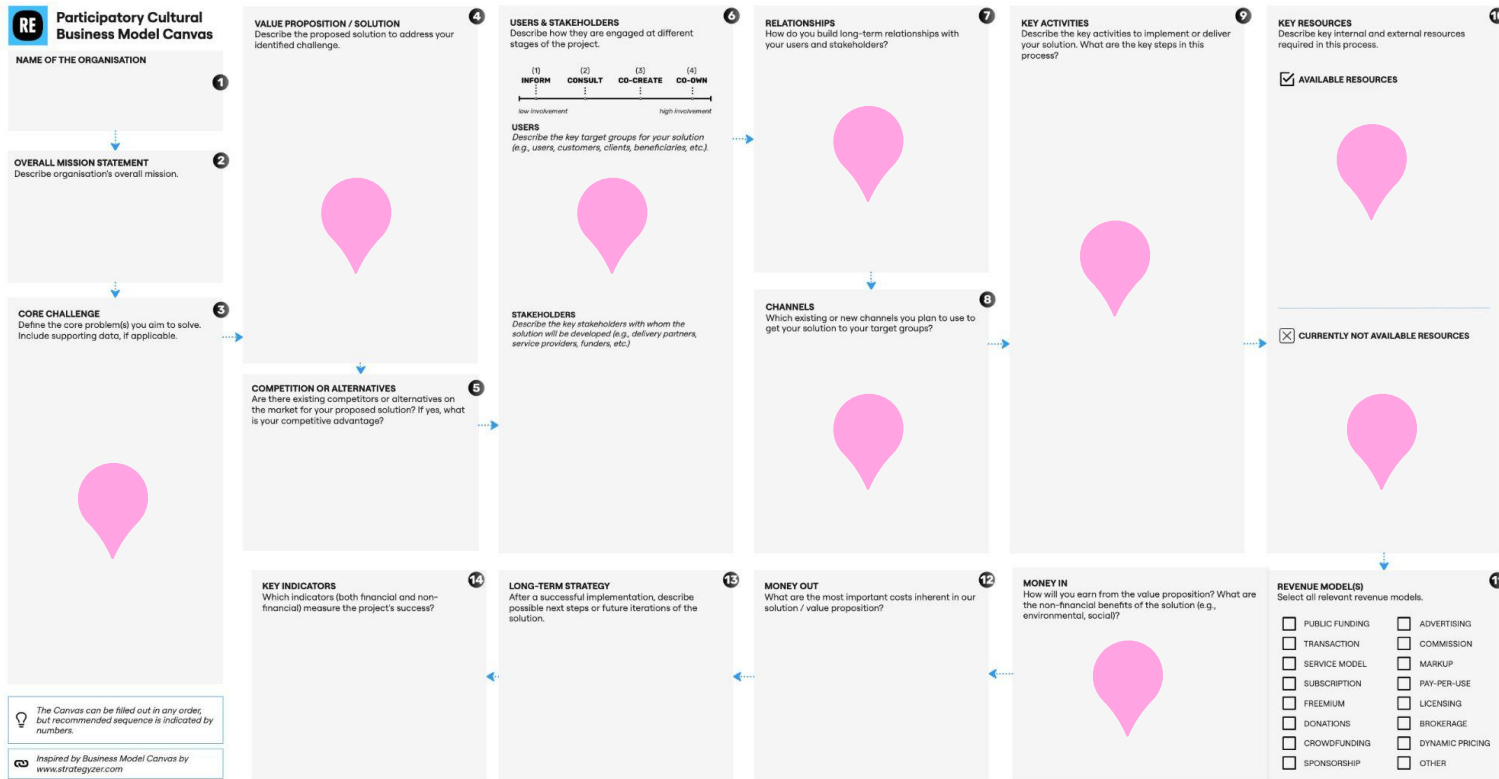
IDENTIFY - if the problem has changed or the solution is ineffective.

MAP - if the solution development needs the involvement of new stakeholders that are not already in your organizational network.

SET UP AND RUN - PROCESS - If more involvement is needed and/or to further develop part of the solution.

TEST - If the changes are minor and require only a quick validation process.

Participatory Cultural Business Model Canvas



Iteration assessment

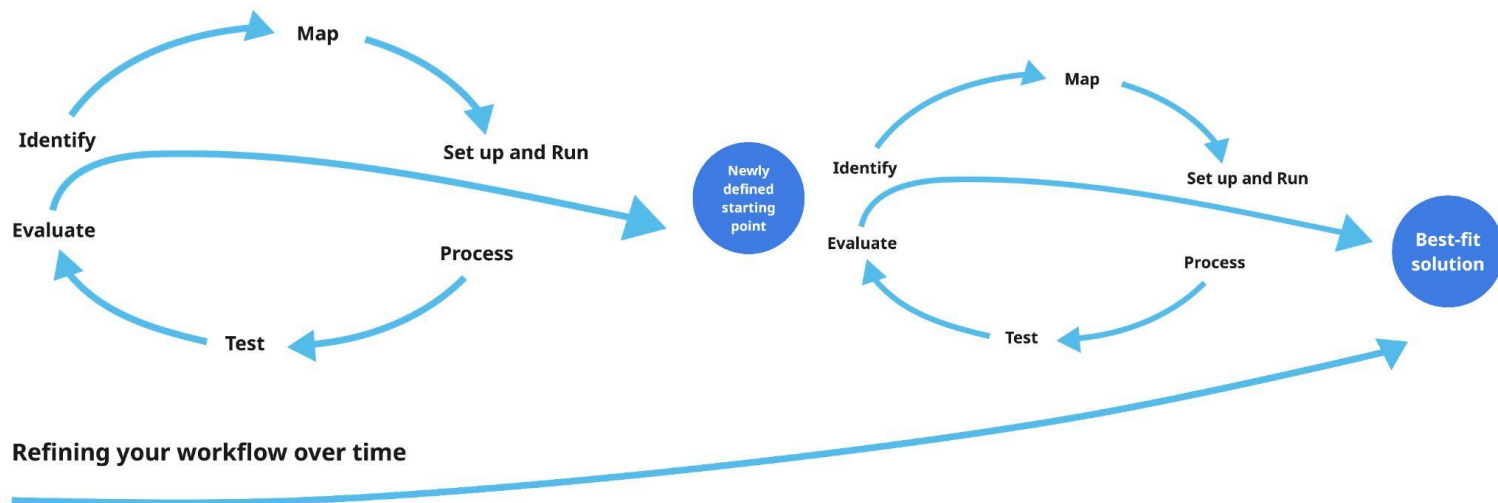
It is not always necessary, but it is often useful.

KPIs (key performance indicators) may not change with each iteration, but they should be reconsidered if the iterative cycle strategy or objectives have radically changed.

Can the previously designed KPIs still capture the value of my project?

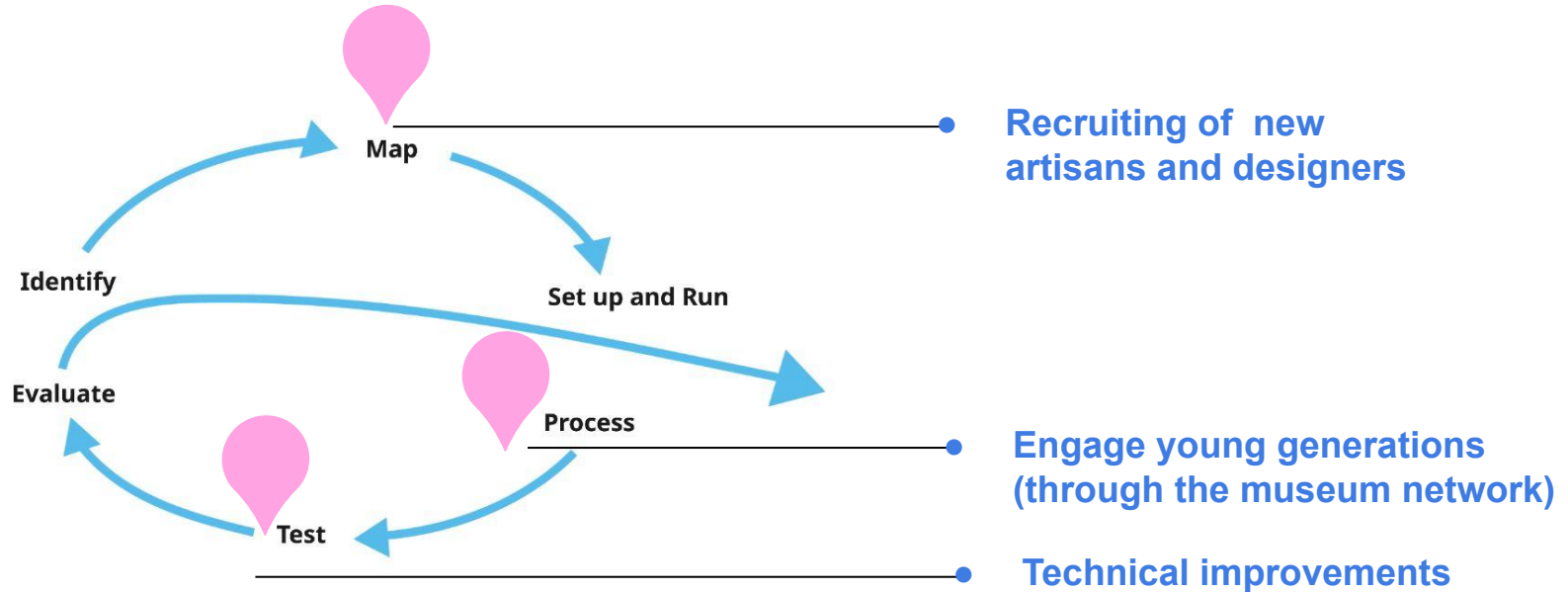
The iteration workflow

All the Living Labs have different stories to tell.

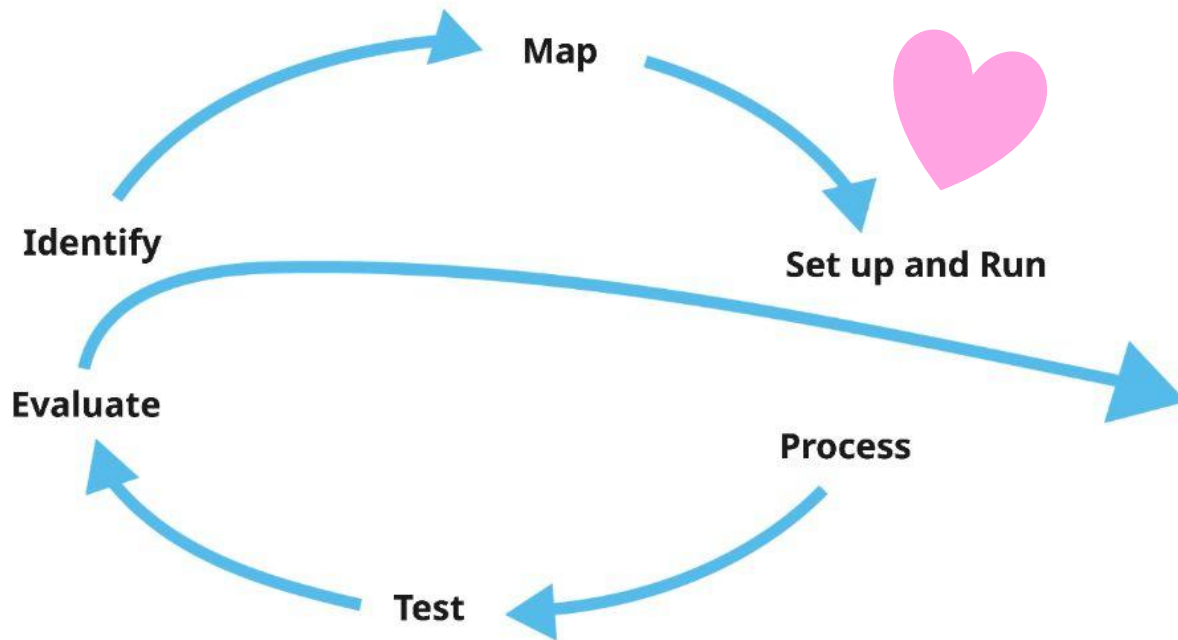


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New starting points and challenges

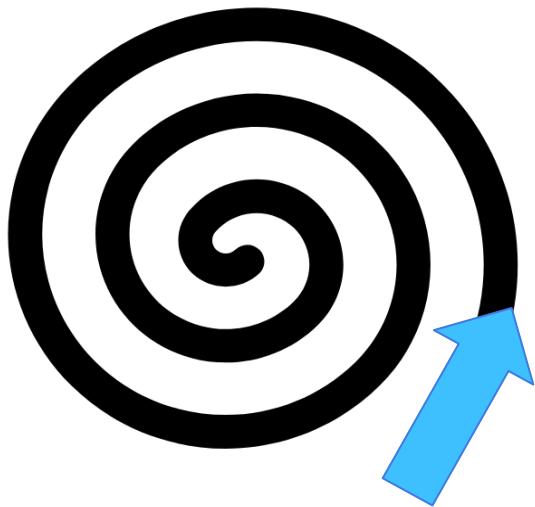


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Directions to navigate iteration

Toward
the final solution



Toward
knowledge and awareness



**Thank you for
participating!**