

## Step 6. Open Innovation Journey (OIJ)

**Objective:**  
Define the main user / customer open innovation journey (OIJ)

**Instructions:**

1. Start by copying your main stakeholders identified in Step 2 in the designated box.
2. With your team, by following the Living Lab Integrative Process stages and steps, and phases to set up an energy community, start filling in the OIJ vertically (start from the column **Select a Practice**).
3. Use the notes next to the first column to guide you into filling in the OIJ
4. Repeat the process in an in-person workshop with representatives from your main stakeholders
5. Repeat the OIJ for each stakeholder group from the quadruple helix
6. If needed, adapt the internal OIJ according to the comments from the stakeholders

What is the Living Lab Integrative Process and what are the stages and steps?



Proposed time: 60 minutes + 30 minutes for final adjustments  
Click to reflect, copy and share copy and

## INTERNAL OIJ

STAKEHOLDER GROUP: Civil Society

SOLUTION

My main stakeholders from the stakeholder group		Living Lab Integrative Process		
		PROBLEM SPACE	SOLUTION SPACE	DEPLOYMENT SPACE
		<p><b>Living Lab Integrative Process</b></p> <p>Scope and understand the context Identify practices of the actors that have a strong impact (positive or negative) on the users Identify the main actors of the Living Lab Define and uncover the barriers the actors of the Living Lab will have to face</p>	<p><b>Phases to set up an Energy Community</b></p> <p>Set down the initial ideas about the EC goals, participants, expected outcomes, resources, roles and responsibilities, and collaborate to come up with a clear idea of what the aims are and how to have a positive impact</p>	<ul style="list-style-type: none"> <li>• Create a common vision and shared goals</li> <li>• Define the needs and with the end users</li> <li>• Explore different actors through prototyping</li> <li>• Test different options/iterations, learning from the interaction and feedback from the end-users to improve the solution, refine, and iterate cycles</li> <li>• Generate the actual ecosystem in an operational environment</li> <li>• Exploit the solution, outside the initial scope</li> <li>• Enlarge the solution, optimize and scale up in other settings</li> </ul>
From the stakeholder point of view	Put yourself in their shoes	<p><b>INITIATION</b></p> <p>Stakeholder Goals</p>	<p><b>DESIGN</b></p> <p>Comunicate the concrete ideas and characteristics of the EC, resulting in a concrete and well-defined business plan to outline the steps needed to bring the EC to life</p>	<p><b>IMPLEMENTATION &amp; OPERATION</b></p> <p>Implementation: Define the EC's mission and objectives, and create the operational plan to bring the EC to life</p> <p>Operation: Ensure the project runs smoothly, coordinate the EC and liaise with the community energy project. Training of the EC members and stakeholders, setting up systems for monitoring and evaluating the project's progress.</p>
From the stakeholder point of view	Put yourself in their shoes	<p>Stakeholder Activities</p>		
From the stakeholder point of view	Put yourself in their shoes	<p>Stakeholder Touch Points</p>		
From the stakeholder point of view	Put yourself in their shoes	<p>Stakeholder experience</p>		
		<p><b>Value for the Stakeholder</b></p>		
		<p><b>Expected outcomes</b></p>		
		<p><b>Results achieved</b></p>		

Proposed time: 120 minutes

## VALIDATION OIJ

My main stakeholders from the stakeholder group		Living Lab Integrative Process		
		PROBLEM SPACE	SOLUTION SPACE	DEPLOYMENT SPACE
		<p><b>INITIATION</b></p> <p>Stakeholder Goals</p>	<p><b>DESIGN</b></p> <p>Comunicate the concrete ideas and characteristics of the EC, resulting in a concrete and well-defined business plan to outline the steps needed to bring the EC to life</p>	<ul style="list-style-type: none"> <li>• Create a common vision and shared goals</li> <li>• Define the needs and with the end users</li> <li>• Explore different characteristics through prototyping</li> <li>• Test different options/iterations, learning from the interaction and feedback from the end-users to refine the solutions, in iterative cycles</li> <li>• Generate the actual ecosystem in an operational environment</li> <li>• Exploit the solution, outside the initial scope</li> <li>• Enlarge the solution, optimize and scale up in other settings</li> </ul>
From the stakeholder point of view	Put yourself in their shoes	<p>Stakeholder Activities</p>		
From the stakeholder point of view	Put yourself in their shoes	<p>Stakeholder Touch Points</p>		
From the stakeholder point of view	Put yourself in their shoes	<p>Stakeholder experience</p>		
		<p><b>IMPLEMENTATION &amp; OPERATION</b></p> <p>Implementation: Define the EC's mission and objectives, and create the operational plan to bring the EC to life</p> <p>Operation: Ensure the project runs smoothly, coordinate the EC and liaise with the community energy project. Training of the EC members and stakeholders, setting up systems for monitoring and evaluating the project's progress.</p>		<p><b>IMPLEMENTATION &amp; OPERATION</b></p> <p>Implementation: Define the EC's mission and objectives, and create the operational plan to bring the EC to life</p> <p>Operation: Ensure the project runs smoothly. Continue to monitor and evaluate the project's progress. Train the EC members and set up systems for monitoring and evaluating the project's progress.</p>
		<p><b>Value for the Stakeholder</b></p>		
		<p><b>Expected outcomes</b></p>		
		<p><b>Results achieved</b></p>		