THE WIKI2D INITIATIVE IN PROVENCE ALPES COTE D'AZUR (FRANCE). THE DEVELOPMENT OF A LIVING LAB WITH THE SUPPORT THE HELP OF THE REGIONAL PRESS

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Abstract:

One of the most important journal in Provence Alpes Côte d'Azur (LaProvence, Hersant group) initiated the WIKI2D experience. This experience consists in developing a web site which is structured around the daily newspaper and its facilities, a Scientific Committee, the three universities of Marseille, the local industries on a voluntary base and the local communities. The goal of the WIKI2D is to publish all the experiments, results, live case studies and research results, etc. dealing with the sustainable development. (French: Development Durable, so the name WIKI2D). All the papers published as well as the comments of people, and three meetings a year structured around the sustainable development problems, open the way to the creation of a regional living lab.

1 Introduction

In the Region Provence Alpes Côte d'Azur, the sustainable development is of a particularly high importance because of its tourism orientation. The various experiences which are related in WIKI2D (2010) will give when they will be analyzed at various intervals of time a picture of the tangible and intangible knowledge of the region. This analysis can be helpful to politicians, researchers, journalists etc. and provides the background to develop locally a virtual living lab enable to underline various projects and proposals coming from the citizens and having a large regional consensus (Van der Walt, 2009).

2 THEORETICAL BACKGROUND

The concept of living lab has been described in the literature (Niitamo et al;, 2006): "The living lab are an emerging Public Private Partnership (PPP) concept in which firms, public authorities and citizens work together to create, prototype, validate and test new services, business markets and technologies in real life context, such as city, regions, rural areas and collaborative virtual networks between public and private players." Many international initiatives, among them the initiatives taken by the European Community (Corelabs, 2008) are noticeable. They all outline the necessity to involve the public in some strategic choices. This goal may be reached through the LL concept and it is in our opinion important to second all the initiatives which will go in this direction. Various institutions already are involved in LL (Jönköping, 2010) , but it should be interesting for the Regional decision makers to use this LL in sustainable development to see the trend of the various realizations made in the region as well as by laboratories, nonprofit associations and industries. This type of research which can be considered as exploratory may open the way to different collaborations with municipalities, regional political institutions, European Community, etc. The interest of this initiative is to be supported by one of the most important French Press group and then to be available to most of the people through Internet.

The creation of the WIKI2D platform came from various observations, thoughts and remarks made by the local journalists, observers of the local practices and experts from Eurosud publicité. This initiative matches also with the conclusion of a recent French report creativity and regional innovation (Créativité et innovation dans les territoires (Godet 2010)). In this report one of the conclusions is the following:

"*Parmi les conditions qui favorisent l'innovation dans les territoires, la faculté pour les acteurs locaux de pouvoir expérimenter est fondamentale. Bien que cette faculté soit inscrite dans la constitution, son application est rendue quasiment impossible du fait des modalités d'application prévues par la réglementation. Il est donc urgent de réactiver ce dispositif.*"

"*Among the conditions which favor the regional innovation, the faculty for the local actors to have the facilities to experiment is fundamental. Even if this faculty is written in the constitution, tis application is quasi impossible because of its application's modalities. It is then necessary to re-activate all the application standards.*"

The WIKI2D initiative falls into this conclusion. This is a way to deliver to the regional actors in the domain of the sustainable development the ongoing applications as well as the competences and knowledge in this area. This information provides a tool enabling the region to create a synergy between the Tripe Helix actors (Leyderdorff, 1998): governmental institutions, Industry, research laboratory to which all the regional stakeholders may be associated.

3 ANALYSIS OF THE STRUCTURE OF WIKI2D

The WIKI2D is structured around three main bodies, one is the Scientific Committee which is the guarantor of the ethic and quality of the publication, the second concerns the technical facilities offer by La Provence: several person full time and part tile for the documentation and animation of the WEB and for the redaction and the technical support of the informatics of the journal and from time to time the edition of a paper dealing with the WIKI2D activities in the daily paper and in magazines.

- The Scientific committee, composed of specialists which represent the 3 Universities of Aix-Marseilles (it will be soon extended to Toulon and Nice two other main cities of the region), of people from industry and of some other specialists for their knowledge and dynamism in this area. The composition of the Scientific Committee can be accessed at http://www.wiki2d.org/le-concept/

- LaProvence which is part of the Hersant press group is the most important daily newspaper of the region and extends various editions in almost of the main locations. A full time documentalist and webmaster takes care of all the contacts: info@wiki2d.org

- The partners participle to the development of WIKI2D through an yearly subscription and various space allocations in the daily newspaper as well as in WIKI2D and magazine are also offered. The list of partner (June 24th, 2010) is available at the following Internet address: http://www.wiki2d.org/partenaires/

The following figure shows the main framework of the screen of WIKI2D, with in the centre one of the article recently published.

Figure 1 Main screen of the WIKI2D, with one of the most recent articles published

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4 STATISTIC ABOUT THE WIKI2D PLATFORM

This very recent initiative (the site has been officially open the 22d of April 2010) has been well received by the public, not only by the readership of La Provence, but also by other people from the region. The following figure shows the number of visits after one month of activity.
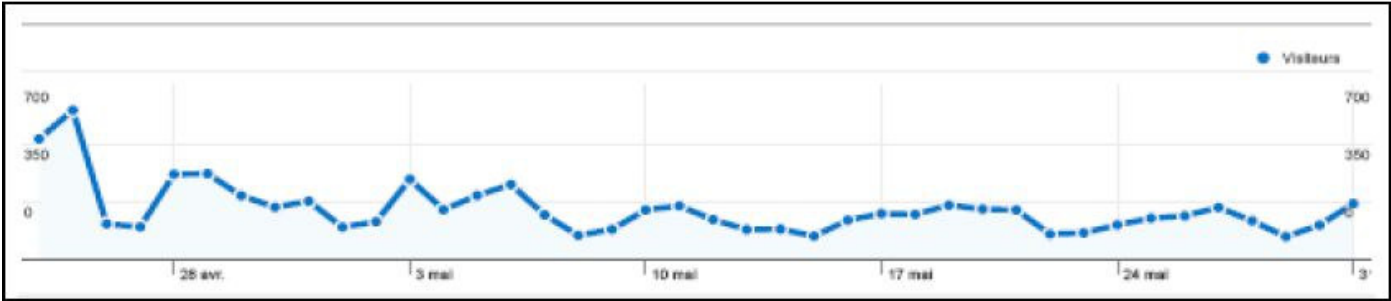

Figure 2: Cumulative visits at May 31 2010 – 7025 visits have been cumulated in one month

An important number of articles has been published plus various information coming from different wire agencies. The table 1 shows the repartition of the articles between the stakeholders of the WIKI2D initiative for the same period as above.

Sources	Number of articles
Partners including the scientific Committee	44
Redaction WIKI2D	36
External contributions	18
La Provence	16
Various Medias	2
Total	116

Table 1: The distribution of the articles during one month period

The wiki2D information structured is made around different categories. The repartition of the articles among these categories is indicated in figure 3.
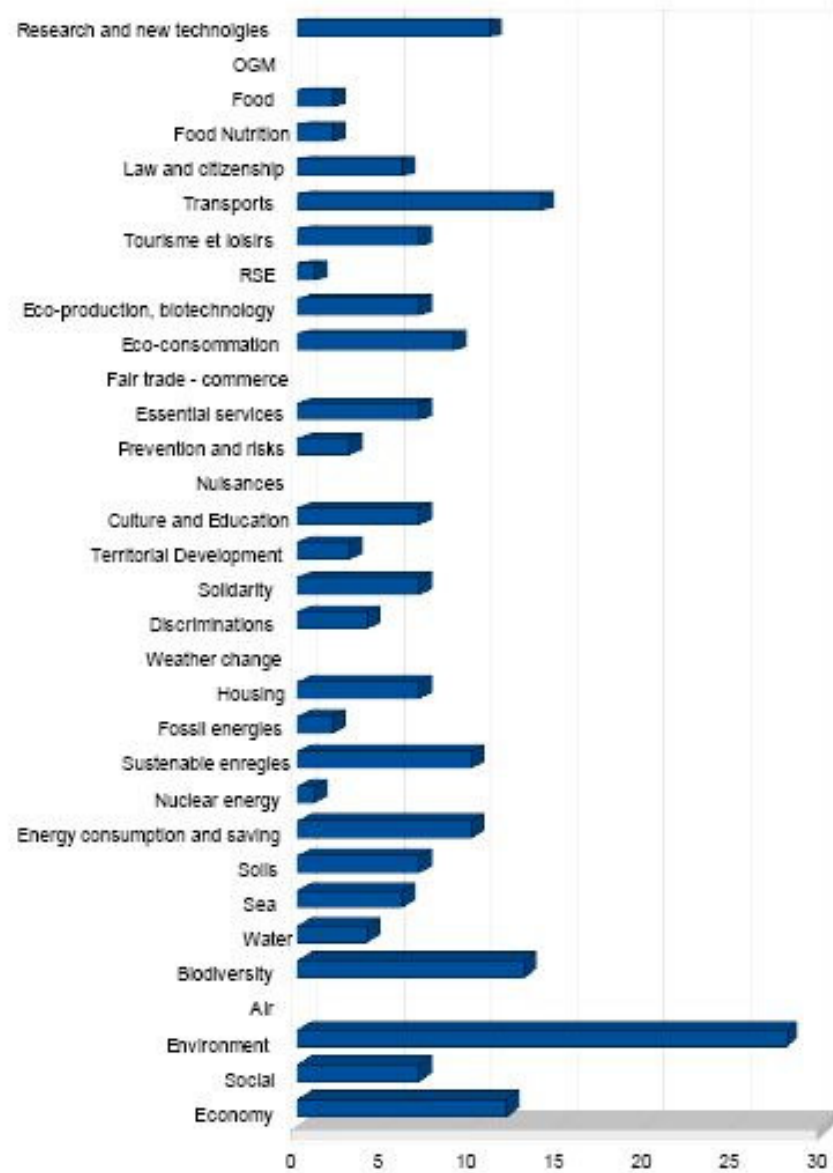
Number of articles in each rubric

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All those data are part of the documents provided each trimester to the board of od direction of WIKI2D (including the scientific committee).

5 WIKI2D   AGGREGATOR   OF   THE   LOCAL   STAKEHOLDERS   IN   SUSTAINABLE DEVELOPMENT

One of the main problems nowadays is to develop networks of persons, including specialists which are active and concerned with the same area of development. WIKI2D, because it publishes (and validates through the Scientific Committee) the various experiences, papers, ideas, … relevant with the sustainable development in the region plays the role of an regional aggregator. This role is someway the ramifications near the local citizen, local universities and local SMEs of the European Aggregate Industry for the benefits of future generations. The statement of Didier Audibert UEPG President (Audibert 2010)   lights up this role:

"I would like to thank UEPG members and our General Secretariat for their outstanding work and involvement during the last 20 years. Together, they have enabled our European association to become what it is today, a trusted partner of the EU Institutions on any issue impacting our sector."

This role at the level of the governorship of the Provence Alpes Côte d'Azur Region is one of the goal of WIKI2D: to be a tierce third party in which policy makers will be able to find ideas, projects, specialists and also relevant figures about pollution thresholds for instance. In this order of idea, we are in contact with CODATA (2010) France to explore in which extend this Scientific Association may provide relevant figures to be included in the definitions of words and concepts related to the sustainable development and provided by WIKI2D.

6 CONCLUSION

In a period of crisis, where the local development is often rooted to innovation, it is clear that all the initiatives which will develop a network of people able to exchange experiences and to reflect the opinion and hope of the inhabitants are welcome. In WIKI2D the association of the University (Research), the Industry and the local institutions will realize a "melting pot" where ideas, experts, and local experiments will be available. We hope in these conditions to improve the local creativity in sustainable development and to create various synergies able to develop industrial applications for local SMEs.

7 REFERENCES

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