

## PRESS RELEASE

**LIVING LABS METHODOLOGY AND THE USE OF WEB 2.0 APPLICATIONS**

*Manchester City Council hosts a thematic workshop and study visit*

*for 11 partners from eight countries for ONE European Project*

A two day digital workshop will take place on Tuesday, 4<sup>th</sup> and Wednesday, 5<sup>th</sup> December 2012 at the Town Hall, Manchester (UK).

Project partners from Italy, Belgium, Cyprus, France, Germany, Poland, Czech Republic and the UK are working together in the EU funded One Project, to improve regional ICT investment planning capacity and good practice knowledge sharing for ICT observatory modelling. The development of this policy intelligence tool will provide an up-to-date knowledge base for public authorities and policy makers, providing citizens with better access to eServices.

The workshop will supply delegates with examples of good practice of how Manchester is using Living Labs to drive forward digital development in the city. Dave Carter, Head of Manchester Digital Development Agency said, "It's a fantastic opportunity for Manchester to share its wealth of experience and to discover what European partners are achieving in their regions and cities".

Speakers include James Evans from University of Manchester who will discuss living labs their impact and their new governance approach to sustainability. Stephen Flower will look at setting up and running social media surgeries.

Other topics will focus on Manchester's Digital Strategy, working smarter using social media, use of living labs and smart cities, Go-on digital champions' campaign and the approach Manchester has adopted for living labs. Presentations will also include broadband & UK infrastructure and community wi-fi projects in the city.

The first day will close with a tour of Madlab, a grassroots initiative organisation which provides a home to Manchester's growing digital and creativity community. Delegates will have the opportunity to visit and gain an insight into the development of the living lab and innovation space.

*For further information:*

One Project Team: [info@manchesterdda.com](mailto:info@manchesterdda.com)

Website: [www.oneproject.eu](http://www.oneproject.eu)