



**Krakow Technology Park  
living lab approach in CEE countries**



## KRAKOW

1M inhabitants, 10M tourists/yr

leading universities, 200k students

beautiful, vital culture, innovative potential, BPO/SSC, air pollution



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# KTP

SPECIAL  
ECONOMIC  
ZONE

TECHNOLOGY  
PARK

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# KRAKOW TECHNOLOGY PARK

## COMPANY DEVELOPMENT

### TECHNOLOGY TRANSFER/IDEA

advisory services  
entrepreneurship education  
workshops, hackatons etc.

### INCUBATION

coaching  
networking  
micro-grants  
offices&coworking  
trainings  
living lab

### GROWTH

showroom  
marketing  
labs  
accelerators

### EXPANSION

internationalization  
market research  
tax incentives (SEZ)

### FINANCIAL INSTRUMENTS

smart Krakow in 2012



diagnosis

NO SMART CITY DISCOURSE

TECH-ORIENTED, SILOS INNOVATIONS

BOXED SOLUTIONS

LOW CITIZEN INVOLVEMENT

EVEN IF = BLOCKING, NO CO-CREATION

how we worked?

**450+** experts

**4** sectors (NGO, business, science, public)

**170** hours in **20** workshops

**2** external supervisors (Helsinki, Vienna)

SWOT analysis

important/possible **matrixes**

stakeholder **mapping**



# What we got in 2016?

90 cities  
benchmarking

smart city  
road map

24 project  
concepts

pilots:  
apps4krakow  
and mikropark

discursive  
breaking point  
#smart city

ENoLL

H2020  
proposals

Krakow  
Living Lab

## lessons learned

SOCIAL CAPITAL

CITY ADMINISTRATION NEEDS TIME

YOU NEED A NEUTRAL PLAYGROUND

INNOVATIVE POTENTIAL vs. USE-CASES

PUBLIC PROCUREMENTS

STILL LONG WAY TO GO...



**thanks!**  
**Wojciech Przybylski, [wprzybylski@kpt.krakow.pl](mailto:wprzybylski@kpt.krakow.pl)**

