This living lab follows up on an industry consultation process that identified mobilization, appropriate climate change communication and stakeholder engagement as priority issues for managing climate risk and enhancing economic resilience. This process of co-creation and prototyping of solutions, which is based on an ecosystem of public-private-citizen partnerships, targets six sectors of activity. The new products and services developed through this user-focused process are rooted in the daily reality of local businesses. Tourisme Laurentides, the organization in charge of the promotion and development of tourism in the region, will be working in collaboration with ACCORD Laurentides to provide consultations, coordination and support for the implementation of original projects. This guidance model will support entrepreneurs who wish to turn the changing climate to their advantage by promoting actions geared towards sustainable development and adaptation.

**OBJECTIVES**

- Implement a support process for businesses and tourist destinations in the Laurentians to encourage new behaviours and fight climate change.
- Ensure the continuation of the Living Lab beyond the two years of the project by integrating it in the communication activities of Accord Laurentides

**METHODOLOGY**

Based on a participatory approach in which businesses, workers, users/clients and experts/researchers work together to develop services, products and solutions that meet the needs of users:

- Tailor-made technical advice for selected businesses, provided by the support teams and experts assigned to each business;
- Online participation of the community of interest in testing prototypes to develop and improve projects;
- Writing an action plan for each concrete project implemented within a business (activity, required resources, partners, budget, timeline);
- Establishment of a funding committee in charge of identifying the aspects required to support the completion the different stages of the projects launch.

**EXPECTED RESULTS**

Open innovation approaches will be at the heart of the Living Lab’s activities and will serve in developing concrete adaptation projects. This process targets six sectors of activity. The development of new products and services resulting from the Living Lab will be rooted in the daily reality of the region’s SMEs and destinations. It will tackle the problems experienced by businesses and will test solutions in the real management contexts of participating businesses. This project is part of the broader regional objective of making the Laurentians a leader in sustainable development and adaptation to climate change.