

An Innovative Interaction Approach on Agricultural Community Revitalization: A Case Study of Wufeng Living Lab for Creative Agricultural

Authors : Shih-Jen Feng, Nai-Chia Chao, Meng-Chi Shih, Chien-Chi Chang

Abstract : Today, Taiwan agriculture operates under small business scale with economic insufficiency, due to aging population, unproductiveness, inadequate systematic management, insufficient agro-economic scale, and cultivation on agro-education. Moreover, because of farming special working method (physical tiring, shackled weather condition), environment (asymmetric distribution information), hours devoted (unbalance wealth), the willingness for younger generation to delicate into agriculture farming is rare. Although government had provided policies to harmonize the existing problem, significant result is unseen. Living lab (LL) is a methodology approach to sense, prototype and validate complex solutions in real life context. This paper contributes an innovative interaction methodology by probing under implementation of diverse LL sector merging big data analysis utilizing rural redevelopment and revitalization plan of Wufeng.

Keywords : living lab approach, historic rural redevelopment, innovation model, innovation approach

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