

Practical learnings

from the LIKE-A-PRO Living Labs

What are practical learnings from the LIKE-A-PRO Living Labs?

Practical learnings highlight what supported successful consumer engagement and what can be improved when designing future Living Labs. They focus on how to create inclusive, meaningful and effective engagement activities around alternative proteins (APs).

What helps Living Labs succeed?

INSIGHTS FROM 3,729 CONSUMERS IN 11 EUROPEAN COUNTRIES

1



Build the right foundation

Successful Living Labs start with thoughtful preparation. Early recruitment, trusted local partners and diverse participant groups help reach a broad range of perspectives. Accessible settings and clear organisation create a positive basis for engagement.

2



Create engaging experiences

Food makes discussions tangible and relatable. Tastings, shared meals and realistic food experiences help participants explore APs in everyday contexts. Combining information with practical activities builds confidence and encourages open discussion.

3



Facilitate meaningful dialogue

Participants engage more openly when activities create a friendly, inclusive and non-judgemental atmosphere. Clear structures, adaptable methods and skilled facilitation help balance participation, encourage quieter voices and prevent individual perspectives from dominating. Session formats should balance depth, interaction and participant energy.

4



Make learning accessible and useful

Clear introductions to APs, supported by visual materials, practical examples and simple explanations, help participants engage with unfamiliar topics. Expert input, tailored information and locally adapted materials can build awareness and confidence. Surveys and data collection should remain clear, concise and sufficiently harmonised to enable learning across contexts.

5



Support implementation through teamwork and reflection

Clear facilitator roles, good coordination and preparation across the team improve the overall participant experience. Reflecting on activities, adapting methods and sharing learnings can strengthen future engagement processes.

6



Close the feedback loop

Communicate outcomes and maintain continuity after engagement activities to demonstrate the value of participation.



[Download full report](#)

Key Takeaway

Living Labs are most effective when they are well-planned, inclusive and centred around meaningful experiences. Clear methods, practical activities and transparent follow-up help build trust and generate valuable insights.

Based on Living Lab consumer engagement activities carried out in 11 European countries with 3,729 participants. For more information, please check: Xhelili, A., Wiegard, J., & Schüürmann, J. (2025). LIKE-A-PRO's Living Labs. Consumer Insights Dataset. LIKE-A-PRO project. Wuppertal, 2025; or simply click the Download full report button. Participating countries: DK, FI, DE, ES, SI, PL, GR, NL, TR, IT, NO