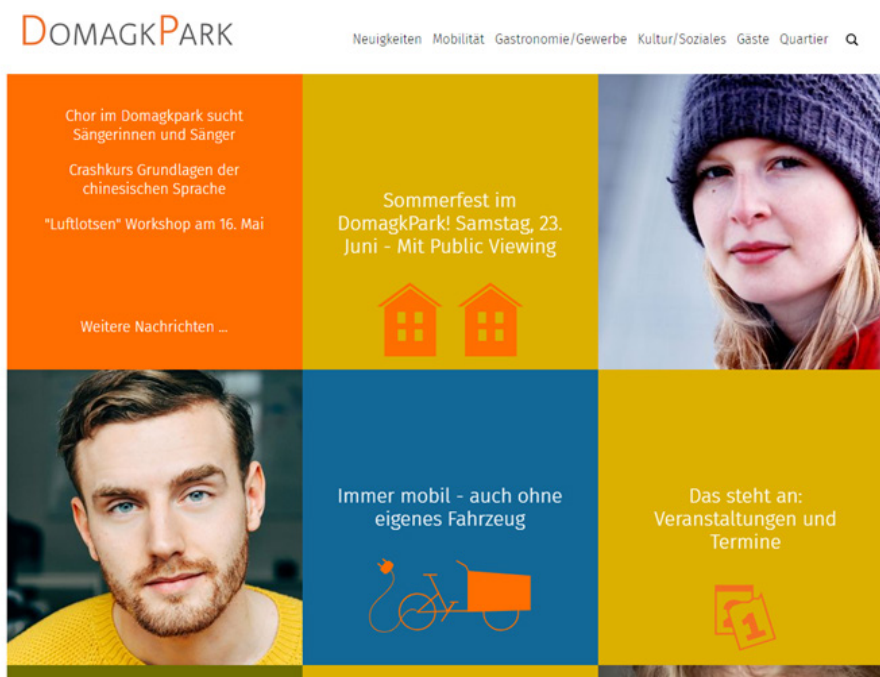


Community information and participation portal

Summer 2019



© Domagkpark Genossenschaft

- Community website and information portal
- Car independent lifestyles
- Demand management strategies
- Citizen participation

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement no. 690699.

Location: Munich, Germany

Organisations involved: Domagkpark Genossenschaft
<https://www.domagkpark.de/genossenschaft.html>

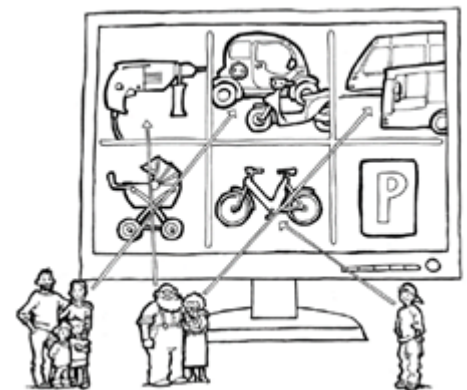
What is the solution?

Residents of the Domagkpark district (Munich's ECCENTRIC 'living lab') in Munich have thus far lacked an online platform which bundles all information on the district's mobility offers and services, as well as related offers in the adjacent neighbourhood districts. Residents neither had the possibility to gain a comprehensive overview and up-to-date information about the mobility situation in their neighbourhood, nor a platform for discussion and exchange. The new Community Portal provides a single online hub for residents with all relevant information about the neighbourhood, mobility services and events. It aims to encourage residents to test existing and new mobility services in Domagkpark and move from 'testing new offers' to integrating these into everyday life by turning these into habitual patterns. Furthermore, the Portal promotes communication and dialogue with, for example, a feedback system, private sharing services or interactive features.

How does it work?

The Community Portal provides a central platform for communication and participation in the residential area of Domagkpark and Parkstadt Schwabing. It combines all local mobility-related information about services and booking options, trying to be up-to-date at the best possible rate

- for mobility stations and their services,
- the concierge system and its services,
- the flexible/shared use of private parking lots,
- special offers for public transport,
- about the multimodal apps of the public transport providers as well as ridesharing opportunities,
- for opportunities of shared co-working spaces within the area, and
- information about safe ways to the local primary school.



The Portal also promotes the CIVITAS ECCENTRIC project, its measures, and the direct involvement of living lab residents are shown in the portal as well.

Expected results

- The community portal is widely and constantly used information and exchange platform for all Domagkpark residents.
- The platform contributes to increasing awareness and acceptance of sustainable mobility offers and services in the area, thus hopefully influencing travel behaviour in the direction of more sustainable modes (walking, cycling, public transport and sharing).
- The platform helps residents to organise their mobility more efficiently, climate-friendly and with reduced emissions – not only within the laboratory area but in the entire city/region.
- The portal encourages residents from all socio-economic backgrounds and ages to adjust their mobility behaviour towards more sustainable modes, thus contributing to less motorised individual transport in the Domagkpark and surrounding area.
- Increased social equity and vehicle occupancy through easy networking.



THE CIVITAS INITIATIVE
IS CO-FINANCED BY THE
EUROPEAN UNION

Business model

The planning and final implementation of the measure was done in less than one year. The Portal requires frequent updating and maintenance. The initial funding was obtained via the CIVITAS ECCENTRIC project. Operation and maintenance of the website is financed by commercial fees. Commercial partners can use the website for posting own content and services by paying a commercial fee to the website operator.

Contact details

Name: Maria Knorre

Organisation: DomagkPark Genossenschaft eG

Fritz-Winter-Straße 3, 80807 München

Email: m.knorre.genossenschaft@domagkpark.de

Website: <https://www.domagkpark.de/>

Living lab area in Munich: <http://civitas.eu/eccentric/munich>