Living Labs – methods and design for open innovation in sustainable urban mobility

CIVITAS Forum Conference 2019, 03.10.2019
Merging Research and Real World

Citizens
Framework conditions
Multistakeholder
Diffusion & Implementation
Other activities/policies
System learning
Infrastructure

Research world

Desired world

03.09.2019
CIVITAS FORUM CONFERENCE 2019
Austrian Mobility Labs

- MobiLab
  - Last mile
    (delivery service 4.0, city logistics)
  - Private and public mobility service
    (multimodal lifestyle)

- Active mobility plus
  - (Shared) mobility as a service (MaaS) plus

- Urban mobility lab
  - Intermodal intersections in personal mobility
    and city logistics
  - Integrated locational mobility management
  - ITS intelligent transport systems

- thinkport VIENNA
  - Freight Logistics
    - transport
    - transhipment
    - information
    - storage
    - digitalisation
    - decarbonisation
    - consolidation

- Centre for Mobility Change
  - Comprehensive knowledge building and exchange
  - Identifying supportive framework conditions and
    disruptive potentials
  - Increasing the practical effectiveness of R&D

- MOBILITY LAB
  - Influences of mobility awareness
    and behaviour
  - City regional logistics
  - Traffic management 2.0
  - Autonomous driving
Our focus

- Traffic flows mainly induced by economic actions (freight transport, Last-mile traffic, commuter traffic, business traffic)
- Supporting Companies, Cities and the Upper Austrian Regions in their Mobility Challenges
- Improving the accessibility of industrial sites with sustainable mobility solutions
- Improving the collaboration between companies, public institutions and mobility providers

Our goals

- Creating rooms for innovative ideas and mobility solutions
- Enabling testing areas for future mobility solutions
- Supporting a modal shift to sustainable modes of transport
Session focus

• Discussing and defining mobility challenges of the situated companies and the employees

• Developing sustainable mobility solutions for a typical industrial site in Upper Austria

Within the session the participants will learn more about the principle of a Design-Thinking Process, creating Personas and developing sustainable mobility solutions by using the so called 6-3-5 method
thinkport VIENNA - contact point for logistics in Vienna

open mobility lab for urban freight logistics

catalyst and multiplier for new technologies, services, processes and knowledge

lab, showroom, forum and multimodal test environment

information hub and urban logistics ambassador

developing, testing and implementing urban freight logistics innovations in Vienna
Lego® Serious Play®: 60-min-SPRINT

- no technical skills needed
- use of the hands as an extension of the brain
- models represent your idea and vision

Main Challenge:

How will the food supply of cities work in the year 2050? Focus on order and delivery concepts!

- build the future with lego bricks! 😊
MOBILITY LAB
stadtregion graz bewegt

- PROMOTE IDEAS
- TESTING INNOVATIONS
- ANALYSING DATA
- MEASURE MOBILITY
- STAKEHOLDER ENGAGEMENT
- NETWORKING

Project Lead: Holding Grazienergie
Management-Team: Das Land Steiermark
Lab-Partners: Graz University of Technology

Programmlinie Mobilität der Zukunft
unterstützt von Bundesministerium Verkehr, Innovation und Technologie
SESSION

LEGO® SERIOUS PLAY®

Thematic focus: Parklets
Design, application and feasibility