

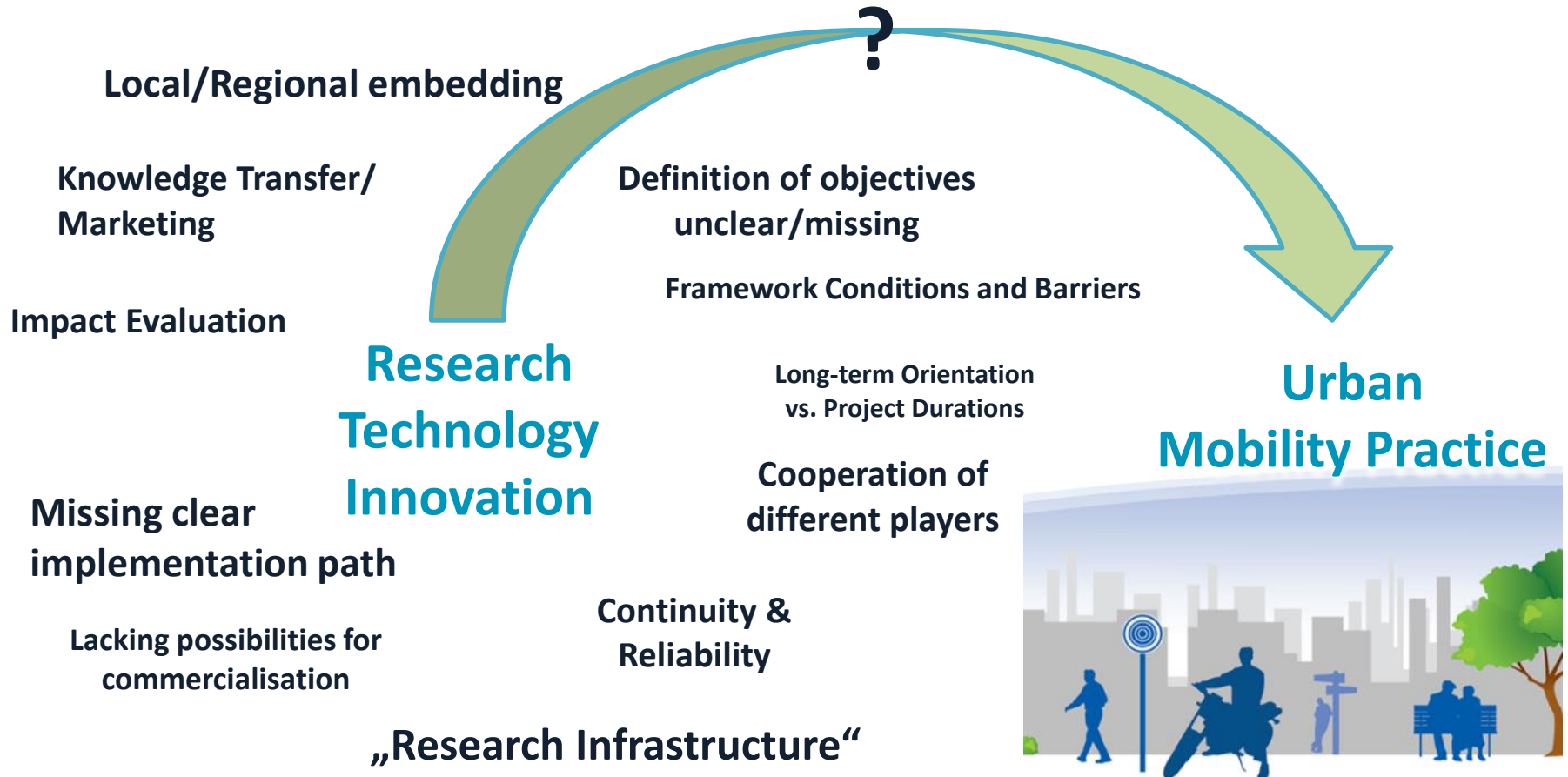
TARGETING NEW USERS: AUSTRIAN URBAN MOBILITY LABS

5th WORLD COLLABORATIVE MOBILITY CONGRESS

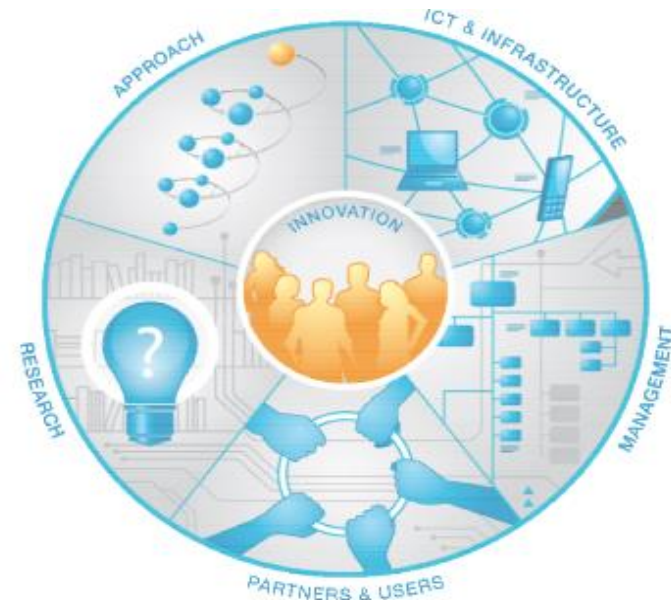
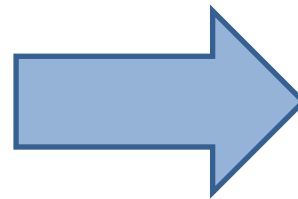
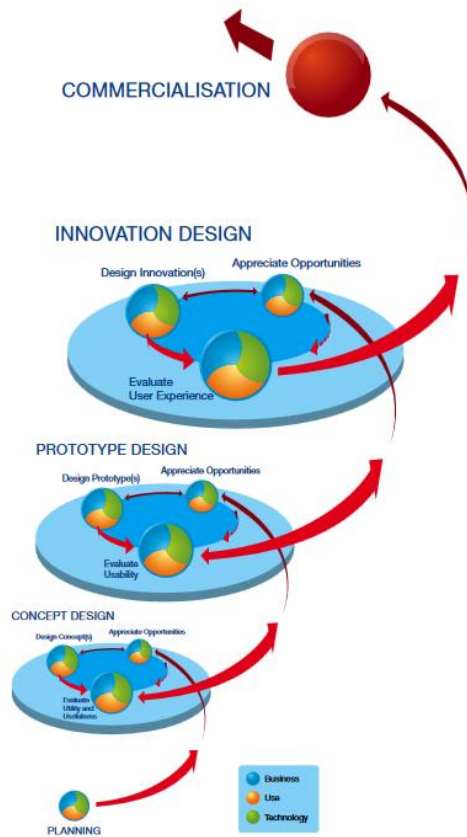
18. – 20. OKTOBER 2017, BERLIN

Doris Wiederwald, AustriaTech

Challenges and Barriers for R&D-Projects



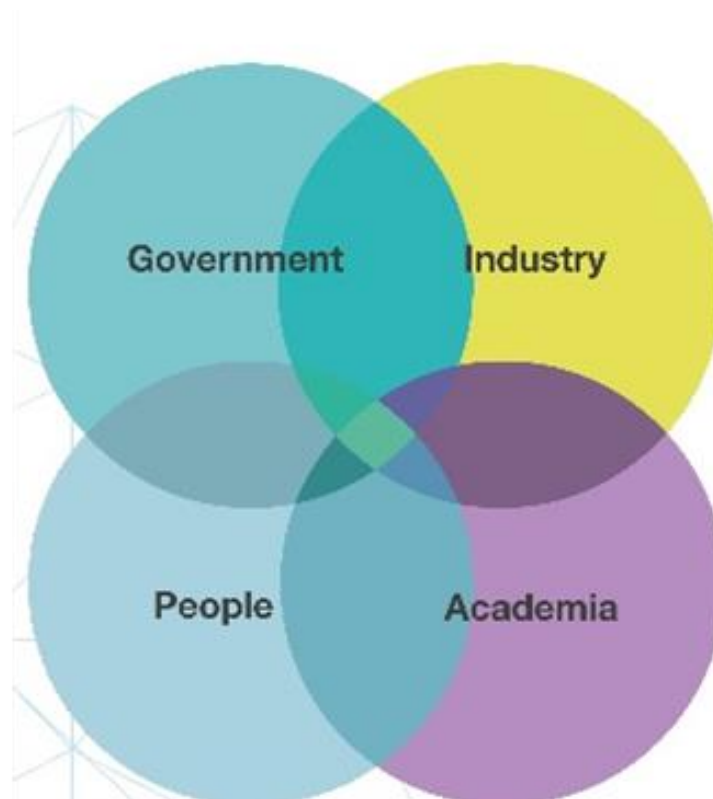
The Living Lab Approach



FormIT as a methodology of living labs (Ståhlbröst and Holst, 2012)

ENoLL, 2017

Integration of actors on all levels for sustainable innovation



Quadruple helix model (Schuurman, 2015)

Urban Mobility Labs (UML): Enabling environments and organisational structure for R&D

- **Create Space for Ideas and Experiments:** Openness, participation, co-creation, trust, acceptance
- **Provide Frame:** Orientation and alignment, research infrastructure and equipment, coordination, gear framework conditions
- **Ensure Effectiveness & Impact:** Interlink research, administration and policy, Relevance/Strategic Matching
Implementation, Showcases, Learning



Development of the Austrian UML-Initiative (bmvit)

- Before UML
 - Innovation through R&D projects
- Exploration Phase/ Feasibility (2014-2016)
 - 8 Exploration projects + Study (Knowledge Pool)
- Implementation Phase
 - Selection of five UML for funding in 2016
 - Funding for 4 years maximum, long-term orientation for 10 years
 - Focus on running/further development of UML
 - Generation, embedding and support of R&D projects
 - Calls for UML-embedded projects in “Mobility of the Future”
 - Evaluation and impact assessment after 3 years



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



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



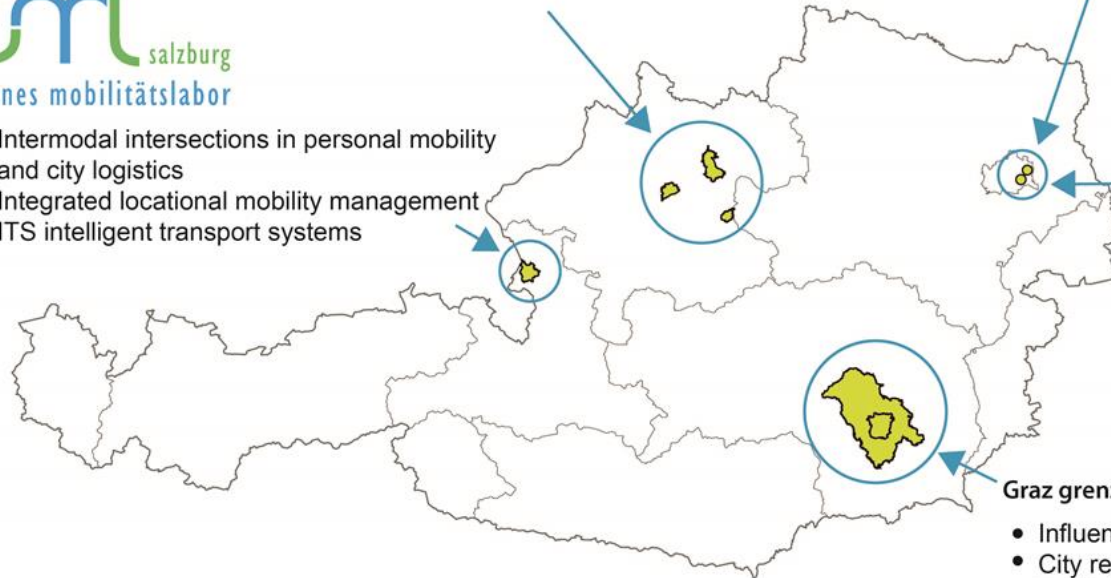
- Intermodal intersections in personal mobility and city logistics
- Integrated locational mobility management
- ITS intelligent transport systems



thinkport VIENNA
smart urban logistics lab

Freight Logistics

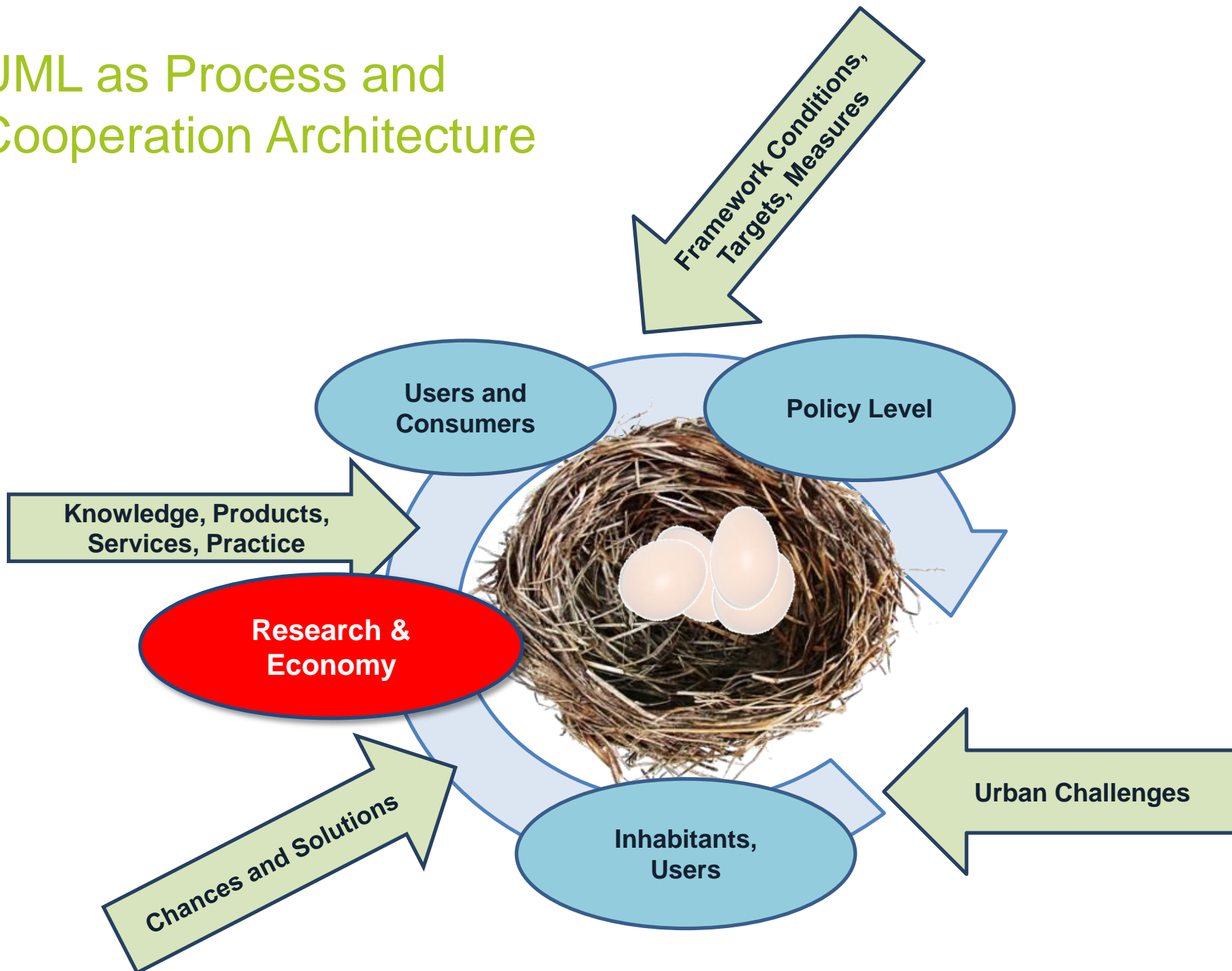
- transport
- transshipment
- information
- storage
- digitalisation
- decarbonisation
- consolidation



Graz grenzenlos

- Influences of mobility awareness and behaviour
- City regional logistics
- Traffic management 2.0
- Autonomous driving

UML as Process and Cooperation Architecture



Urban Mobility Labs organize user integration by...




...creating stakeholder networks



...building up panels of users and
key actors

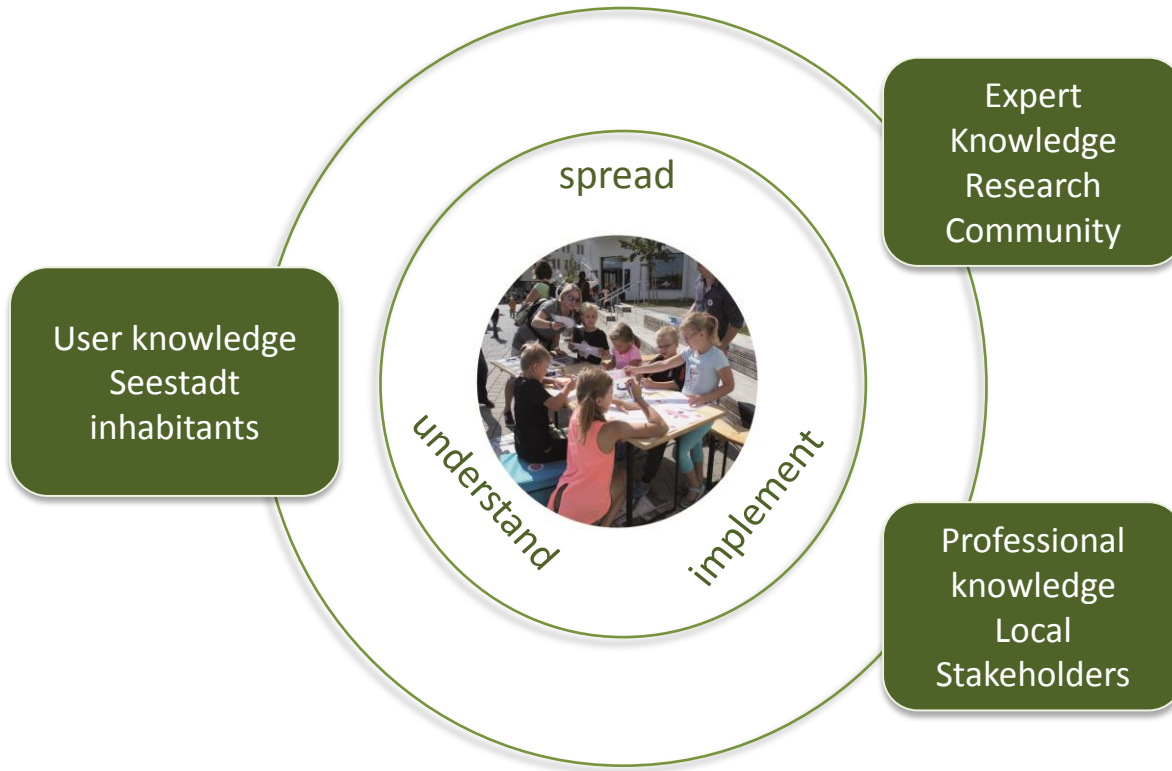


...supporting co-creation through
real-life test environments



...offering different methods for
user integration and target group
definition (co-creation, etc.)

ASPERN.MOBIL Lab for (Shared) Mobility as a Service (MaaS) Plus



ASPERN.MOBIL Lab for (Shared) Mobility as a Service (MaaS) Plus



Services for open innovation with (new)
users

- Generate ideas, assess ideas with user-integration
- Implement experiments – prepare tests with prototypes ; manage participants, provide data
- Evaluate co-creation process
- Support scaling –up, demonstrate innovation for potential customers
- Market dissemination – provide mentors , indicate interfaces



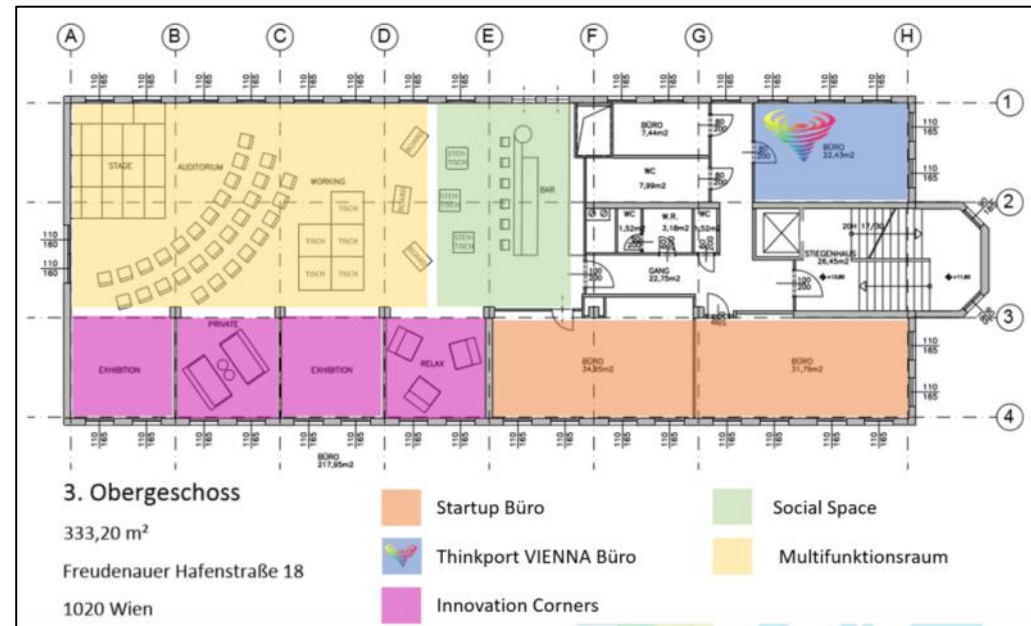
© aspern.mobil LAB, Gerfried Mikusch

<http://www.mobillab.wien/>

Thinkport Vienna

Services for open innovation with
(new) users

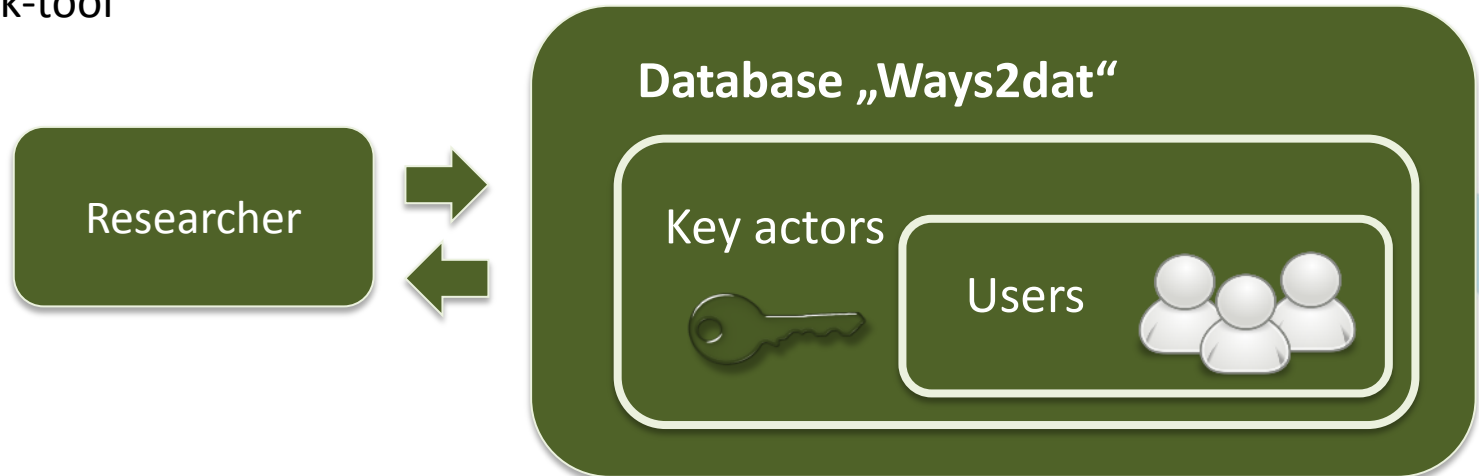
- Rooms for innovation, start-ups
- Cargo bike test rooms
- Network: matching with institutions and actors
- Support stakeholder integration
- Bring more alternative/zero emission vehicles into the system



UML Salzburg

Services for open innovation with (new) users:

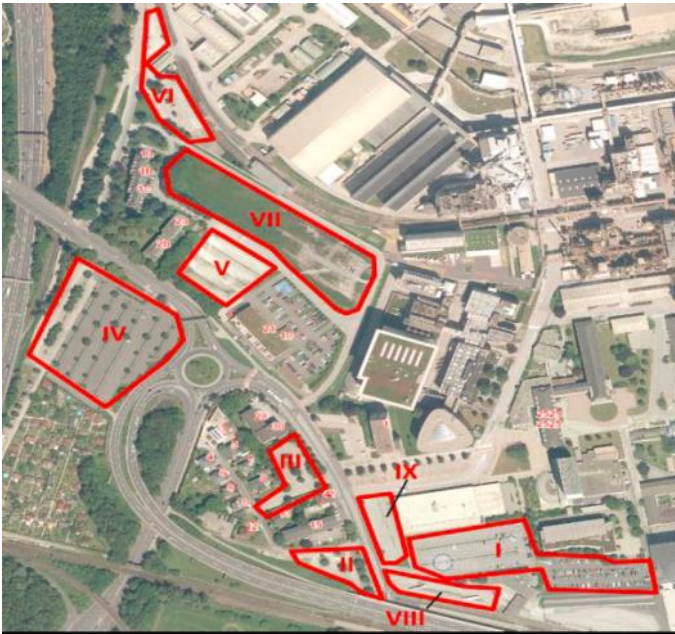
- Database Ways2dat
- Test beds according to needs
- „Potential-Tool“ – demographic data - possible use for best sharing locations incl. Feedback-tool



<http://ways2dat.at/>
www.uml-salzburg.at

MobiLab Upper Austria

Provision of test bed incl. test users



Mobile design lab



© mobiLab OÖ, FH Steyr

UML – new approach for making new things

- New support structure for R&D including users in all stages
- UML need to develop a high level of trust and cooperation
- Structured openness – criteria, services and disruptive ideas
- Learn, research and develop with user interaction and “by-doing”
- User integration creates new products and services for new users
- Strong user integration make new products and services more viable
- Transfer and scaling-up for business case
- Possible influence on policy framework conditions and system transition with (disruptive/radical) innovation
- Building-up and implementation is happening
- (Mobility of the Future)-Projects in the pipeline/just starting

National Contact Point UML

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