Living Labs, Experimental Areas, New Governance Approaches: The Austrian Mobility Labs

SUMP-Conference 2019, Groningen
Doris Wiederwald, AustriaTech
Innovation Challenges in Mobility/I

This...

or that...
Innovation Challenges in Mobility/II

- Research
- User-oriented development, application & experiences
- Deployment/scaling/steering to policy goals

Living labs, experimental areas, new governance approaches, capacity building, framework setting
Merging Research and Real World

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

Research world

Desired world
Support elements for fast-track innovation

1. Exploring and Creativity Spaces
2. Generating ideas
3. Developing & testing
4. Making the case
5. Delivering & implementing
6. Growing, scaling & spreading
7. Changing systems

Exploration and Creativity Spaces
Mobility Innovation Sandpits
Mobility knowledge, data and network hubs

Adapted after: NESTA innovation spiral, https://www.nesta.org.uk

18.06.2019
6TH SUMP CONFERENCE
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

**urbane mobilitätslabor**
- 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
## Mobility Lab Services

<table>
<thead>
<tr>
<th>Exploration and Creativity Spaces</th>
<th>Mobility Innovation Sandpits</th>
<th>Mobility knowledge, data and network hubs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Local understanding</td>
<td>Test infrastructure</td>
<td>Knowledge pooling and transfer</td>
</tr>
<tr>
<td>Unlock hidden potentials</td>
<td>Ad-hoc feed-back/short learning cycles</td>
<td>Open access and interoperability</td>
</tr>
<tr>
<td>Anticipating the future</td>
<td>New framework conditions and lower restrictions</td>
<td>Multi-level, multi-sectoral contacts &amp; networks (Quadruple Helix)</td>
</tr>
<tr>
<td>Raising awareness, trust and acceptance</td>
<td>...</td>
<td>...</td>
</tr>
<tr>
<td>Enable and motivate</td>
<td>...</td>
<td>...</td>
</tr>
<tr>
<td>...</td>
<td>...</td>
<td>...</td>
</tr>
</tbody>
</table>

- Unlock hidden potentials
- Anticipating the future
- Raising awareness, trust and acceptance
- Enable and motivate
- Test infrastructure
- Ad-hoc feed-back/short learning cycles
- New framework conditions and lower restrictions
- Knowledge pooling and transfer
- Open access and interoperability
- Multi-level, multi-sectoral contacts & networks (Quadruple Helix)
Design Games and Exchange

- Mobile co-creation facilities
- Design games/rapid prototyping for regional challenges
- Mutual learning cities and start-ups

Source: www.mobillab.wien/
Open Innovation Plattform

- Organisation and management of online ‘Idea-challenges’
- Opportunities of interaction (discussion groups, community voting, moderations)
- Developing a community to link people and ideas related to mobility.

Source: http://mobility-lab.at/
Data as a Service

- Floating car data
- Data analysis of cloudbased mobility data
- Integrated feedback app for PT users
- User Panels
- Mobility Panels

Source: www.uml-salzburg.at
Experimental Areas & Development

- Areas and infrastructure for testing
- Agile team – microhub development

Source: www.thinkportvienna.at
Mobility Labs – Organisational Structure

Management Team / Coordination

Funding Partners

Lab Partners

Research & Innovation Projects

Structure

Network

Services
Impacts envisaged

- Faster/more disruptive innovation
- Societal Transformation
- Transferability
- Scalability
- Continuity
- New contributions to RTI
Mobility Labs – National Process

First call for embedded R&D projects
Follow-up calls for embedded R&D projects

UML feasibility studies
Strategy/instrument design

Implementation of UML
Operation of UML
Impact assessment

Implementation of MTL
Operation of MTL (rural space)

2013 - 2016
2017 - 2021
Conclusions

- Takes time to get things up and running
- Between 10 – 30 embedded projects per lab
- Different characteristics of mobility labs evolving
- Data management and IPR as a challenge
- Real quadruple helix innovation
- Getting full-fledged experimental areas in public space
- Self-assessment focussed on processes towards goals
Considerations for the future

- Social embedding in testing of technologies important for adaption towards scaling and meeting societal goals
- Digital transport infrastructure to be considered in urban labs
- Trigger for integration of innovation into planning processes
- Role of awareness raising of stakeholders for not actively developing innovation in a city (e.g. automated driveablity)
- Labs as future one-stop-shop for transport innovation in an urban area - with a view on the whole mobility ecosystem...
Thank you!

Speaker
Doris Wiederwald
Ph: +43 1 26 33 444
doris.wiederwald@austriatech.at

Contact
Raimundgasse 1/6
1020 Vienna, Austria
T: +43 1 26 33 444
F: +43 1 26 33 444-10
office@austriatech.at

www.urbanmobilitylabs.at