Urban Mobility Labs
Research environments for future mobility

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Contrasting contexts
Mobility system

- Efficient
- Affordable
- Sustainable
- Safety/Security
- Generos-...
Cooperation / Governance:
Future Mobility is not a carrier only topic: numerous different industry sectors involved, new player need for cooperation and coordination

How has the future urban mobility to be organised and what will be the role of public authorities?

Citizen empowerment & engagement:
How to put the user in the centre?

What is the appropriate mix of interventions along the whole innovation chain, do we have to create new one’s?

Why do we need a „Living Lab“ for urban mobility?

National RTI-programs: MdZ, Stadt der Zukunft, SC….

Network of „Urban Mobility Labs“

Transport Policy
Regional – National – EU level
Urban Mobility Living Labs

**Framework**
From single activities to common frameworks

**Synergies**
Tap the full potential of common systems and operating common services

**Beyond Projects**
From a project-driven research landscape to a sustainable operation and effective use of R&D-infrastructure

Open (mind) for new solutions, new forms of cooperation, new instruments

Decisions, results and costs have to be more transparent

Trust is the starting point for common activities
The mobility system is significantly shaped by the user’s behaviour. → socio-economic research activities and exploratory research are key for mobility innovation.
Network of urban mobility living labs

- Responding to different „philosophies“ and situations of mobility systems
- Innovation chain: stakeholder process – R&D – Demonstration - Deployment
- Common ground & roadmap urban mobility: city, conurbation, federal government
- International network and know-how-exchange
Innovative Mobility concepts and technology
Cooperation and operation model
Innovation/Technology policy
<-> Transport policy
Common Strategy for R&D
**Conditions**
- Confirmed functionality, pre-deployment
- Decision-making for assignments
- Efficient use of infrastructure
- Reputation (Smart City)
- Strategic investments
- Shared risk
- Custom innovation

**Cities**
- Opportunities to learn & test new technologies
- Incentives / Goodies
- From consumer to valuable co-creator

**User**
- Access to testuser + data
- Demonstration / Testing in real-life conditions
- Long-term research
- Cooperation with cities and industry

**Research**
- Access to testuser + data
- Taking into account needs/transport policy at an early stage
- Potential „Lab certification“
- Marketing for new technologies

**Industry**
- Access to testuser + data
- Network – access to R&D and investors
- Innovationzone

**Startups**
- Access to testuser + data
- Network – access to R&D and investors
- Innovationzone

**Open access + IPR Schutz**
- Monitoring
- Data Privacy
- Services

**User**
- Valid data
- Fluctuation of user

**Transparency**
- Of the activities
- Who does what?
- Quality of data

**Interoperability**
- Data quality
- International standards
- Open interface

**Testing & Validation**
- Probe data and interface
- Trusted third party
- Onboarding of new partners

**City / Host**
- Common goals
- Coordinator for uml in the city
- Services
- Commitment

**Innovation, transferability of results, scalability, ...**
Key questions to be solved:

• **Meet the needs** of public authorities, transport operators, users: Transferability from the research system into the user system (implementation) and vice versa

• Efficient use of **research infrastructure**

• **Framework** of Living Labs: legal and financial aspects, innovation policy- and transport policy-driven, which financing and funding instruments can be used? Do we need new instruments?

• **Cooperation model**: longterm strategy, high quality, flexibility and dynamic at the same time!
Key questions to be solved:

- Common Strategy? Overcome Technology Lock-In, Open Mind, transdisciplinary projects, integrated approach

- How to implement Open Innovation? (and also Open Data, Open Standards, Open Access)?

- Aligne with european goals and approaches in european cities
Call for proposals: MdZ – „Urbane Mobilitätslabore“

„R&I Environment“:
- Facilitate effective R&I (socio-economic & applied science) towards implementation and market
- Visibility and open innovation / user involvement
- Common Strategy and Structure/cooperation of stakeholder, commitment of City/Region
- Existing Laboratories/research infrastructure and new Living Labs
Call for proposals: MdZ – „Urbane Mobilitätslabore“

Step 1: Find your partners!
• A common strategic goal to foster innovation
• A well developed network to effectively reach the relevant beneficiaries
• Resources and the willingness to dedicate them to the urban mobility lab
• Reputation, which allows for the important interplay between the members to be successful, as well as for developing visibility and trust to attract the relevant actors to participate.
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Phase 1 / 2014: Feasibility study

- Conceptual phase
- stakeholder involvement
- defining of topics
- cooperation model & financing structure

1 year, up to 80% funding
Call is open: 21.5.2014- 25.9.2014

Phase 2/ starting fall 2015: Implementation

More information:
https://www.ffg.at/mobilitaetderzukunft
Thank you!

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