

Urban Mobility Labs

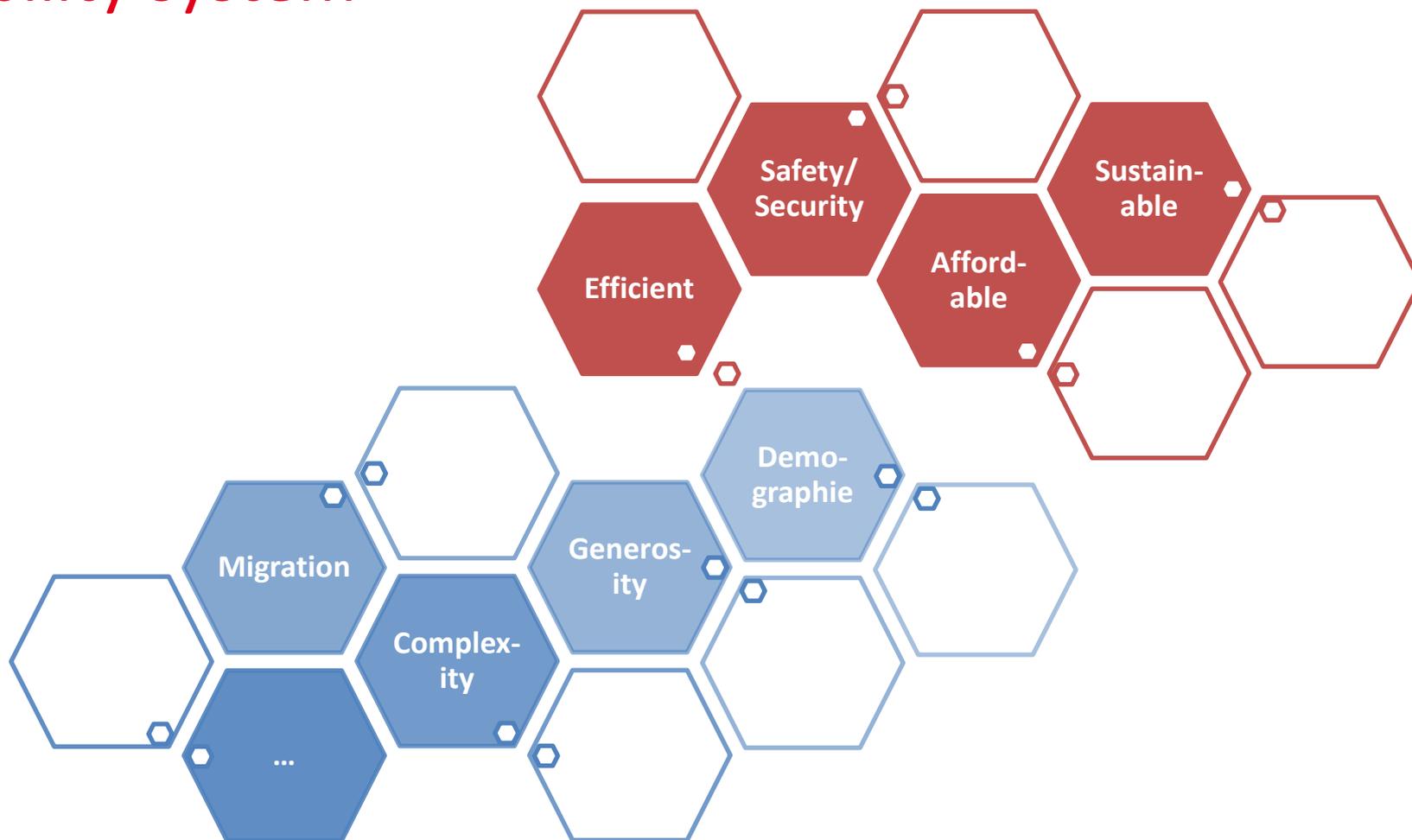
Research environments for future mobility

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Contrasting contexts

Mobility system



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

Cooperation / Governance:

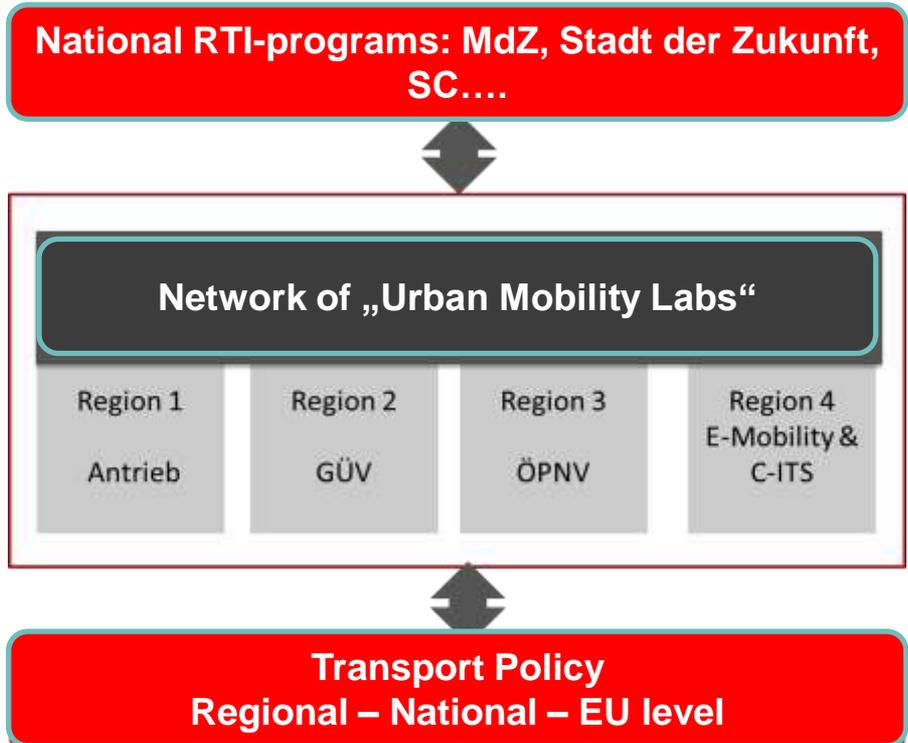
Future Mobility is not a carrier only topic: numerous different industry sectors involved, new player need for cooperation and coordination

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?



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

Urban Mobility Living Labs

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

Decisions, results and costs have to be more transparent

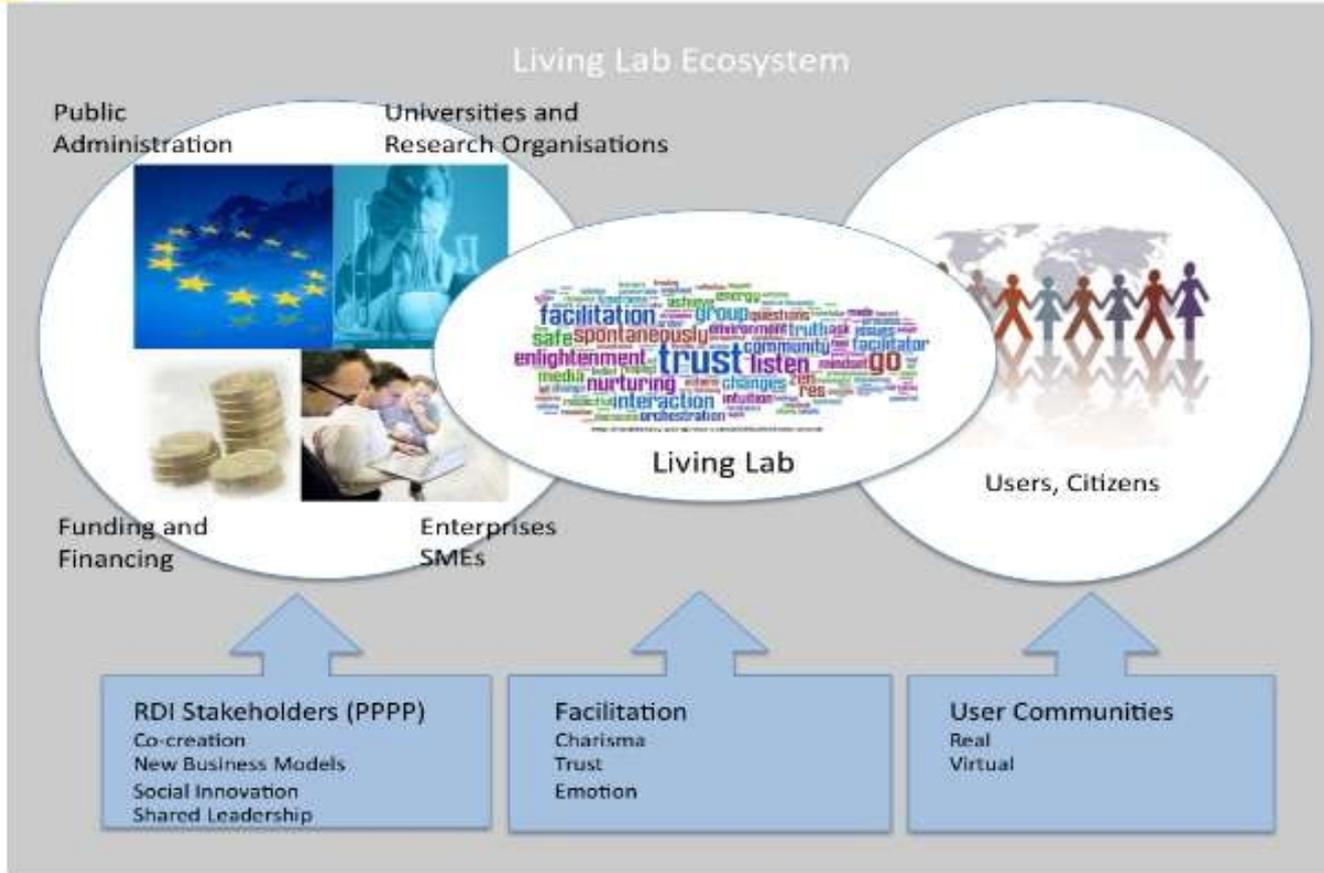
Trust is the starting point for common activities

Open

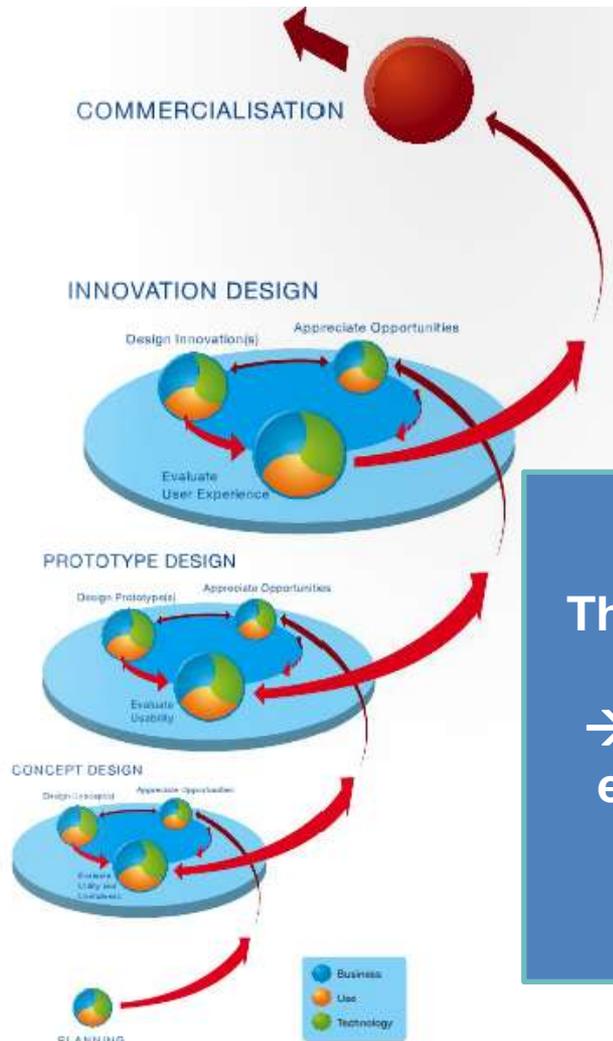
Transparent

Trust

Living Lab Ecosystem



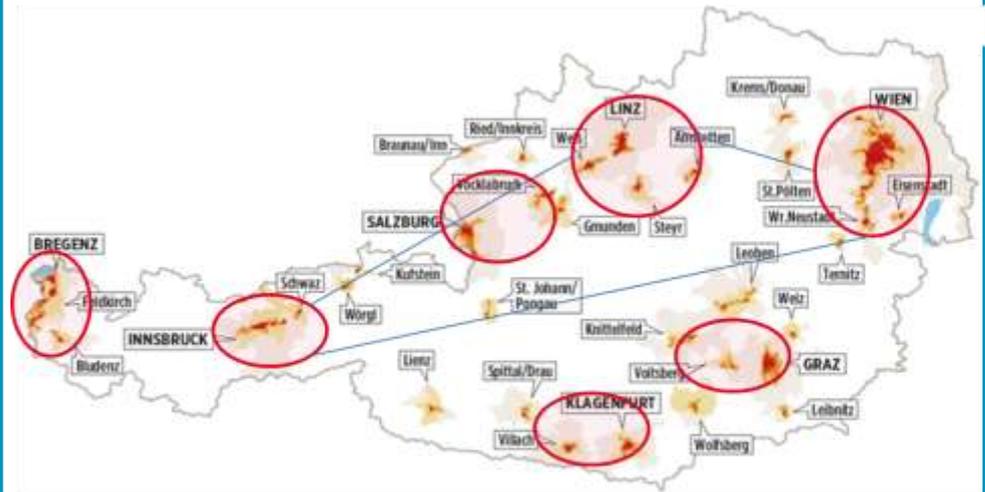
Open Innovation – Co-Creation



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



Quelle Karte Stadtregionen: Statistik Austria; Darstellung: Die Presse, 19.06.2012

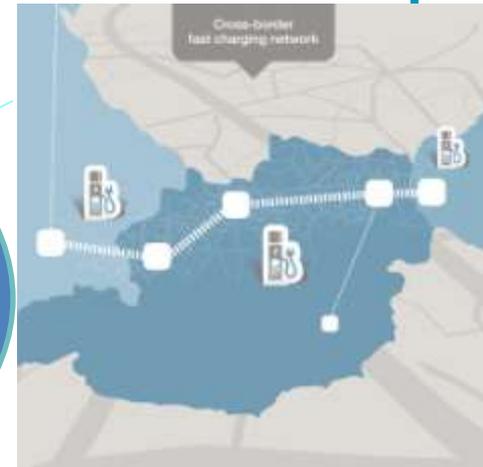


**Innovative Mobility concepts
and technology**

**Cooperation and operation
model**

**Innovation/Technology policy
-<-> Transport policy**

Common Strategy for R&D



bmvit

- Innovation climate, efficient and effective use of research infrastructure; towards European goals for urban mobility

user

- Opportunities to learn & test new technologies
- Incentives / Goodies from consumer to valuable co-creator

research

- Access to testuser + data
- Demonstration / Testing in real life conditions
- Longterm research
- Cooperation with cities and industry

cities

- Confirmed functionality, pre-deployment
- Decision-making for assignments
- Efficient use of infrastructure
- Reputation (Smart City)
- Strategic investments
- Shared risk
- custom innovation

industry

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

startups

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

for the community

- ethical issues
- meet the mobility needs

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“ :

- Faciliate effective R&I (socio-economic & applied science) towards implementation and market
- Visibility and open innovation /user involvment
- 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.



Call for proposals: MdZ – „Urbane Mobilitätslabore“

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>

smart mobility
made in austria



Thank you!

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