Experimenting new forms of urban governance in Vienna

CASUAL Urban Living Lab Vienna - “Mobile in Liesing”

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Context: Urban Living Lab Vienna / Liesing

- Transformation area
- + 28,000 inhabitants (2024)
- Traffic & mobility are major challenges
- Several ongoing local strategic processes & inputs
- Guiding question: How can existing and incoming residents be motivated to change towards sustainable mobility patterns, to guarantee long-term life quality in the neighbourhood?

Source: Perspektive Liesing, 2014
Urban Living Lab approach as Analytical Tool

- Comparing and evaluating applied policies in the area in recent years.

- Analysing spatio-temporal boundary settings, actor-networks, public engagement

- Desk-research and expert interviews

Policy Instrument

- Creating a case for experimentation in the field of mobility behaviour: Experiment „Mobile in Liesing“

- Linking traditional methods (survey, workshops) with more innovative methods (communal probes, exhibition)
Phases, tasks and outputs

**Phase 1**
Analysing existing and ongoing strategic processes in the ULL Liesing

- Analysis grid
- Stakeholder mapping
- Interviews

**Phase 2**
Gathering city wide best practices on projects/instruments/ideas in changing mobility behaviour

- Workshop 1 on projects/instruments/ideas that have changed mobility patterns
  - Participants: Actors in Vienna’s neighbourhood management

- Workshop 2 on projects/instruments/ideas that have changed mobility patterns
  - Participants: Smart city Stakeholders

- Inspiration catalogue of city wide best practices in Transport & Mobility

**Phase 3**
Putting mobility behaviour change of residents in ULL Liesing in the focus

- Cultural / Communal probes on mobility behaviour

- Public exhibition / Discussion round in Liesing

- Documentation of the exhibition
- Learning, co-creation and collaboration in the process

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WS 1
City-wide inspiration catalogue

WS 2
City-wide inspiration catalogue

So inspired!
Phases, tasks and outputs

**Phase 4**  
Comparison & Impact Analysis

- **Synthesis established methods**
  - Analysis of strategic processes
  - City wide inspiration catalogue

- Outcomes of the ULL?
- Kinds of knowledge co-created? governance
- Impact of the ULL on the wider urban context?
- What happens after the lab finishes?
- What lessons can be drawn?

- **Synthesis local based, interactive methods**
  - Workshop with practitioners
  - Public exhibition and communal probes

**Phase 5**  
Making results useful for future policy process

- Presentation to city policy makers
- Results!
- Presentation to scientific community

**ULL Liesing**

- **Outcomes of the ULL?**
- **Kinds of knowledge co-created? governance**
- **Impact of the ULL on the wider urban context?**
- **What happens after the lab finishes?**
- **What lessons can be drawn?**

- **Policy Brief**
- **Conference Proceedings**

**Impact of the urban living Lab**

- **Groundwork**
  - Contextualised Living Lab Methods
  - Synthesis established methods
  - Synthesis local based, interactive methods

- **Synthesis established methods**
  - Analysis of strategic processes
  - City wide inspiration catalogue

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**Phew!**
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Analytical Tool

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Results – ULL as analytical tool

- High diversity of:
  - No participation: Zielgebiet Liesing Mitte
  - Information: Perspektive Liesing
  - Partnership, tokenism: LA21

- Moderate diversity of:
  - No participation: 
  - Information: Standpunkt Liesing
  - Partnership, tokenism: 

- Weak diversity of:
  - No participation: 
  - Information: 
  - Partnership, tokenism: 

- Low diversity of:
  - No participation: 
  - Information: 
  - Partnership, tokenism: 

- Citizens inclusion integral to process:
  - TransFORM

- Citizens inclusion partly goal of strategy:
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- Citizen inclusion not objective:
  - Research project
Results – ULL as analytical tool

- Processes/Policies display contrasting time horizons
- Diversity in type of stakeholders
- Moderate to high degree of risk taking and experimentation
- Differing ability to incorporate feedback (situatedness)
- Engagement of population is hardly ever an objective of strategic policy making & participatory mechanisms are mostly absent
- Fragmented character of engagement efforts
- Conflicting municipal and district urban development goals
- Dissatisfaction with current organisational set-up
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Analytical Tool

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Process – ULL as policy instrument

1 Survey
> 400 residents participated in a telephone survey on leisure mobility as well as their preferences towards transport and social infrastructure

2 Communal Probes
With the help of creative packages 20 residents reflected upon their own mobility behaviour and leisure activities. These packages contain empty plans, postcards etc. and invite the participants to reflect intensively upon a specific set of questions.

3 Exhibition in a former Coffin Factory in the area
The main results were presented in a publicly accessible exhibition which provided insights to Liesings residents and interested experts.
Process – ULL as policy instrument
Results – ULL as policy instrument

- Experiment operated in a conflicting political environment - limited actor constellation
- Citizen inclusion (not mere information but partnership) integral to process
- Different types of methods – different potential for co-creation
- Co-creation possible during Communal Probes and Exhibition
- No evidence of institutional learning
- Evidence of individual learning: participants, transport planner, researcher
Results regarding urban experimentation

- Liesing - a privileged site for experiments
- Desired effects characteristic of ULL were achieved
  - Opening up spaces for co-creation
  - Allowing for learning on individual mobility behaviour
  - Experimenting with new methods
- Failed to
  - change given actor constellation
  - strategically re-orient the situation
- Absence of a concrete urban development policy cannot be substituted by an urban experiment (with limited time and resources)
- Urban experiments can define the needs but not institutionalize new rules
Thank you for your attention!

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