

# iv2splus INFONET

## Urbane Mobilitätslabore, Feasibility of Urban Mobility Labs

### asperm.mobil

#### asperm.mobil :Stadt bewegt

The exploratory study asperm.mobil :Stadt bewegt pursues to identify within the asperm Seestadt, as spatial laboratory unit in focus, preconditions, topics, processes and responsibilities for the establishment of a living mobility laboratory. Therefore asperm.mobil prepares a definite living lab for the examination of new and innovative mobility solutions, which ought to be tested by users under real circumstances. asperm Seestadt defines as new city development area the institutional and local framework. The project team examines in close collaboration with co-creators, stakeholders, external experts and other intermediaries how to shape a strategy for the support of the development of sustainable solutions for the mobility challenges of the future. asperm.mobil and its project team guarantees a long term impact of tested solutions and mobility services for the upcoming challenges of urban passenger and cargo transport, developed by the nascent mobility lab.

The urban development area/project asperm, die Seestadt Wiens, located in the 22nd district provides the opportunity to reshape and develop behavioral patterns of local residents and workforce on the spot, with regard to innovative and sustainable mobility services. Mobilization initiatives and the opportunity to reflect on personal mobility behavior shall foster the development potentials for the avoidance of emissions and the mitigation of use of natural resources by adapting to new forms of mobility. This will be conducted by socially differentiated methods. The living lab asperm.mobil provides the setting, in which social and technological innovations can be developed, assessed and monitored in real time.

The specific setting of the urban mobility lab in asperm Seestadt, located in the peripheral outskirts of the City of Vienna, usually dominated by motorized private vehicle transport, aims at supporting active mobility behavior change by reduction of daily paths towards a paradigm of 'pay per use instead of pay and use?'. The final result of asperm.mobil is a roadmap combining both a strategy for and a clear instruction to the set-up of a mobility lab in asperm Seestadt. The process of the development of the roadmap comprises the whole term of the project and is accompanied and supported by learnings of the project team and input by cocreators and other stakeholders. Gathered and defined project ideas, measures and suggestions will be collected in a pool of projects which serves as baseline of an integrative approach towards future aims of the mobility lab. An external board of experts as monitoring unit advises to the project team.

At the beginning of the project the status quo of the spatial (local and regional), legal-political, financial, social and economic situation but as well the trends within these fields will be analyzed. As one output of this, a variety of methods creates a social area analysis. On the basis of international good practice experiences by urban living labs, mobilization and process supporting measures will be set to integrate co-creators and stakeholders into the identification process of prospective and relevant topics for research and future focuses in mobility planning. This follows a transdisciplinary approach. The logic of action research reflects both the function and role of the object of research, but as well of the subject of research. As a result of these considerations within the user focused research of asperm.mobil, guidelines for participation in the urban mobility lab are created with the aim to motivate co-creators of being integrated during the exploratory project and beyond that by playing an active role in the actual living lab. Parallel to all activities described a quality management respectively an evaluation and monitoring structure is developed for ensuring efficiency, effectiveness, economic usability and socio-ecologic relevance of measures by the mobility lab. The roadmap as main output of asperm.mobil defines how to establish the urban mobility lab asperm Seestadt and how to operate a flexible, efficient and future oriented research unit.

Urbane Mobilitätslabore

Feasibility of Urban Mobility Labs

#### Project coordination

TINA Vienna Urban Technologies&Strategies  
GmbH

DI Rainer Müller

Tel.: +43-1-4000-84267

E-Mail: rainer.mueller@tinavienna.at

#### Links

Informationen zu den Urbanen  
Mobilitätslaboren

<http://www.smart-mobility.at/initiativen/urban-mobilitylabs/>