

# iv2splus INFONET

## Urbane Mobilitätslabore, Feasibility of Urban Mobility Labs

### Mlab\_tei+tau

#### Mobilitätslabor teilen+tauschen Stadtregion Bruck-Kapfenberg-Leoben

By designing the (urban) living lab teilen+tauschen (share+exchange) in Bruck, Kapfenberg und Leoben the growing trend of sharing will be considered, analysed and used for innovative mobility concepts in the economically underdeveloped region. By using trans-disciplinary activating and process controlling strategies it should be manageable not only to meet the heterogeneous attitudes of people living and working in the region, but as well to ground the roadmap on these findings.

Sharing and exchange are two interrelated and growing aspects. The causes and drivers are on the one hand the contexts for social change and as much as the changed value system. On the other hand technical systems and equipment make it much easier to contact many people. Teilen+tauschen implies as well the potential for more sustainable forms of mobility, as mobility becomes restricted, the need for traffic infrastructure is declining and lesser vehicles are needed. All in all this results in lesser parking cars in bigger cities and opens a window of opportunities for individual mobility for many people in rural regions.

However, these trends not necessarily support more sustainable mobility patterns, as multimodality can be increased by an additional use of cars as much as the easy access to carsharing vehicles around the corner could end up with more car-driven mobility. As you can learn from the past, time and money saving forms of supply for mobility can provoke a couple of rebound effects.

About ten years ago (urban) living labs had been implemented the first time. By this instrument products not only could be designed to meet the aims of customers more properly, but as well it can be used to impact people's behaviour in respective socio-spatial settings. Living labs, based on the creativity of ordinary people, are said to open up opportunities, to hint for non-sustainable forms of mobility, to challenge them and to offer alternatives for fixed routines of mobility. The output of this project will be a roadmap, by which ? starting from the basic local/regional conditions ? the goals, which are worked out by the participants become more detailed, will be attached by respective importance and define strategies and ways to aim for the goals.

Another positive effect is the implementation of a living lab in Upper Styria to strengthen the co-operation between three smaller cities Bruck, Kapfenberg and Leoben. It is possible to strengthen the economic competitiveness of the region against the booming capital Graz. The main aim is to develop innovative traffic concepts for the movement of travellers as much as for commercial traffic and freight services. The starting point will be the concept of sharing, which offers people a variety of benefits (among themselves, along with companies and administration). For the transportation of goods first ideas are just coming up for more efficient and effective strategies of share and exchange, which opens up a better access and helps to cut costs of logistics.

Moreover, the strengthening of the culture of sharing and exchange contributes for growing co-operations in the region, which are intensifying and strengthening the up- and downstream relations.

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#### Project coordination

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#### Links

Informationen zu den Urbanen  
Mobilitätslaboren  
<http://www.smart-mobility.at/initiativen/urban-mobilitylabs/>