



SUNRISE

Sustainable Urban Neighbourhoods
Research and Implementation
Support in Europe

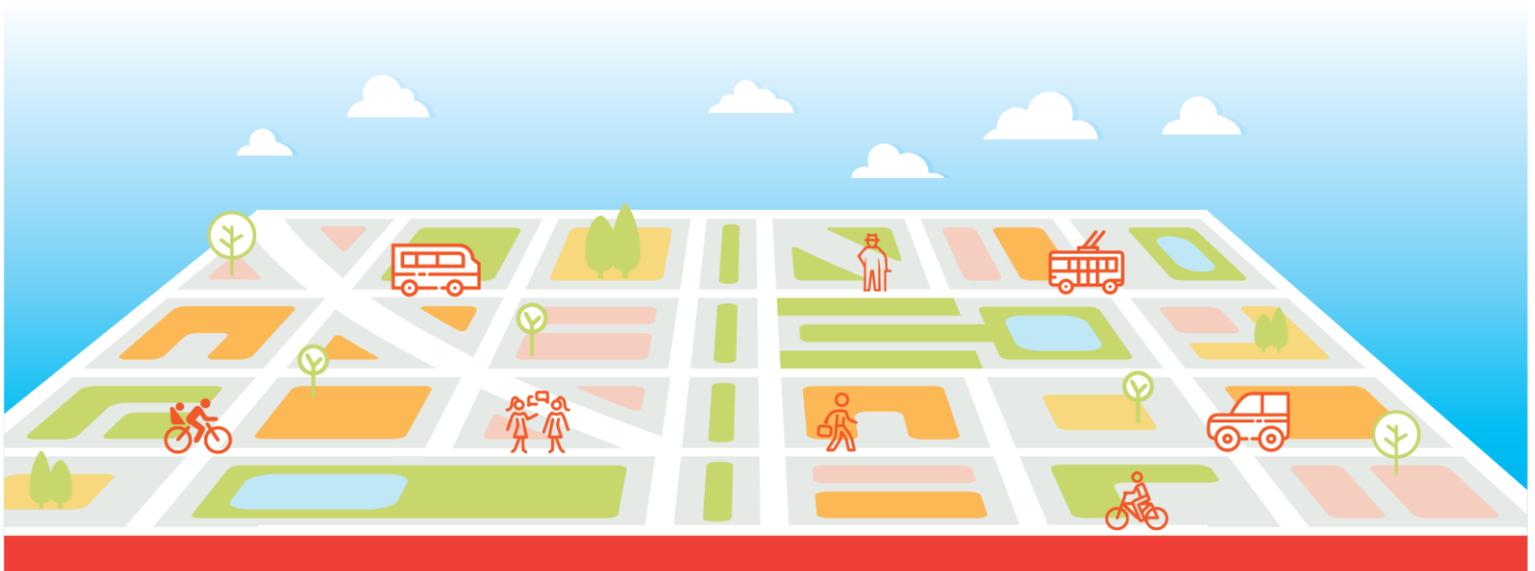
D2.2 Mobility Labs in Practice

Implementing Neighbourhood Mobility Labs

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Table of Contents

Document Control Page	2
Table of Contents	4
1 Executive Summary	6
2 Introduction	6
3 Mobility Labs - Definition	7
3.1 Living Lab as Basis for Mobility Labs.....	7
3.1.1 Key Characteristics of a Living Lab	7
3.1.2 Operating Principles of a Living Lab.....	9
3.1.3 What is a ‚Learning Lab‘?.....	10
3.2 Definition of Neighbourhood Mobility Labs.....	11
3.3 Role of Mobility Labs for Innovation and Learning	12
3.4 Mobility Labs in EU-Projects.....	12
4 Purpose of Neighbourhood Mobility Labs in SUNRISE	13
5 How to Implement a Neighbourhood Mobility Lab in SUNRISE	
Neighbourhoods?	17
5.1 The Beginnings of a Lab	17
5.2 Definitions of Functions and Roles within the SUNRISE Consortium	18
5.2.1 City/ Neighbourhood Partners	18
5.2.2 Core Group	18
5.3 Operational Phase: Continuation over the Course of SUNRISE	19
5.4 Links to Evaluation Activities WP4.....	19
6 Tips for a Successful Neighbourhood Mobility Lab	21
6.1 Good Practice Examples.....	21
6.2 Further Readings	22
7 Bibliography	23
8 Partners	25

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3 Mobility Labs - Definition

Mobility Labs are a specific form of ‘Living Labs’, thus before elaborating the definition of mobility labs this chapter is dedicated to explain the concept of ‘Living Labs’. These concepts are closely related and share many important features and are today widely applied in urban planning projects throughout Europe.

3.1 Living Lab as Basis for Mobility Labs

3.1.1 Key Characteristics of a Living Lab

The concept of ‘Living Lab’ was developed at the beginning of the 2000s. Following Bergvall-Kåreborn et al. (2009: 1) a living lab is:

“... a gathering of public-private partnerships in which businesses, researchers, authorities, and citizens work together for the creation, validation, and test of new services, business ideas, markets, and technologies in real-life contexts. The purpose of a Living Lab is to create a shared arena in which digital services, processes, and new ways of working can be developed and tested with user representatives and researchers. Hence, a Living Lab is an environment in which people and technology are gathered and in which the everyday context and user needs stimulate and challenge both research and development, since authorities and citizens take active part in the innovation process.”

After Niitamo et al. (2006: 350) the concept of Living Labs is based on methods, by which innovations of services, products or new concepts of practise can be co-created and evaluated in ‘real environments’ for and with citizens. Living Labs aim to involve a broad sample of consumers in the co-development of products and prototypes before the rolling out in consumer markets. Following the definitions, a Living Lab is a citizen-based research and development effort aiming to co-develop, test and evaluate within open, collaborative, and context-dependent everyday situations for innovations originally in the field of ICT (information and communication technology). Living Labs are based on the methodologic context of ‘open innovation’ (cf. Chesbrough 2003, Chesbrough & Appleyard 2007), ‘crowdsourcing’ (cf. Drews 2009) and ‘involving lead users’ (cf. von Hippel 2005, von Hippel & Katz 2002).

As result of the ten years experience with the Malmö Living Lab Björqvinnson et al. (2012: 140-141) underpin that it is necessary:

„to move from the dominant technocratic and market-oriented view of innovation towards judging the value of innovation as future making by the degree to which it opens up for constructive and sustainable questions and possibilities, within a specific geographically and historically located situation.”

The concept of living labs is based on a systematic trans-disciplinary attempt to integrate ideas and suggestions of consumers in research and innovation processes. Results originate in co-experimentation and co-evaluation of innovative ideas, scenarios, concepts and resulting technological artefacts in concrete challenges. Thus, a living lab is a test environment in ,real



life’, where different actors are co-developing creative social innovations within a new form of public-private-people partnership (“pppp”) (user driven open innovation) (see EC 2009). Figure 1 shows the common elements of Living Labs, in which co-creation is one of the core features.



Figure 1: Common Elements of a Living Lab (from <http://www.openlivinglabs.eu/node/1429>)

Living labs have the following key characteristics:

- **Geographical embeddedness:** living labs are placed in a geographical area (e.g. a neighbourhood) as opposed to virtual platforms
- **Experimentation and Learning:** living labs test visibly new technologies, solutions and policies in ‘real world’ conditions
- **Participation and user involvement:** co-creation and engagement of stakeholders and residents in all stages of the living lab is key (see as well D2.1 “Handbook for Participation Strategies” for more info methods for participation and user involvement)
- **Leadership and ownership:** clear distribution of leadership is helpful for a successful living lab
- **Evaluation of actions and impact:** Evaluation allows for learning processes in the living lab and beyond (see M41 “Draft Assessment and Evaluation Plan” and D4.1 “Assessment and Evaluation Plan”, plus the Neighbourhood Learning Retreats)



3.3 Role of Mobility Labs for Innovation and Learning

Living Labs frame innovation in cities as a process of reiterative knowledge production and application (Evans & Karvonen 2014). Labs in general are representatives of the discussions about ‘open innovation’, ‘crowdsourcing’ of ideas and the involvement of users in the development of sustainable solutions to urban issues, such as mobility. Closely related to ‘citizen science’, labs are innovative management tools to develop (social) innovations. The emphasis on social innovations is especially meaningful in SUNRISE, as much of the mobility structure interlinks with behaviour and routines of users calling as well for social solutions and learning processes.

Living labs frame innovation in cities as processes of circular knowledge production and subsequent application. Data is generated, analysed and transformed into policy with participation of a wide range of stakeholders.

3.4 Mobility Labs in EU-Projects

Mobility labs as a specific form of living labs represent a strong strand of projects under EU-funding schemes (e.g. Horizon 2020, or JPI Urban Europe), especially in the field of Smart City, sustainable development and urban mobility, both of persons and goods (logistics) (see Joss 2009). The number of labs in these three fields is steadily growing, opening possibilities for attractive governance structures involving a wide range of actors.

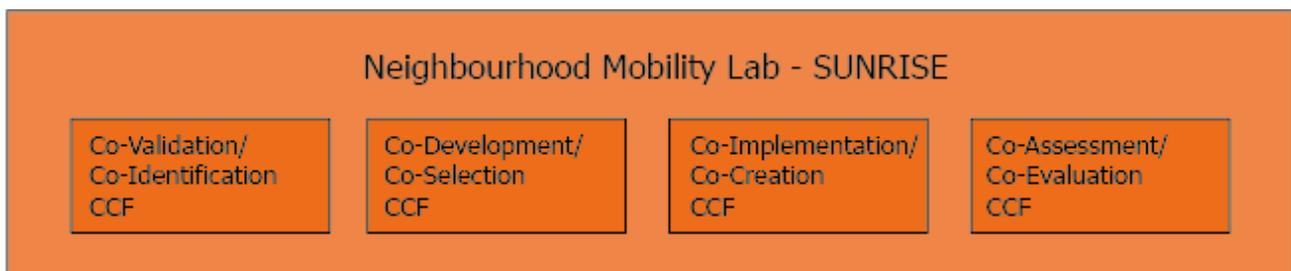
Section 6.1 presents a small collection of urban living labs as reference and best-practice examples for SUNRISE.



4 Purpose of Neighbourhood Mobility Labs in SUNRISE

In SUNRISE, the neighbourhood mobility labs (NML) are the frame and superstructure for the co-creation process. In each neighbourhood, the mobility lab covers all activities from the co-validation & co-identification to the co-development & co-selection to the co-implementation & co-creation to the co-assessment & co-evaluation. To acknowledge the thematic differences of these activities, the NML in SUNRISE has sub-sections according to the actions in each work package (see Figure 2). These sub-sections of the NML are the Co-Creation Forums (CCF)³: from the co-validation/co-identification CCF to the co-assessment/co-evaluation CCF. The distinction of CCF and NML stems from the fact that mobility labs refer not only to a specific organisational structure, but to a bundle of activities which are co-designed in the lab and co-implemented by the lab organisation in the form of CCFs. SUNRISE’s Core Group is the steering group of the NML, and consists both of partners from the SUNRISE consortium and of other relevant stakeholders from the action neighbourhoods.

Figure 2: Neighbourhood Mobility Lab and CCFs in SUNRISE



The NML is in charge of the organisation of all SUNRISE activities, including co-learning through learning processes both in the Neighbourhood Learning Retreats distributed over the duration of SUNRISE and through continuous participation in the NML- activities.

Implementing a NML in each of the SUNRISE neighbourhoods caters for coherent structures and organisation over all city partners and facilitates cross-city exchange of lessons learnt, while retaining flexibility to adapt to local characteristics. The NML is a strategic local alliance that includes all relevant stakeholders and interested citizens, and is the organisation steering the co-creation process in SUNRISE.

³ A Co-Creation Forum is a public participation event in the course of SUNRISE, in which users and stakeholder co-identify mobility issues, co-design solutions, co-design the implementation process and co-evaluate the process.



An NML consists of several phases of operation (Figure 3): input, transformation & output and outcome, and implementation.

Figure 3: Phases of a NML in SUNRISE

Input	Transformation			Output & Outcome	Implementation
collecting data & information, first analysis & results, activation, coordination, concept for 'action planning'	develop connect, start learning process, motivate	experiment group discussions, fora, planning workshops, communication platforms	design documentation of results, develop measures, feedback on results by participants	Operating model, feedback on operating model by participants, decision making (objectives, processes), (change of) behaviour	decision on strategy, implement measures, implement project

Each phase of NMLs correspond to the activities in a specific SUNRISE work package. The following list contains a more detailed description of the phases of the NML in relation to the work packages:

- WP1 (Input): activation (first CCF meeting), collecting data and first analysis & results (SWOT activities), concept for action planning (corridor of action, neighbourhood mobility check, ...)

Figure 4: WP1 Activities in the NML Scheme

Input
collecting data & information, first analysis & results, activation, coordination, concept for 'action planning'



- WP2 (Transformation, Output & Outcome): combines two steps of an NML
 - experimentation, co-development and co-design of mobility measures with participatory methods
 - outcome is the Neighbourhood Mobility Action Plan and the local Participation Strategy

Figure 5: WP2 Activities in the NML Scheme

Transformation			Output & Outcome
develop	experiment	design	
connect, start learning process, motivate	group discussions, fora, planning workshops, communication platforms	documentation of results, develop measures, feedback on results by participants	Operating model, feedback on operating model by participants, decision making (objectives, processes), (change of) behaviour

- WP3 (co-implementation): decides on an implementation strategy and applies the mobility measures in each action neighbourhood cooperatively and produces guidelines for Sustainable Neighbourhood Mobility Planning

Figure 6: WP3 Activities in the NML Scheme

Implement- ation
decision on strategy, implement measures, implement project

- WP4 (co-assessment & evaluation): stretches over all phases and refers to all learning processes through evaluation and assessment activities which are steered by the Core



Group of the NML; the NML will execute the evaluation and assessment activities as planned by the Technical Service Partners (TSP)

Between the activities of the WPs/ the activities of the NML feedback loops exist that ensure constant co-learning processes as well as continuity in the content and activities.

A complete overview of the NML scheme in relation to the WP- structure and the feedback loops is depicted in Figure 7.

Figure 7: Interrelations of NML, the WPs and Internal Feedback Loops

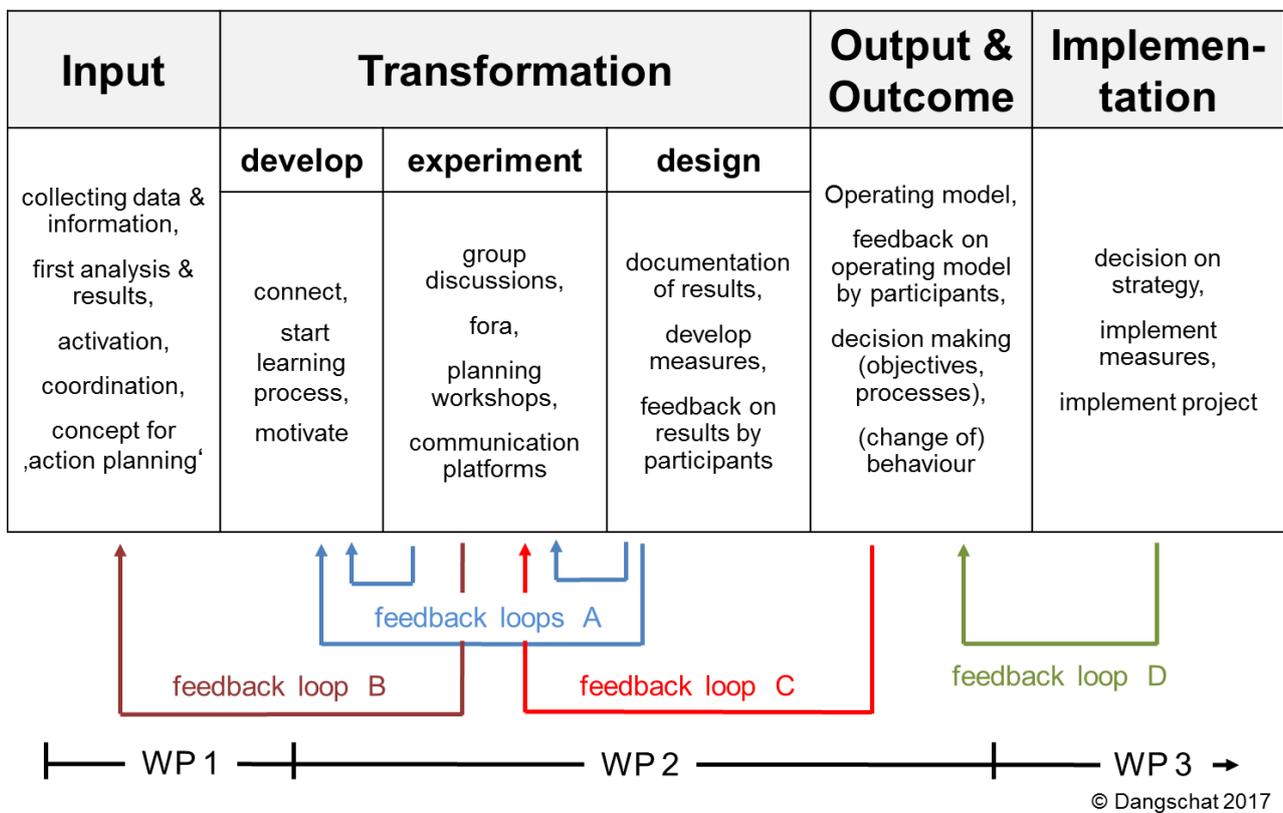


Figure 7 now shows the complete scheme of the Neighbourhood Mobility Lab in SUNRISE in relation to the work packages. The activities that are outlined in the sections “Input”, “Transformation”, “Output & Outcome” and “Implementation” reflect the tasks described in the SUNRISE co-creation process. Co-assessment and co-evaluation activities are continuous over the duration of the NML and thus not allocated to a specific section in the above NML-scheme. To ensure continuity between the sections/ work packages, feedback loops allow for adaptations within the activities.



5 How to Implement a Neighbourhood Mobility Lab in SUNRISE Neighbourhoods?⁴

5.1 The Beginnings of a Lab

In setting up a mobility lab, the following aspects are of importance to structure and adapt the lab to the local conditions:

- **Goals:** Any lab needs a goal, i.e. a shared vision of the future (for short and middle range). In the case of SUNRISE, the overarching goal is to promote sustainable forms of urban mobility for residents in specific neighbourhoods. Each city has a number of sub-goals depending on the local context that are developed in the co-identification & co-validation phase of SUNRISE.
- **Background information:** The population, the businesses and the important actors in the neighbourhood need to be characterized including demographics (or broadly statistics), local interests, potential conflict areas (covered through the SWOT & status-quo-descriptions in the SUNRISE project)
- **Stakeholder:** Decide what stakeholders need to be included actively, and what stakeholders can have a more passive role in the lab (covered through the activities in the co-identification & co-validation and the co-development & co-selection phase in SUNRISE)
- **Outreach:** Devise a strategy to reach and involve the stakeholders (covered through the activities in the co-identification & co-validation and the co-development & co-selection phase in SUNRISE; additional support through co-learning & uptake phase)
- **Goal of Participation:** Why should local actors participate in the lab? This is covered through the deliverable “Participation Strategy” (D2.1) in the co-development and the co-selection phase, and the “Memorandum of Understanding” (M33)
- **Motivation:** How can the relevant actors be motivated to join and support the lab?
- **Impact:** What impact on the neighbourhood can local actors expect in the neighbourhood?

Once these questions are settled, and the relevant strategies on outreach (participation) are defined, the operation of the lab can start.

⁴ Elaborations in this chapter are partly based on McCormick, K & C. Hartmann (eds. no date): The Emerging Landscape of Urban Living Labs. Characteristics, Practices and Examples. GUST/ Urban Europe. URL: http://lup.lub.lu.se/search/ws/files/27224276/Urban_Living_Labs_Handbook.pdf



- Steer the activities in each step of the co-creation process (activation, participation, implementation) in cooperation with the city partner
- Oversee the drafting of the strategy documents with support of the Technical Service Partners (e.g. the Local Participation Strategy D2.3 and the Neighbourhood Mobility Action Plan D2.4; the Implementation Guidelines of WP3 etc.)
- The NEM (Neighbourhood Evaluation Manager) as part of the Core Group is responsible for all documentation activities necessary for the assessment and evaluation of the co-creation process and the measure implementation process

5.3 Operational Phase: Continuation over the Course of SUNRISE

As mobility labs (living labs) take locally specific forms, the following checklist outlines the main questions that need to be addressed for successfully operating a lab.

Checklist for the operations of a Mobility Lab in SUNRISE:

- What will the Mobility Lab deliver in the course of its operation? (Sustainable neighbourhood mobility planning recommendations)
- What are the expected outcomes of the living lab? (Status-quo description of mobility issues, SWOT, Participation Strategy, Neighbourhood Mobility Action Plan, Implementation Plan, Evaluation activities)
- What are the milestones for the operation of the Mobility Lab? (these are largely in line with SUNRISE’s project milestones)
- What resources (personnel, know-how, materials, and finances) are necessary for the operation? (this point is mainly covered by SUNRISE project)
- Who are the key actors for the Mobility Lab? (covered in the WP2-Local City Workshops, see as well D2.1 “Handbook on Participation Strategies”). During the life of the lab, actors may become more or less relevant, thus it is important to keep an eye on the changing actor structure in your neighbourhood.
- How are decision and management processes in the lab defined? This point refers to the way in which decisions within the lab are taken, i.e. majority or unanimous decision. Both ways have advantages and disadvantages, and may be applied depending on the topic of the decision to be taken. In any case, decision making procedures need to be agreed upfront and documented (e.g. in the “Memorandum of Understanding” from the co-identification & co-validation phase or in a separate document)

5.4 Links to Evaluation Activities WP4

As both the SUNRISE project and the Neighbourhood Mobility Lab have a special focus on learning processes reflected in the co-learning and uptake activities and in the co-assessment and co-evaluation activities, the efficacy of the co-creation process within the NML will be evaluated to learn lessons. This evaluation is structured in particular through work package 4 (task 4.3 “Co-monitoring and co-assessing the process”, document “Co-Creation Evaluation Report” - CCER),



6 Tips for a Successful Neighbourhood Mobility Lab

6.1 Good Practice Examples

CityLAB Graz, Austria

CityLAB Graz is a research and innovation platform for urban development processes, closely affiliated with the local Smart City-Agency (www.smartcitygraz.at). This lab aims at developing and implementing projects in the urban context in collaboration with a diverse set of cooperation partners. Key principles are:

- Opening of the innovation process and inclusive participation
- Fostering dialogue and communication at eye-level
- Experimenting and learning
- Collaborative knowledge production and sharing
- System change and user-driven innovation
- Following the goals of sustainable development⁵

<http://www.stadtlaborgraz.at/> (in development) or

<http://www.openlivinglabs.eu/livinglab/citylab-graz>

aspern.mobilLAB, Vienna, Austria

aspern.mobilLAB is a recently founded Mobility Lab in Vienna's newest urban development district "Aspern Seestadt" aiming at co-operatively developing solutions for sustainable urban mobility in the neighbourhood. This lab is a platform and a physical infrastructure in the form of an office on-site, in which scientists, citizens and enterprises develop and test new mobility solutions.

<http://www.mobillab.wien/>

<https://www.facebook.com/aspernmobilab/>

⁵ Taken from <http://www.openlivinglabs.eu/livinglab/citylab-graz>



8 Partners

