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EXPLORING THE LIVING LAB APPROACH FOR IMPROVING THE INTEROPERABILITY BETWEEN LOCAL, REGIONAL AND TRANSNATIONAL TRANSPORT NETWORKS

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XX SCIENTIFIC MEETING, “MOBILITY AND THE CITY:
POLICIES FOR SUSTAINABILITY”

Living Labs methodological approach

Living Labs are used for creating test environments by enriching traditional research methods (e.g. qualitative and quantitative surveys, modelling and observations) with constant user involvement and feedback loops together with other stakeholders.

The core element of every Living Lab is the network formed of public and private stakeholders who jointly develop and test new technological developments within the framework of an open innovation process (Wiederwald et al. 2017, p.4).

The Living Lab approach and its several variations (e.g. urban mobility lab) are based on the quadruple helix model of (innovation) partnership, where government, industry, the public and academia work together and produce innovative solutions (Voytenko et al. 2015, p.3).

Living Labs and mobility

ENoLL mobility labs focus areas: (1) development of physical infrastructure and services, (2) the validation of shared mobility solutions, (3) cross-border applications and (4) the integration and interoperability of different mobility related services (ENoLL 2017 online).

The field of 'region and mobility' are particularly relevant for the investigation in Living Lab (research) practices especially tackling natural resource consumption and improvement when it comes to greenhouse gas emissions. Since activities in this field are strongly influenced by user behavior, innovations have high potential to benefit from user involvement (von Geibler et al. 2014, p.593).



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SHAREPLACE – SHARed mobility and REgional transport integrated PLAnning for a better connected Central Europe

The overall goal of SHAREPLACE is to develop an **innovative approach to improve the connectivity** of local, regional and transnational mobility systems.

- **Sharing as the key**
- **Participation and collaborative approach**
- **Technology as enabler**

By implementing **living labs** and **actively engaging stakeholders**, transferable solutions for a more integrated, accessible and harmonized mobility system in six central European regions will be designed.

SHAREPLACE

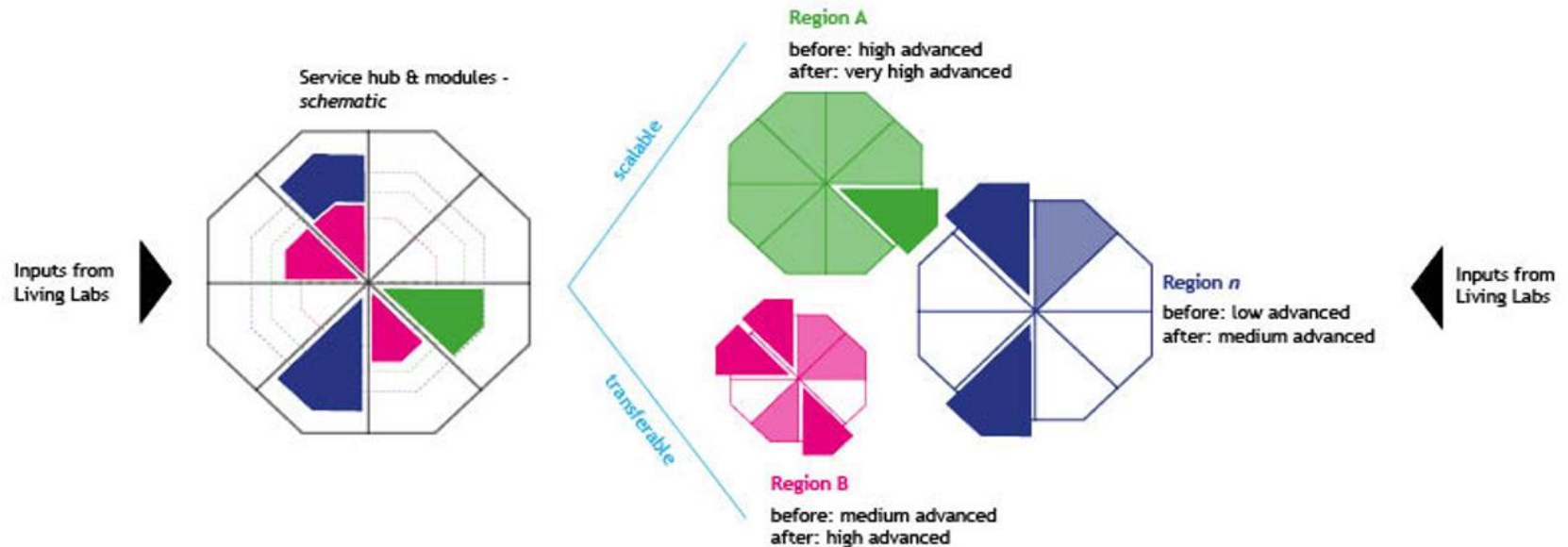
SHAREPLACE Living Labs

<p>1 Ulm, DE</p> 	<p>2 FUMO, AT</p> 
<p>3 Zalaegerszeg, HU</p> 	<p>4 Osijek, HR</p> 
<p>5 Bergamo, IT</p> 	<p>6 Crema, IT</p> 

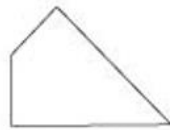


Living Labs, innovative solutions and the Service Hub

Schematic diagram of the SHAREPLACE Service hub idea



LEGEND



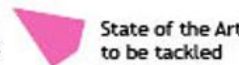
Modules to be designed in pilots



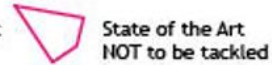
Scalability of modules for different pilots



SHAREPLACE improvement



State of the Art to be tackled



State of the Art NOT to be tackled

(randomly chosen colour; applicable for all regions)



Inputs from Living Labs

Potential, challenges, recommendations for mitigation

Potential

- I. Involvement of different target groups, removing barriers between stakeholders**
- II. Sustainable mobility solutions**
- III. Creation of communities on innovation and low emissions for mobility**

Challenges

- I. Availability of financial and human resources**
- II. Keeping users engaged and cooperation alive**
- III. Trust, representativeness, participation, barriers**

Recommendations for mitigation

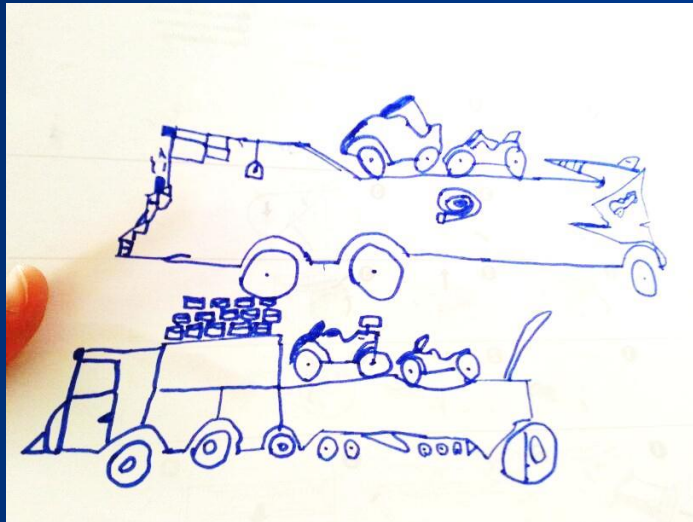
- I. Early engagement of stakeholders**
- II. Open dialogs and transparent discussions**
- III. Sharing and communication of long term visions**

Update and next steps

- I. Stakeholders needs and expectations
- II. Mapping services, identify gaps
- III. Co-design of solutions (June 2018 - May 2020)
 - a. Business modelling
 - b. Technological innovation
- IV. Testing I (Jan 2019 – Jun 2019)
- V. Testing II (Jul 2019 – Dec 2019)
- VI. Policy recommendations and scaling up (Jan 2020 – May 2020)



THANK YOU FOR YOUR ATTENTION



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