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GUIDELINES-FOR-SHAREPLACE-COMMUNITIES- ENGAGEMENT

Version 2
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1. Introduction to the SHAREPLACE project and approach

The overall goal of **SHAREPLACE** is to develop an innovative approach to improve the connectivity of local, regional and transnational mobility systems. **SHAREPLACE** will be open to all types of passenger transport services and target groups. Initial development and testing will be carried out in six pilot regions: Bergamo, Crema (both Italy), Fuschlsee-Mondseeland/FUMO (Austria), Osijek (Croatia), Ulm (Germany) and Zalaegerszeg (Hungary). By implementing living labs and actively engaging stakeholders, transferable solutions for a more integrated, accessible and harmonised mobility system in six central European regions will be designed.

The main approach for achieving this goal is the implementation of the six living labs, which build on specific strategies for local engagement. Through identifying the relevant stakeholders for each pilot region, an active group of participants will be gathered to collectively plan the aims of the different living labs with co-design workshops. In the following guidelines, you will find further information on the different methods for engagement, with specific examples and a hands-on toolbox at the end of the document to help you implement your next steps for establishing the living labs.

2. Living Labs

Living labs facilitate collaborative learning and introduce innovations to the unpredictability of everyday life. Through co-design processes and infrastructures, situated in real-life contexts, they enable users to become the co-creators of value (Ballon, Pierson and Delaere, 2005; Leminen, Westerlund and Nyström, 2012). Living labs can be seen as a reaction to critiques of linear innovation models, which overlook the appropriation phase as an important arena of innovation (Williams, Stewart and Slack, 2005). Living labs have been promoted to stimulate interactions between multiple stakeholders, create institutional support for innovation and reduce innovation failures (Pierson and Lievens, 2005). They offer governance structures to allow for user involvement and their contributions (Hyysalo & Hakkarainen, 2014). Over 340 living labs worldwide are listed by ENoLL website.

3. Illustrative Example

As an example one can look at the Helsinki Living Labs <http://www.openlivinglabs.eu/livinglab/helsinki-living-lab-forum-virium-helsinki> which was launched in 2007 to connect companies and public sector on different projects. The Living lab provides a platform to facilitates activities in Helsinki and surrounding cities.

“Helsinki living labs follows a three-phase methodology that evolves in a spiral (Figure 1). In the first phase (Grounding), stakeholders are identified and users from the community are selected. The second phase (Interactive and Iterative Co-Design) sees users explore the definition of concepts and work in the co-design of prototypes. Finally, in the third phase (Appropriation and Implementation), the final outcome is tested and feedback is gathered. (Amirall, Lee, Wareham, 2012:14)”

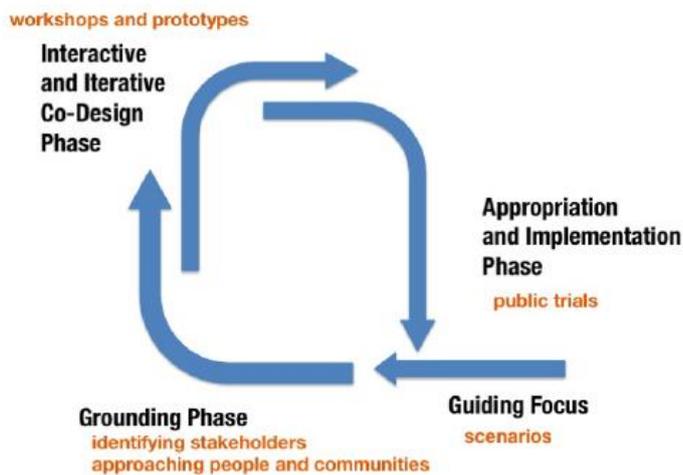


Figure 1: Source: Amirall, Lee, Wareham, 2012:14

4. Practical guidance on how to set up a living lab



TO DO

To identify your relevant stakeholders, which should be invited for the first co-design workshop, discuss within your team the “context” of your project. This means the definition of local problems, opportunities and certain local resources and capitals which this project might wish to grow, protect or diminish. To help your discussion you can use the [context tool](#) or [designCapitalia](#)¹ tool (see 5. Toolbox). On the basis of this, you should be able to name the stakeholders you want to co-operate, compete or have nothing to do with.

Discuss in the team: Which stakeholders need to be involved and why? Who do you see as main beneficiaries of the project? You can use the [stakeholder brainstorming](#) tool (see 5. Toolbox) to document your discussion. Now prioritize your stakeholders - who are the most important stakeholders for you and why? Is it possible to categorize these in different groups (e.g. public, private, non-governmental ...), which might be reached via different communication channels? Once you have made a decision on your most important stakeholders, start inviting them for the first co-design workshop in April 2018.

Step 1 - Stakeholder identification

Identify your relevant stakeholders - Who should be invited for the first co-design workshop?

In your team, it’s important to first identify your relevant stakeholders with the help of an “environmental analysis” which defines the “context” of your project. This means the definition of local problems, opportunities and certain local resources and capitals which this project might wish to grow, protect or diminish. To help your discussion you can use the [context tool](#) or [designCapitalia](#)² tool (see Toolbox). On the basis of this, you should be able to name the stakeholders you want to co-operate, compete or have nothing to do with.

Discuss in the team: Which stakeholders need to be involved and why? Who do you see as main beneficiaries of the project? You can use the [stakeholder brainstorming](#) tool (see Appendix 1) to document your discussion. Now prioritize your stakeholders - who are the most important stakeholders for you and why? Is it possible to categorize these in different groups, which might be reached via different communication channels? Once you made a decision on your most important stakeholders, start inviting them for the first co-design workshop in April 2018.

EXAMPLE:

Fiction: City of Ulm - collaboration with <https://www.mifaz.de/ulm> - Carpooling

Main stakeholders would be:

- representatives of the city of Ulm
- representative user-groups (e.g. students, female users, commuters...)

¹ designCAPITALIA is an original concept by Alastair Fuad-Luke developed with Claudia Garduno, Alaca Faretin, Jari-Pekka Kola, Svetlana Usenyuk, Sandra Vina and Katharina Moebus, 2012, accessed: <https://window874.wordpress.com/2012/09/28/designcapitalia-launched-at-okf/>

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- representative for the MiFaz - Service Platform (IT specialist)
- local organisations / NGOs active in that area (FabLab ?)
- local service provider: mobility platform DING for public transport
- local mobility experts identified with the designCapitalia tool
- ...

Step 2 - Plan your first co-design workshop (Jan. 2018 - April 2018)

1. Set a date and venue for the first three co-design workshops (April, May, Sep.-Dec. 2018) The date for the first workshop should be fixed latest in Feb. 2018 to inform the relevant stakeholders in time.
2. Plan the schedule, possible facilitator(s) and other logistics depending on the numbers of invited participants.
3. Send out invitations (save-the-date) to the relevant stakeholders as soon as possible (Feb. 2018) Additionally, use relevant media channels to increase number of participants.
4. Send out official invitation and reminder about 2 weeks later.
5. Start organizing your co-design workshop with different exercises (see Appendix 2 for more details).

In March 2018, Ulm University will facilitate a co-design training session, to help you better plan, run and facilitate your individual co-design workshops.

4.1 How to perform a mobility needs analysis?

Everyday mobility is determined both by objectifiable factors of the transport offer as well as by its subjective evaluation and subjective influencing factors, such as feelings, values and attitudes. In particular, personal lifestyles as well as mobility attitudes have "significant influences on activity programs, space-time behaviors and traffic behaviors of individuals", in part of whole households. (Mehlhorn[CB1] , 2001).

For the determination of target groups, three categories of characteristics can be distinguished in mobility research:

1. Behavioral characteristics
2. Socio-demographic characteristics (e.g. age, sex, income)



3. Psychographic features (value orientations, attitudes).

"All of the major mobility research targeting approaches, such as behavioral-homogeneous groups, household types, life stages, lifestyles, mobility styles, and attitude-based mobility types, are ultimately based" on the three above-mentioned classes of characteristics or their specific combination (Hunecke, 2006).

Other relevant information for the mobility needs analysis

General (urban) mobility behaviour

Attitudes towards the use of means of transportation (private car, public transportation, bike)

Attitudes toward sustainability and sustainable mobility

Socio-demographics

Starting point

Final destination

Changing locations (if intermodal trip chain)

Mode of transportation (Schönau, 2017)

Since the mid-90s [Jahn, 1997; Hunecke & Wulfhorst, 2000], mobility studies increasingly focus on lifestyle and mobility style orientations in order to better describe and explain mobility behavior (Mehlhorn, 2001). These approaches have their origins in the social sciences. Based on lifestyle and attitudinal characteristics, different mobility-related typologies were formed (Götz[CB6] et al., 2003) that characterize groups of people with specific lifestyles and attitude patterns (Schwer et al., 2006). The types formed can serve as a "basis for the target group-specific planning and design of traffic-related intervention measures" (Schwer et al., 2006).

"Behavior, information and communication offerings can be designed much closer to the needs of the respective users, if not only socio-demographic characteristics of the respective target groups, but also their subjective attitudes and behavior patterns are known" (Hunecke & Wulfhorst, 2000).

Change strategies towards a sustainable transport policy are not possible without the knowledge and consideration of the needs of road users. However, mobility needs are becoming more and more different, forming more or less large intersections or are diametrically opposed. Not only the needs of the 'car-free / -free' are opposed to those of the 'car-owners'. Thus, the aim should be to capture the mobility needs of different target groups as differentiated as possible. For the development of a target group typology, which goes beyond socio-demographic indicators and purely external determinants of transport needs, a multidimensional approach should be chosen, which not only includes objective factors (traffic connections in the area, money and time budget), but also subjective factors (e.g. mobility attitudes or habits) (Schubert, 2002).

Schwer[CB9] et al. (2006) identified the following attitude-based mobility types.



1. Public transport orientated
2. Public transport sensitized
3. Pragmatists
4. Car oriented
5. Disinterested

Specht [CB10] et al. (2002) found in their study the following mobility types based on socio-structural characteristics:

1. Use-oriented highly mobile persons
2. Status-oriented car drivers
3. Adventure-orientated car fans
4. Security-oriented non-mobile persons
5. Rationally acting mobile persons
6. Ecology-oriented public transport supporters

Possible target groups identified in the application form

1. Local public authority

- Municipalities, aggregations and other local bodies whose territories are interested by the concept and pilot development, interested in the integration of shared mobility into the sustainable mobility planning process

2. Infrastructure and (public) service provider

- Local transport and other mobility providers to be involved in co-creation and testing activities, and on the definition of features and running of the technology based service hub

3. General public

- Mobility services users involved in co-creation and testing activities

4. Regional public authority



- Regions in charge for transport planning activities, interested in the integration of shared mobility into the sustainable mobility planning process

5. Nation public authority

- Ministries and agencies in charge for regulation of transport sector, with special focus on those departments interested in innovative services

Additional potentially relevant target groups for SHAREPLACE that should be considered:

Table 1: Target groups and stakeholders for SHAREPLACE

	Users	Governmental organizations	Non-governmental organizations	Economic institutions
1	Elderly people	City council	NGOs	Public transportation providers
2	Young people	Politicians	Educational institutions and universities	
3	Mothers		SHAREPLACE partner organizations	
4	Pregnant women			
5	Handicapped people			
6	Students			
7	Commuters			

Since transportation issues are highly relevant for politicians as well as the industrial sector likewise, there is an ongoing discussion about the determinants. The four indicators that are basically determined to affect (sustainable) travel mode decisions are: spatial circumstances, socio-demographics, instrumental as well as other psychological attributes (Schönau, 2017). In regard to spatial influences, proximity to the town center (Hunecke et al., 2008), size of the city (Streit et al., 2014) and Schönduwe et al. (2012) showed positive effects on sustainable mobility behavior, while topography and bad weather (Ahrens et al., 2013, Hunecke et al., 2008), availability of a private car, as well as a high number of cars per household and the possession



of a driver license (Hunecke et al., 2008) favor ecologically harmful modes of travel. Negative effects on sustainable travel behavior were observed in cases, where the income increased and working hours were extended (Hunecke & Haustein 2007).

Even today, the psychological influence of the so-called instrumental attributes (Steg 2005) of car usage like comfort, flexibility, independence and others is still prominent and negatively influences the choice of eco-friendly modes of transportation (Anable & Gatersleben 2005; Steg 2005).

4.2 How to implement raising awareness actions?

With respect to communicate the approach the related activities will focus on raising awareness and provide information for interested target groups on the results of pilot activities. New media and media relations should be used as publications focusing on the storytelling of the pilot implementation and of the experiences of the involved stakeholders.

Communication on the development of innovative business models will address target groups by communicating through organizational media such as publications, and social and news media. Focus on benefits generated by the experimentation of collaborative business models in order to deliver innovative services.

Communication on local transport strategies fostering seamless and collaborative solutions for mobility services addresses stakeholders and contribute to raising awareness on the new concept potential among citizens at urban and local level.