

# Experimenting new forms of urban governance in Vienna

CASUAL Urban Living Lab Vienna - “Mobile in Liesing”

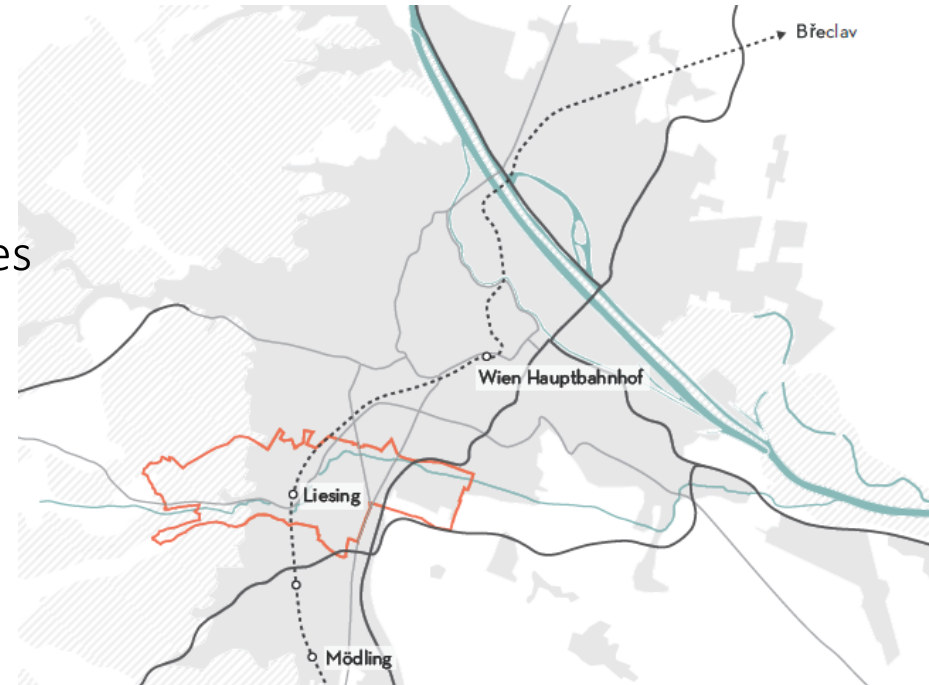
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## Context: Urban Living Lab Vienna / Liesing

- ▶ Transformation area
- ▶ + 28.000 inhabitants (2024)
- ▶ Traffic & mobility are major challenges
- ▶ Several ongoing local strategic processes & inputs
- ▶ Guiding question:  
*How can existing and incoming residents be motivated to change towards sustainable mobility patterns, to guarantee long-term life quality in the neighbourhood?*



Source: Perspektive Liesing, 2014

# Urban Living Lab approach as

## Analytical Tool

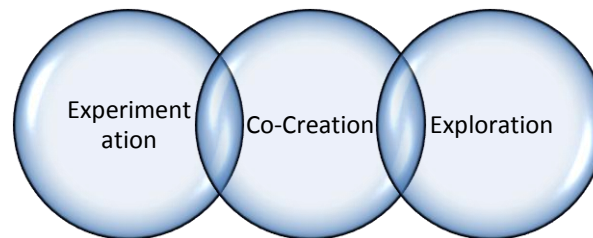
- ▶ Comparing and evaluating applied policies in the area in recent years.



- ▶ Analysing spatio-temporal boundary settings, actor-networks, public engagement
- ▶ Desk-research and expert interviews

## Policy Instrument

- ▶ Creating a case for experimentation in the field of mobility behaviour: Experiment „Mobile in Liesing“
- ▶ Linking traditional methods (survey, workshops) with more innovative methods (communal probes, exhibition)



## Phase 1

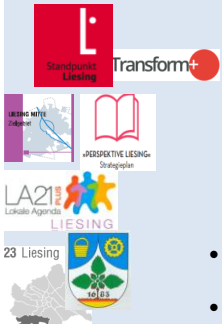
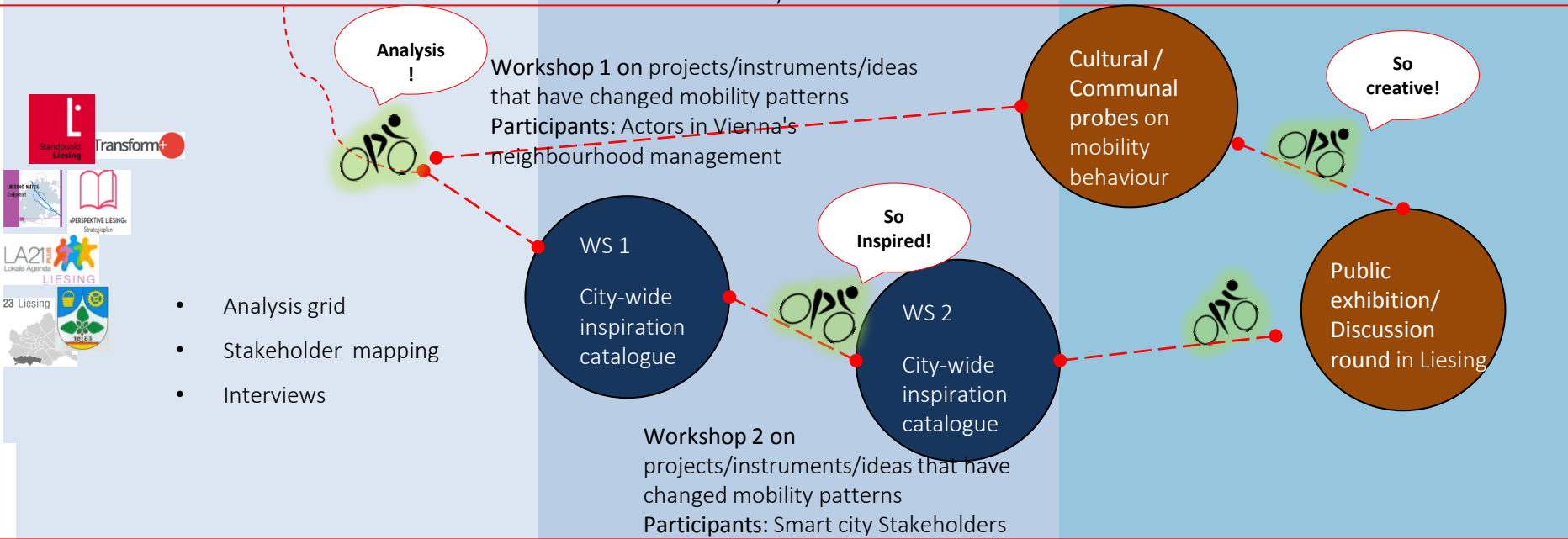
Analysing existing and ongoing strategic processes in the ULL Liesing

## Phase 2

Gathering city wide best practices on projects/instruments/ideas in changing mobility behaviour

## Phase 3

Putting mobility behaviour change of residents in ULL Liesing in the focus



- Analysis grid
- Stakeholder mapping
- Interviews

WS 1  
City-wide inspiration catalogue

WS 2  
City-wide inspiration catalogue

Cultural / Communal probes on mobility behaviour

Public exhibition / Discussion round in Liesing

Analysis!

So Inspired!

So creative!

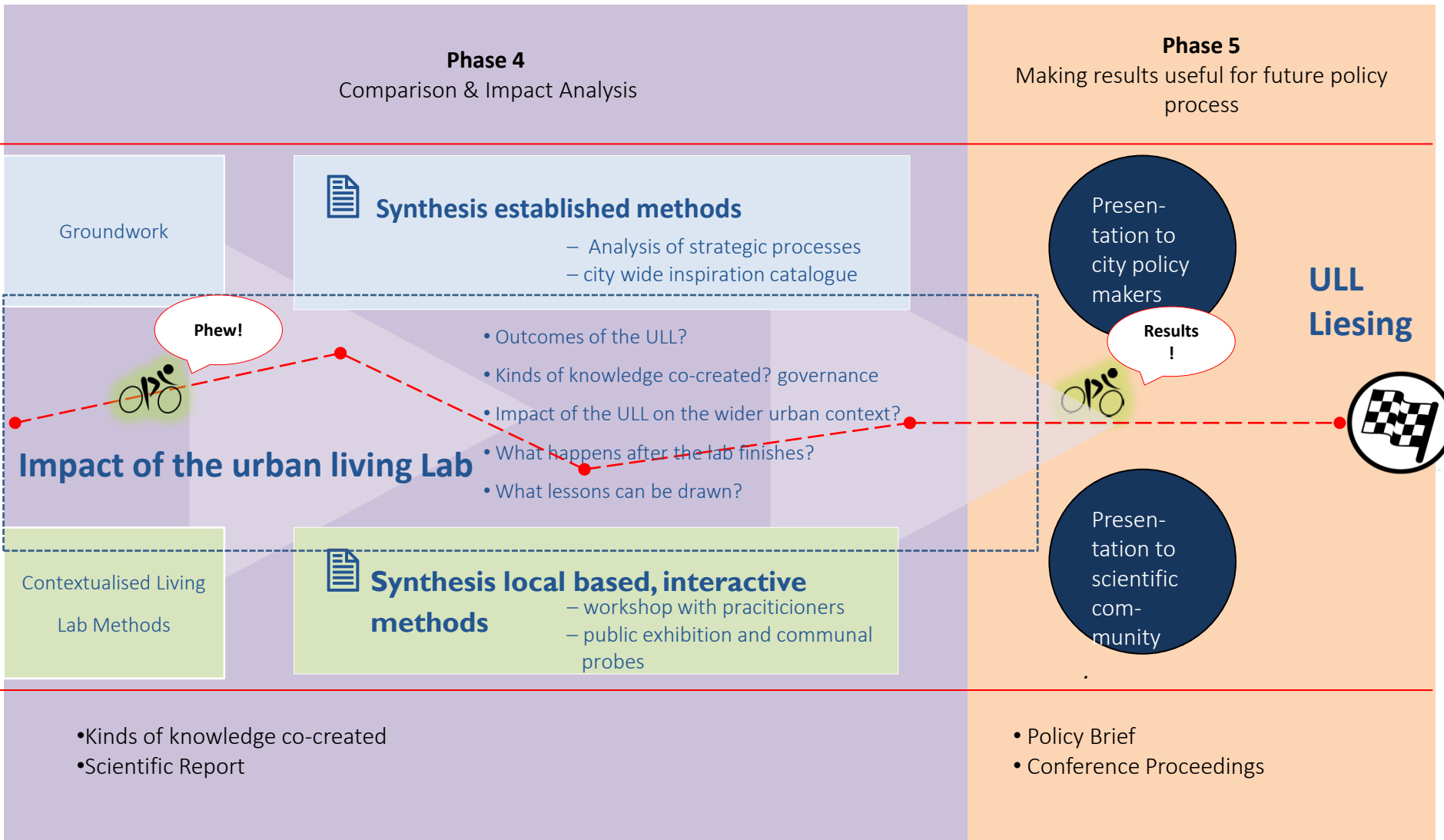
Workshop 1 on projects/instruments/ideas that have changed mobility patterns  
Participants: Actors in Vienna's neighbourhood management

Workshop 2 on projects/instruments/ideas that have changed mobility patterns  
Participants: Smart city Stakeholders

- Qualifying and delineating the ULL;
- Critical analysis of existing processes

- Inspiration catalogue of city wide best practices in Transport & Mobility

- Documentation of the exhibition
- Learning, co-creation and collaboration in the process



# Urban Living Lab approach as

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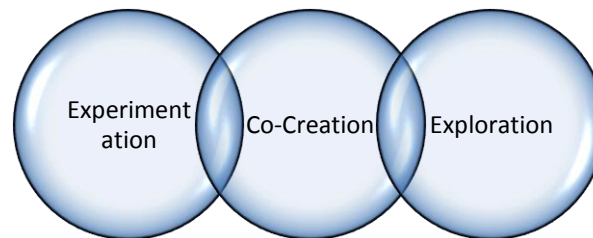
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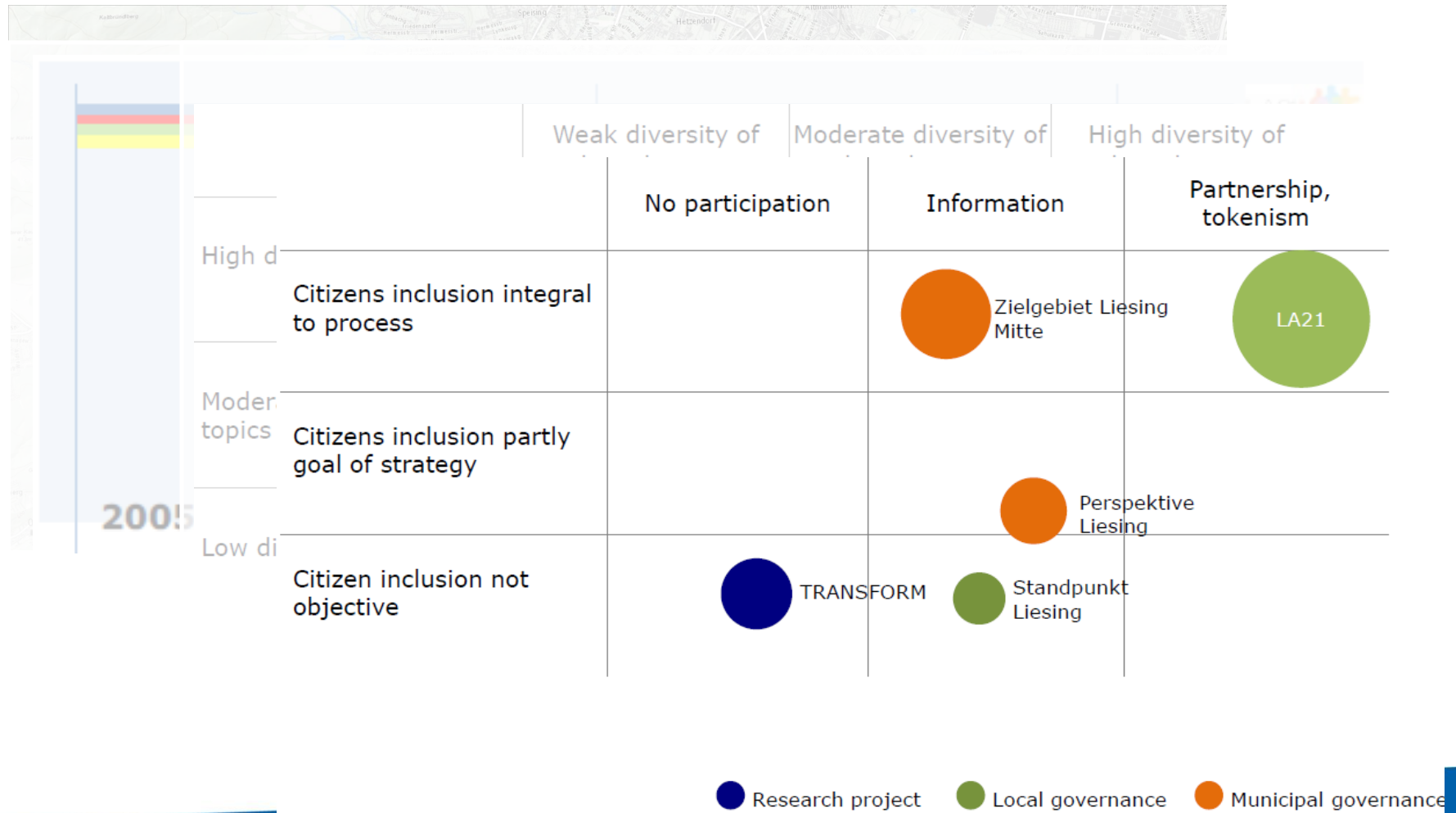
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# Results – ULL as analytical tool



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- ▶ Processes/Policies display contrasting time horizons
- ▶ Diversity in type of stakeholders
- ▶ Moderate to high degree of risk taking and experimentation
- ▶ Differing ability to incorporate feedback (situatedness)
- ▶ Engagement of population is hardly ever an objective of strategic policy making & participatory mechanisms are mostly absent
- ▶ Fragmented character of engagement efforts
- ▶ Conflicting municipal and district urban development goals
- ▶ Dissatisfaction with current organisational set-up



# Urban Living Lab approach as

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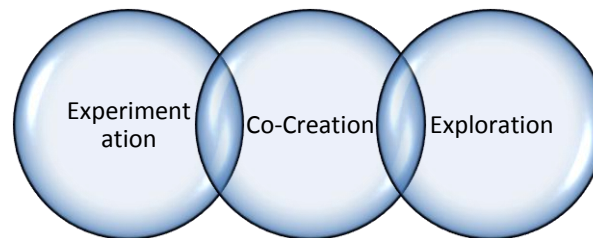
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# Process – ULL as policy instrument

1

## Survey



> 400 residents participated in a telephone survey on leisure mobility as well as their preferences towards transport and social infrastructure

2

## Communal Probes



With the help of creative packages 20 residents reflected upon their own mobility behaviour and leisure activities. These packages contain empty plans, postcards etc. and invite the participants to reflect intensively upon a specific set of questions.

3



## Exhibition in a former Coffin Factory in the area

The main results were presented in a publicly accessible exhibition which provided insights to Liesings residents and interested experts.

# Process – ULL as policy instrument

### Freizeit

Welches

LIESINGER  
Was macht diesen B...

Liesinger verfr...  
Grünraum...  
Bevölkerung...  
gerne genutt...  
wenige Geh...  
findet man...  
Parks oder d...  
der Grünrau...  
Motiv für de...  
Grund nicht...  
zuziehen.

Suchen die...  
Abwechslu...  
Stadtteile m...  
Kino- und T...  
oder Gastro...  
entfernt.

HEURIGER

### So bin ich

Wie bewältig

Atzger.

Die LiesingerInnen...  
binieren verschie...  
d um an ihre Ziele z...  
hat auch der Lebe...  
Wahl der Verkeh...

Ist das Angebot ar...  
Wohnumfeld unzu...  
das Auto für den A...  
Dadurch werden n...  
gerte Wege - wie...  
mit dem PKW bew...

Unter besseren Vo...  
würden die Liesing...  
öfters ein andere...  
das Auto wählen.

### Wünsche und Ideen

Anregungen, die das Unterwegssein in Liesing verbessern könnten.

Wunsch nach Straßen...  
riten, Dienststrecken n...

Tägliche Wege

So wünsche ich mir mein...

Im Frühjahr 2015 haben wir 18 Liesingerinnen und Liesingerinnen ein Verkehrsangebot und über ihr eigenes Verkehrsverhalten...  
gemacht.

Als Teil dieses zweiwöchigen Projektes haben die Teilnehmerinnen Wünsche festgehalten, die das Unterwegssein in Liesing...  
bequemer, ... machen könnten.

Die insgesamt über 100 Wünsche, Anregungen, Ideen und...  
gesammelt.

**Haben Sie selbst einen Wunsch, der noch nicht beschrieben ist?**  
Doch eine der leeren Karten, beschreiben Sie Ihren Wunsch und heften Sie ihn auf die Karte. Danke!

## Results – ULL as policy instrument

- ▶ Experiment operated in a conflicting political environment - limited actor constellation
- ▶ Citizen inclusion (not mere information but partnership) integral to process
- ▶ Different types of methods – different potential for co-creation
- ▶ Co-creation possible during Communal Probes and Exhibition
- ▶ No evidence of institutional learning
- ▶ Evidence of individual learning: participants, transport planner, researcher

## Results regarding urban experimentation

- ▶ Liesing - a privileged site for experiments
- ▶ Desired effects characteristic of ULL were achieved
  - ▶ Opening up spaces for co-creation
  - ▶ Allowing for learning on individual mobility behaviour
  - ▶ Experimenting with new methods
- ▶ Failed to
  - ▶ change given actor constellation
  - ▶ strategically re-orient the situation
- ▶ Absence of a concrete urban development policy cannot be substituted by an urban experiment (with limited time and resources)
- ▶ Urban experiments can define the needs but not institutionalize new rules

Thank you for your attention!

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