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Good Practice Case Study

SHAREPLACE

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PROJECT PARTNERS



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GENERAL INFORMATION

Title of the case	SHAREPLACE
Sales pitch	The overall goal of SHAREPLACE is to develop an innovative approach to improve the connectivity of local, regional and transnational mobility systems.
Organisations	<ul style="list-style-type: none">• AustriaTech• Redmint• Municipality of Bergamo• Autoguidovie Spa• City of Ulm• Ulm University• Mobilissimus• Municipality of Zalaegerszeg• City of County Rank• Dyvolve• City of Osijek• Metapublic-relations• Leader Region FUMO (Associated Partner)
Country	Italy, Austria, Croatia, Germany, Hungary
Authors	<ul style="list-style-type: none">• Catarina Reis• Andreas Rebholz
Nature of interaction	Academic, students, business, city challenge; City Lab
Level of mechanism	<ul style="list-style-type: none"><input checked="" type="checkbox"/> Government policy (e.g. law, funding framework)<input type="checkbox"/> Organisational strategy (e.g. university/business/agency)<input type="checkbox"/> Structural element (e.g. centre, lab, office)<input type="checkbox"/> Operational level (e.g. activity or programme)

Length of
programme

Not specified	Formality	NA
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Curricula-bound,
co or extra-
curricular?

NA	Level of initiative	NA
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Summary

SHAREPLACE is focused on transport and mobility: Shared mobility and Regional transport integrated Planning for a better-connected Central Europe.

Thus, this project is about developing an innovative approach for planning and delivering sustainable mobility services in central Europe, integrating conventional and flexible mobility services, as well as market-based and peer-to-peer sharing approaches in order to optimise and maximise the potential benefits for the transport networks. SHAREPLACE will be open to all types of passenger transport services and target groups.

The role of the University in the project is to support other Project Partners in the implementation of their pilot activities focused on integrating sharing options into regional and local Transport networks. The University is especially responsible for providing the framework and the methodological approach for planning and assessing the solutions in SHAREPLACE - two part-time jobs responsible for methodically accompanying the project.



CASE STUDY PROFILE

BACKGROUND

This project was funded by the European Regional Development Fund, under development from the 1st of June 2017 to the 3rd of May 2020.

SHAREPLACE aims at promoting, facilitating and enhancing the opportunities and capability of sharing, and efficiently exploiting resources as a crucial factor for sustainable and balanced

territorial and socio-economic development. The ultimate goal is to improve the integration of existing offers and the establishment of new offers for sustainable and affordable mobility.

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. These solutions will be supported by innovative business models and strategic guidelines for policymakers and planners.

For the purposes of the project, the methodology of living labs was identified to be most suitable. This approach provides various stages of user involvement and enables user-driven innovation on local and regional levels. Furthermore, experiences and insights can be transferred among the six living labs and scientific support is provided throughout the project.

“Co-design” is the specific tool/methodology that ensures that all relevant stakeholders are engaged within the living labs. In fact, tools and services will be designed and co-created by its potential future users and operators for enhancing the transport situation.

CONTEXT

Transport systems in central Europe often show a lack of integration between modes of transport, resulting in weak local, regional and transnational accessibility. Disparities in appropriate connections within and among centres of urbanisation often contribute to an unbalanced territorial development.

SHAREPLACE aims at providing a solution, improving the integration of existing offers and establishing new offers for sustainable and affordable mobility.

These solutions will be supported by innovative business models and strategic guidelines for policymakers and planners.

OBJECTIVES AND MOTIVATIONS

Overall goals of the project are the improvement of connectivity between urban centres and peripheral areas, the enhancement of interoperability and intermodality between existing mobility services, as well as the promotion of new forms and options of transport. Considering a long-term perspective, changed attitudes and habits, new and more sustainable mobility patterns are desired. Furthermore, urban approaches such as the adaption and enrichment of Sustainable Urban Mobility Plans (SUMP) and the integration of sharing-mobility options in regional and local transport networks are to be considered.

STAKEHOLDERS

Main stakeholders:

- University researchers: Ulm University
- Representatives from governmental organizations: Municipality of Bergamo, City of Ulm, Municipality of Zalaegerszeg City of County Rank, City of Osijek
- Representatives from public organizations: AustriaTech, Redmint
- Representatives from private companies: Autoguidovie Spa, Mobilissimus, Dyvolve, Metapublic-relations

PROCESS

INPUT

SHAREPLACE counted on:

- Knowledge, skills and experiences of university researchers
- Different cities' participation
- Citizens' involvement a
- Funding (Environmental Fund)

ACTIVITIES

The main activities of SHAREPLACE are:

- Construction of a survey to access the specific needs of each region on this matter
- Preparation of reports, manuals and guidelines (for the pilot sites)
- Improvement of citizens' awareness of sustainable solutions through conferences and promotion activities
- Introduction and testing of carpooling, bikesharing, and other mobility solutions
- Establishment of living labs
- Provision of a framework and methodological approach for planning and assessing the solutions
- Promotion of tools supporting the design and implementation of innovative sustainable mobility services to improve the connectivity with regional passenger transport systems
- Development of pilot actions by implementing co-designed services with the support of operational and business tools
- Implementation of new technologies and/or business models
- Development of services and tools
- Support of knowledge transfer, fostering the adoption of the SHAREPLACE strategy by policymakers and service providers on a broader scale

(Some of the activities were retrieved from the project's work packages available on <https://www.interreg-central.eu/Content.Node/SHAREPLACE.html>)



OUTCOMES AND IMPACT

OUTPUTS

The outputs of this initiative are mainly related to mobility, namely:

- New services in the public transportation system
- Sharing systems (car, bike, etc.)
- 6 living labs with 150 people
- New ways of thinking about mobility
- Share knowledge and gather experience
- Development of a common service hub (digital solution)

IMPACTS

Main impacts expected with the project:

- More complete and satisfactory mobility
- Better access to public transportation services
- Reduction of pollution
- Connection of local, regional and transnational mobility systems

Some examples of sustainability measures include:

- Long-time horizons
- Ensuring open-ended innovation processes
- Consideration of socio-cultural factors in user behaviour and acceptance
- Early engagement of stakeholders and key personnel
- Raising awareness for the benefits of sustainable mobility solutions

SUPPORTING ENVIRONMENT & SYSTEM

SUPPORTING MECHANISMS

There are two supporting mechanisms:

- Project funded by the European Regional Development Fund
- Living labs will be established at the municipality level whereas concrete implementation activities will be found together with local and regional stakeholders

BARRIERS AND DRIVERS

Barriers:

- Participating regions differ from one another in terms of available transport services, cultural patterns, demographic characteristics and attitude towards mobility and choosing which mode of transport
- Participating regions show different stages of advancement when it comes to their transport supply and the level of achievement of European transport goals

Drivers:

- Technological advances
- The need for sustainable mobility solutions
- Support from several entities



LESSONS LEARNED

CHALLENGES

The challenges the project face are:

- Unavailability of financial and human resources
- Organization/management-related aspects (the equal participation of every affected stakeholder group)
- Absence of incentives to keep users engaged and cooperation alive
- Difficulties in the transmission of the idea, and the importance of living labs and joint developments to citizens
- Struggle in having an appropriate number of (different) participants

KEY SUCCESS FACTORS

The key success factors are:

- The involvement of different target groups enables the generation of innovative ideas in real-world test environments
- Social identities and responsibilities for future work and mobility planning are evolved during the development and implementation processes of the living labs
- The needs and expectations of transport users are collected and directly transferred to corresponding providers and authorities, in order to design the transport system accordingly



FURTHER INFORMATION

AWARDS AND RECOGNITION

TRANSFERABILITY

As SHAREPLACE is open to all types of passenger transport services and target groups, it can be scaled to other regions

PUBLICATIONS

<http://www.interregcentral.eu/Content.Node/2018-TRA-Paper.pdf>

LINKS

<https://www.interreg-central.eu/Content.Node/SHAREPLACE.html>

<https://goo.gl/NQ6jFc>; <http://redminteurope.org/projects-2.html>

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