Urban Living Lab

Activities in Vienna from 02/2016 until 12/2018

Deliverable n°5.2.1

Version 1

This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 691876
REVISION CHART AND HISTORY LOG

Versions

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Executive Summary

Vienna’s SMARTER TOGETHER Urban Living Lab is conceptualized as local communication and participation hub for the SMARTER TOGETHER activities and implementation projects, designed to serve the local socio-spatial and socio-economic conditions and needs of the local citizens. Its main method was “going where the people are”, its overall goal is to contribute to inclusion and to a positive societal dynamic that is at the base of any sustainable development.

The Urban Renewal office (GB*) was identified as main project partner ensuring a long-term sustainability of lessons learned as its staff was included in the implementation and hence governance learning process. At the preliminary phase, an in-depth analysis of the socio-demographic environment was made and resulted in a detailed stakeholder identification and inclusion. Also, a first planning of possible activities was made as well as an overall design of a ULL.

Upon the purchase of a second-hand mobile booth the latter was designed and adapted to the needs and branded as SIMmobil(e). Starting from September/October 2016, the ULL was installed every month for 3 to 6 consecutive weeks from Spring to Autumn on one spot relevant to the project implementation and provided real time information as well as participation means. As it was also opened for special events, the number of opening days varied from 7 to 17, mostly around 9 to 10 days on one spot (about 3 days/afternoons a week). Overall, in 2016, the SIMmobile was open for 14 days, in 2017 for 44 (45 including the location at the Siemens factory) days and in 2018 all in all 35 days. As an example, in 2017 around 600 hours were needed to run the SIMmobile. All in all, the SIMmobile was open at six different long-term locations. In around 90 days approximately 3,000 talks with visitors were held reaching different social groups.

The location chosen was linked to SMARTER TOGETHER activities: the square in front of the local education center, the refurbishment school on Enkplatz 4, the main shopping street Simmeringer Hauptstraße, the central square Enkplatz, the mobility hub at the metro station U3 Simmering as well as the local transport hub on Geiselberg.

The SIMmobile was used for information, on-site surveying, focus talks, activation through gamification, participatory activities for different target groups and co-creation as regards for instance with pupils of the refurbishment schools as their input was included in the highly technical and demanding planning process. For instance, too, during a mobility event around the SIMmobile, on-site testing of e-bikes was made and the results determined the choice of the e-bikes.
A special focus was given to kids with specific target offers such as goodies, energy quiz (elaborated together with the project partner DIE UMWELTBERATUNG) or workshops held by the Science Pool. The Science Pool provided on-site workshops on smart city themes such as energy and mobility in line with the overall co-operation plan.

During opening times, numerous local institutions such as street workers or the employment agency WAFF used the SIMmobile for the purpose of their activities. Project partners promoted their institutions through the SIMmobile. Bike repair workshops were especially welcome. The SIMmobile was also used for promoting SMARTER TOGETHER activities such as events, the photo competition or “Beat the Street”. A special co-operation was carried out with Wiener Linien on the occasion of the opening of the first WienMobil Station, the Vienna Mobile Hub.

As a result, additional complementary activities were held such as an intensive cooperation with the educational center VHS Simmering or the mural painting in Geiselberg. In this context, the Science Pool held also a first Research Festival.

The SIMmobile concept was taken over by the follower city of Venice that also developed a series of activities inspired by the outreach in SIMmobile.

As a result, the SIMmobile implementation resulted in many valuable experiences gained in regards to further participatory processes and urban communication strategies. Through the involvement of numerous long-term local actors, sustainability of the lessons learned is ensured in the governance learning process. The SIMmobile is already considered for follow up projects and replication activities.
1. Introduction

The societal dimension has a crucial impact on sustainability of smart city actions that can contribute to inclusion and positive societal dynamics. Co-creation, co-design and participation increase the acceptance for change processes and innovations, create awareness for smart city topics and help to design solutions according to the citizen’s needs. Therefore a holistic approach of Smart City is needed, as given in the Vienna Smart City Framework Strategy.

In this spirit Vienna’s SMARTER TOGETHER Urban Living Lab functions as local communication and participation hub for the SMARTER TOGETHER activities and implementation projects, designed to serve the local socio-spatial and socio-economic conditions and needs of the local citizens.

This deliverable details all activities undertaken in Vienna during 2018, given that previous activities, from 2016 to 2017, are extensively described in Deliverable D.5.2.2 Co-Design Processes (see References section).

1.1 Lighthouse district: Local framework

1.1.1 Socio-spatial structure

Please refer to Deliverable D.5.2.2 Co-Design Processes, page 7-11.

1.1.2 Local stakeholders

Please refer to Deliverable D.5.2.2 Co-Design Processes, page 7-11.

1.2 Urban Living Lab as local activity hub

For Vienna it was apparent that the Urban Living Lab needs to be an integral part of the participations and co-creation processes. It had to function as local point of contact and hub for local activities, which became of special importance from the time on when the Urban renewal office relocated their office to another district.

Moreover, as considered in many concepts for urban living labs, it also is a space for interaction, an experimental ground. It gives the possibility to try out new methods for participation, communication and new solutions.

As the stakeholder analysis has shown the potential of local civil society, cultural, social or recreational organizations as multipliers for smart city actions, the urban living lab also needed to be open for collaboration with those important local players. Most of those local organizations are well established and locally known and can help to reach target groups that are hard to attract. Therefore the urban living lab functions as an open communication platform for local stakeholders.
1.3 Overview of citizen engagement processes in Vienna and involved partners

The urban living lab is an integrated part of the participation and co-creation processes in Vienna, managed and run by the Urban Renewal Office.

Especially for the participation processes in the fields of mobility, energy and infrastructure the urban living lab is an important platform to communicate the current state of the demonstration actions in SMARTER TOGETHER.

In case of the refurbishment projects, the participation and co-creation processes are managed by other partners and complementing events are mostly held on site, at their premises or at the “VHS Simmering”. Another reason why these processes are only minor combined with the Urban Living lab is, that the target groups are clearly defined – the tenants – and the owners/housing association have their own partners assigned to involve the tenants. For the refurbishment of Hauffgasse 37-47 it is wohnbund:consult, commissioned by the housing association BWSG. In case of the refurbishment in Lorystraße and Herborntgasse at the communal housing association Wiener Wohnen the so called “Wohnpartner” support the information of and co-creation with the tenants.
Despite those different responsibilities, a holistic approach is pursued based on the Vienna Smart City Framework strategy, which was adopted by the city council in 2014. For the urban living lab this means that the connections between the different thematic fields of smart city, such as mobility, energy and refurbishment need to be communicated so that people can understand the far-reaching consequences and can relate to different perspectives in their everyday life.

This aspect also applies to the collaboration between the project partners. As the urban living lab is the local hub and point of contact for SMARTER TOGETHER it is important that the information contents are well coordinated, and the common understanding is communicated with the urban living lab.
2. Vienna’s urban Living Lab - “SIMmobil”

In 2016 the Urban Living lab for SMARTER TOGETHER was implemented and was in action from autumn 2016 till 2018 with almost 3.000 visitors on around 90 opening days, offering a wide-ranging program.

2.1 Decision making: Co-Designing the Urban Living Lab

Please refer to Deliverable D.5.2.2 Co-Design Processes, page 14-16.

2.2 Implementation of the SIMmobil

Please refer to Deliverable D.5.2.2 Co-Design Processes, page. 17ff.

2.3 Organization & Resources

The SIMmobil is managed by the Urban Renewal Office, GB*ost. This includes the preparations such as submitting location permits, conceptualizing the program and coordinating with the project partners and local multipliers, local publicity work/communication as well as follow up works e.g. securing the results etc.

Staff resources

Apart from the one-time investment for the SIMmobil itself and the required equipment, the urban living lab is especially resource intensive in terms of the staff needed to manage the activities at the SIMmobil and be on site.

Since the activities at the Urban Living lab started in autumn 2016, there was only one location in that year. In 2017 and 2018 the SIMmobil was on four different locations per year with varying time frames on site.
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Table 1: Overview SIMmobil Locations and time frames

The team, managing the SIMmobil, consists of four to five people. Two team members are on site during opening hours.

As an example, in **2017** around **600 working hours** were needed to run the SIMmobil. In comparison, in 2018 the hours were less, not only due to less opening hours but also because of the lessons learned due to the experiences made in 2017. For example, getting the location permits became easier. Responsible authorities already knew the situation so the application processes were less time consuming. Moreover tried-and-tested methods, event formats and collaborations could partly also be implemented in 2018, which means less preparation for the annual program.

**Material expenses**

As already mentioned, the staff resources to run the SIMmobil are the crucial point, while the investments for the **object itself**, the **branding** as well as the **equipment** are much less. The trailer itself was purchased by the private contractor who is running the
urban renewal office GB* and is long-term rented by the city of Vienna, municipal department 25.

It turned out, that Goodies are a very important investment as well, especially for the SIMmobil. They can serve as “ice breakers” to get in contact with people but also as incentives to participate. The smart branded goodies used were self-charging flashlights, drinking bottles, bicycle bells, cotton bags and reflecting tapes for pedestrians/cyclists. Choosing goodies, it was important, that they transport the message of sustainability/smart topics as well as being useful in everyday life.

2.4 The SIMmobil Program: Activities at the SIMmobil from 2016 to 2018

Since September 2016, the SIMmobil offered a broad spectrum of activities and services on around 90 days. There have been around 3,000 talks with visitors, which are almost entirely the residents of the project area.

In the first and partly also in the second year the concept was to have themed activity weeks with many special program points, for example energy counselling. Since it turned out that most of the visitors are people passing by on their daily routes and mostly don’t visit the SIMmobil for one special occasion, the concept was slightly changed, offering more permanent activities.

2.4.1 SIMmobil in 2016

Please refer to Deliverable D.5.2.2 Co-Design Processes, page 17ff.

2.4.2 SIMmobil in 2017

Please refer to Deliverable D.5.2.2 Co-Design Processes, page 17ff.

2.4.3 SIMmobil in 2018

In 2018 the approach of the annual program changed in the way that there was a shift from offering many special activities on single days and having different focus topics at each location to a program that is a bit more flexible and continuous. The reason for this is that the activities in 2016 and 2017 showed that most people visiting the SIMmobil are random passers-by and only very few people are visiting the SIMmobil deliberately at one day because of a special program. Nonetheless diverse formats and methods are needed to reach different target groups.
The first location in 2018 was again at the local education center in Simmering, starting in May. At this location two third of the visitors were kids. Since the SIMmobil was on site for the third time, the project was already known by many visitors. At this location the new e-bike-sharing at the central cemetery, which also started in May was promoted. Persons interested could get information at the SIMmobil how the new service works. Especially the online registration can be an obstacle for users, from people with language barriers to people with “digital” barriers such as seniors. The well-established bike repair and DIY bike workshops were again offered at this location. Moreover, the collaboration with Science Pool, a local institution promoting interest for science in a creative environment, has taken up extremely well by the target groups of children and teenagers. In their program at the SIMmobil they made experiments in the fields of energy, emissions and mobility on site. The SMARTER TOGETHER collaboration with Science Pool has also been extended to workshops in schools in the target area as well as external events such as the first “science festival” in Simmering in November 2018.

Figure 2-3: Bicycle workshop and SIMmobil
(Source: GB*)

In June the SIMmobil was located at the Simmeringer Hauptstraße, the main shopping street in the area, next to a new residential area. Already in 2017, the SIMmobil was at this location, but since the pedestrian frequencies are quite high, many new people in the area could be reached. The bicycle repair workshop and the activities with Science Pool were part of the program. Further “waff, a consultation center for job, continuing education and financial support, used the SIMmobil as communication platform for on-the-spot advice. Since labor is a key issue for the future, as many visitors at the SIMmobil stated, this collaboration was one reaction to this input. This showed, once again, that the open concept of the SIMmobil is needed to react flexibly to such inputs and to disseminate already existing free-of-charge(social/local) services over new channels.
In July the SIMmobil was at a new location in the western part of the project area. The SIMmobil was set up at the front of the train station “Geiselbergstraße”, which is near the housing complex Hauffgasse and the production site of Siemens. This area is more heterogeneous in usage (more industrial sites) and further away from the central part of Simmering. Although the SIMmobil was located at the most important transport hub in this area, the pedestrian frequency was a lot less as opposed to the other locations. But since this is a new location it also meant that many visitors weren’t familiar with SMARTER TOGETHER and the SIMmobil – this fact also shows the far-reaching effect of working in public space.

At this time also the photo competition, initiated by SMARTER TOGETHER, started. From July till September residents of Simmering and beyond were invited to submit photos on the topic “Summer in the City”: How to spend summer in the city sustainably? What to do to protect against summer overheating? etc. As shown with activities like “Beat the Street” or the Energy quiz gamification turned out to be a good method to convey smart topic. The aim of the photo competition was to create awareness for climate-friendly measures and activities. The participants could send the photos via Email or make it or bring it to the SIMmobil. Besides calls in local media the photo competition was especially promoted at the SIMmobil. Around 40 people participated in the competition. The photos submitted had various topics, mostly sustainable ways of leisure activities in Summer, technological solutions for Summer overheating had not been an issue. The jury, made up of SMARTER TOGETHER project partners, chose three main winners. Nevertheless, it was important that all participants are rewarded for their effort, because – in the project rationale - engagement always needs appreciation.
Figure 6: A resident of the residential building Hauffgasse visiting the neighboring SIMmobil
(Source: GB*)

Figure 7: The winner photo of the SMARTER TOGETHER photo competition
(Source: Sonja Hoschek)
The last stop of the SIMmobil in 2018 was in September – as in 2017 – at the public transport hub and central square Simmeringer Platz. This is also where the mobility point “WienMobil Station” is located. The WienMobil Station was opened on 21st September. Employees of the Wiener Linien (transport services) were on site four times to offer mobility consultancy and inform about the WienMobil Station. Other activities besides the program around the Wien Mobil Station where the program by the FAIR-PLAY-TEAM-11 (see SIMmobil 2017) and a new program: In collaboration with “Wanderklasse”, a Viennese association, “dream place Simmering” was developed.

The aim is to impart building culture and changes of the living environment, also focusing on public spaces. Posters showed the square Simmeringer Platz in two different perspectives. Building and street outlines where shown, everything else was blank. Visitors who invited to visualize their “dream” of this local place. Icons (furnishing, plants, different utilizations) could be placed on the posters but also free hand was possible. Some incentives helped to invite visitors to take part – kids, teenagers but also elderly people participated. Besides the main objectives this activity also helped to come together in conversation and discussion with visitors.

Figure 8-9: Visitors at the SIMmobil visualize their “dream” of the central square Simmeringer Platz
(Source: GB*)
<table>
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<th>Year</th>
<th>Period</th>
<th>Location</th>
<th>Opening Days</th>
<th>Visitors (rounded)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>28.09.-28.10.</td>
<td>Central square Enkplatz</td>
<td>14</td>
<td>490</td>
</tr>
<tr>
<td></td>
<td>26.04.-17.05.</td>
<td>Local education center Simmering</td>
<td>7</td>
<td>310</td>
</tr>
<tr>
<td></td>
<td>29.05.-28.06.</td>
<td>School Enkplatz I+II</td>
<td>10</td>
<td>320</td>
</tr>
<tr>
<td></td>
<td>05.07.-28.07.</td>
<td>Main shopping street SimmeringHauptstraße</td>
<td>10</td>
<td>240</td>
</tr>
<tr>
<td></td>
<td>06.09.-25.10.</td>
<td>Local transport hub and central square Simmering Platz</td>
<td>17</td>
<td>680</td>
</tr>
<tr>
<td>2018</td>
<td>02.05.-28.05.</td>
<td>Local education center Simmering</td>
<td>9</td>
<td>290</td>
</tr>
<tr>
<td></td>
<td>04.06.-27.06.</td>
<td>Main shopping street SimmeringHauptstraße</td>
<td>9</td>
<td>140</td>
</tr>
<tr>
<td></td>
<td>04.07.-25.07.</td>
<td>Local transport hub Geiselbergstraße</td>
<td>8</td>
<td>60</td>
</tr>
<tr>
<td></td>
<td>03.09.-26.09.</td>
<td>Local transport hub &amp; central square Simmering Platz</td>
<td>9</td>
<td>270</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>93</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>2,800</td>
</tr>
</tbody>
</table>

Table 2: Overview of Visitors at the SIMmobil
(Source: GB*)

2.5 Local Collaborations & Complementary activities

Activities at the SIMmobil and beyond were often made in collaboration with (local) institutions to increase the range and reach specific target groups as well as to get experts for specific smart topics involved.

Besides methods and program formats developed for the SIMmobil were also used at other events, such as the Education day at the local education center (Bildungszentrum Simmering) or the Street festival, where SMARTER TOGETHER was part of in 2016, 2017 and 2018 (see D.5.2.2. Deliverable Co-design processes).
The **Urban living lab** was also an **effective vehicle to inform about external events** of SMARTER TOGETHER.

The **collaborations with (local) institutions** are broadly diversified. The key partners for the Urban Living lab and events **in direct connection with the SIMmobil** are briefly pointed in the following:
- The local adult education centre (VHS Simmering): The cooperation with the latter turned out to be most relevant as the VHS Simmering has a regular public and a professional distribution and promotion network contributing to the sustainability of SMARTER TOGETHER activities. It is regularly hosting all kind of events and workshops in and around the “Bildungszentrum Simmering”.

- Eco counselling Vienna (DIE UMWELTBERATUNG):

- Mobility Agency of Vienna: The mobility agency is one important partner to promote active mobility. SMARTER TOGETHER collaborated with the agency for the Walking Café (see 2.5.2) and the project Beat the Street (see 2.5.3). Moreover, the agency is also hosting an online booking platform for the free of charge e-cargo-bike sharing, where also the SMARTER TOGETHER «Grätzrad» is part of.

- As the SIMmobil is understand as an open communication platform, this also means that (local) institutions who contribute to the quality of life in the district are also invited to use the SIMmobil to promote their smart activities and services. In the wake of this several institutions were involved: Balu&Du (local association for promoting communication and play in public space and beyond. FAIR-PLAY-TEAM 11 is part of this association), NGO engineers without borders, waff (consultation centre for job, continuing education and financial support), Wanderklasse (local association for mediation of building culture), Science pool (local institution promoting interest for science in a creative environment)

2.5.1 Public Events at the education center “VHS Simmering” and 2018

In 2018, the adult education center (VHS – Volkshochschule Simmering) turned out to be the major local institutional anchor of SMARTER TOGETHER taking over some of the tasks of the Urban Renewal Office that had moved its premises in the 10th district of Vienna in late 2017.

Namely, the VHS Simmering gave at the disposal its event facilities for seminars as well as bigger indoor or outdoor events. Numerous local and international visitor groups that combined a field visit with a (power point) presentation or group discussion used the class rooms of the VHS. As such, all visitor groups to the district visited also the VHS Simmering.

In September 2018, SMARTER TOGETHER invited another local institution for cooperation that has its premises in the VHS Simmering educational centre. Namely, the branch office of the municipal library got at its disposal a high-end touch-screen computer available to the public during opening hours. The hand over event included two municipal departments. The local partner suggested to combine the hand-over of the computer located on a desk that has the SMARTER TOGETHER design with an
event for smaller children. An artist drew Kirango-figures that are the communication tool to children for the past few years.

In September 2018 too, SMARTER TOGETHER participated at the “Educational Day” where numerous local institutions presented their services to the interested public in order to gain new participants.

2.5.2 Walking Café
Please refer to Deliverable D.5.2.2 Co-Design Processes, page 24-25.

2.5.3 Beat the Street in 2018
Please refer to Deliverable D.5.2.2 Co-Design Processes, page 43f.

As the project was such a huge success in 2017, SMARTER TOGETHER put a lot of effort into it to implement it in 2018 as well. The search for a sponsoring partner was a big obstacle, in the end it was financed by SMARTER TOGETHER solely. Due to financial resources the number of boxes and by that also the number of participating schools had to be reduced.

Upon completion of the event, many participants, often children that had approached the ULL SIMmobile, had given an enthusiastic active feedback and requested either a prolongation of the event or a reiteration.

As a result of the 2017 success story of Beat the Street in Simmering, the main governance partner, the Mobility Agency Vienna (“Mobilitätsagentur Wien”), decided to replicate Beat the Street in the district of Donaustadt with a range of new local partners as well as with key partners of 2017, namely the educational centre VHS (“Volkshochschule”) and the School Board (“Stadtschulrat für Wien”). Due to the different sizes of the respective implementation areas of Beat the Street, a direct competition amongst both districts was not possible. Main indicators differed such as budget, number of participating schools, number of participating pupils, number of beat boxes and average distances between the beat boxes in the district.

In Simmering, 11 schools were directly involved in the project and 28 boxes were positioned in a way that permitted to promote SMARTER TOGETHER implementation projects (at the two e-bike sharing stations (including the mobility hub “WienMobil Station”, next to the refurbishment sites etc.

Allover in 2018, in the two districts and during the six week the healthy mobility event gathered directly 20 schools. In total, 10,500 participants walked 112,000 km. As for Simmering, 3,200 participants walked 23,000 km.

2.5.4 Graffiti-Event at Geiselberg
The Graffiti-Event at the forecourt of the train station Geiselbergstraße was in reaction to ideas from visitors at the SIMmobil. When talking about future topics for the district it
turned out that public space is an important aspect for many people. Kids and teenagers visiting the SIMmobil mentioned that they would like to have the possibility to co-create public spaces with street art. On the other hand, adults and especially elderly people often complained about vandalism in public space and the lack of awareness for the common goods.

With that in mind, the urban renewal office together with the local association Balu&Du created the idea of a Graffiti-Event to co-design a supporting wall along the railway line in Simmering. The Austrian Railway (ÖBB) as owner could be convinced to provide this wall for co-design. The event was promoted by the association Balu&Du, since kids and teenagers are one of their main target groups, as well as at the SIMmobil. The two-day event took place in October 2018. Residents of Simmering and especially kids and teenagers were invited to co-design this wall under special direction of two street-artists. Around 90 kids and teenagers participated in co-creating this space, the feedback of the kids but also of their parents and other adults passing by was very positive.

![Figure 12: The wall in the original state](Source: GB*)

Figure 12: The wall in the original state
(Source: GB*)

![Figure 13: Co-Designing at the Graffiti-Event](Source: GB*)

Figure 13: Co-Designing at the Graffiti-Event
(Source: GB*)
2.5.5 Science Pool and First Research Festival in Simmering

In 2017 and 2018, one of the major multipliers of knowledge on smart city and smart future technologies was the local NGO “Science Pool” based in the project area of Simmering. The Science Pool is active in Eastern Austria (Vienna, Lower Austria and Burgenland) and provides workshops on energy, mobility and any other science related issues mostly to elementary school classes. Usually, it a share of the cost is born by the participating pupils. In Simmering however, due to the social structure, a roll out was only possible to the funding by SMARTER TOGETHER.

Please refer to Deliverable D.5.2.2 Co-Design Processes, pages 45-46.

From March to July 2018, 10 workshops were held in 6 school all over the district, the themes being emissions, e-mobility and energy. In addition, the Science Pool participated in a huge going-out event with kids in a public park in July 2018.

In addition, the Science Pool was regularly present at the SIMmobile and provided workshops to kids passing by. The Science Pool provided also an ad-hoc workshop to children during the public hand-over of the Solar Benches in front of the School Centre on Enkplatz.

In November 2018, the Science Pool facilitated the “First Science Festival of Simmering” opening its doors to targeted school classes and to the wider public during the whole day. The Head of Housing Department and patron of SMARTER TOGETHER, Ms. Kathrin Gaál, as well as the District Mayor and the renowned Science Buster Elisabeth Oberzaucher were present too. Four school classes presented their Smart City projects that they had elaborated upon completion of the workshops with Science Pool and in direct link to them and three of them were awarded.
3. Replication

SMARTER TOGETHER undertook great effort to foster the replication as a process within the project through the involvement of all actors in a variety of activities. The Urban Renewal Office hence participated regularly along with SMARTER TOGETHER in the “Regional Forum” of local institutions linked to citizen’s participation transferring knowledge and vision.

Venice: Venice directly got inspired by Vienna’s sustained effort in citizens participation and involvement and – by own words – copied Vienna’s SIMmobile concept. An old public transport bus was redesigned for the purpose as mobile ULL and became the focal point for communication and participation in the project area of “La Gazzera”. Numerous additional events, the focus on school children, their daily school ways were inspired by Vienna. Also, the idea of e-carsharing was taken over and promoted with pictures from Vienna.
Munich: During an on-site visit in Vienna, partners from Munich were highly impressed by the local dynamics in the district during Beat the Street. As a result, Munich decided to replicate the mobility game. As an innovation, Munich took over to order the boxes by itself and to implement it on a large scale all over the city. The preparatory activities are ongoing and in close cooperation and knowledge exchange with Vienna technicians (as for instance from the Dopplinger&Dopplinger enterprise that is responsible for the local implementation).

Governance learning and Knowledge Transfer: In Autumn 2018, SMARTER TOGETHER held together with the managing board of the responsible administrative unit for Urban Renewal Offices a first “harvesting workshop” where all the knowledge gained and experiences made were shared with stakeholders. Besides the ongoing knowledge transfer during the project implementation process, this workshop served as a formal milestone in the knowledge management.
4. Lessons learned

The urban living lab, “SIMmobil” is designed as a central communication platform in public space during project implementation. The participatory design included many stakeholders that are using the tool in the implementation phase. The design itself reflects the positive vision of SMARTER TOGETHER in harmony of the overall CI of the project. As for the programming, the idea of being locally present at different sites with different contents appeared to be strategically the right one as it provides additional communication possibilities regarding static offices of the different stakeholders in the project area. “Going where the people are” was the right approach in this local framework and specific topic.

The SIMmobil provides a playful environment for the SMARTER TOGETHER project partners, local stakeholders and different target groups in the project area. The understanding of the SIMmobil as a lab gave the possibility to test out different methods, formats and collaborations. On the one hand this approach supports innovative ideas. On the other hand, there is also a risk of trying out new things and, if they don’t work at the first time, they got skipped to early. Sometimes patience is needed and only few things need to be changed to get the intended results.

Unlike e.g. refurbishment projects, where the residents are directly affected by the measures, especially in case of mobility schemes, it is a challenge to activate citizens. Besides the approach to argue on various levels (finance, environment, health etc.), the outdoor solution in particular helped to activate citizens and enhance awareness for smart topics.

All in all, the SIMmobil was open at six different long-term locations. In around 90 days approximately 3,000 talks with visitors were held. The population reached out encompassed different social groups: namely “traditional” Viennese – in this group especially pensioners, school pupils, teenagers’ kids and families. Children of lower age were specifically attracted by the specific activities and goodies provided. As they have been accompanied, the parents were reached out too. The communication with migrants was/is subject to their ability in using mainly German (or another communication language spoken by GB* / SIMmobil staff) – nevertheless this group could be reached very well, especially through special programs for kids and teenagers (f.e. SIMmobil Kids). The group which could be reached least were residents between the age of 35 and 50, which can mostly be explained with their limited time resources. Different opening hours, f.e. also in the early evening and sometimes on weekends were considered and implemented to reach this age group.

In terms of methods to attract and engage citizens a low-threshold approach was crucial. A mix of methods, visual and playful approaches helped to reach citizens of this disadvantaged neighborhoods. Gamification – f.e. Beat the Street, Energy quiz,
scavenger hunt etc. was an important method to thematize smart topics such as sustainable mobility or energy saving.

As for the locations, it appeared that some have been more successful in regards to number of reach out talks than others have (see Table 2: Overview of Visitors at the SIMmobil). The number of days of presence as planned was implemented. However, it was subject to budget constraints and to weather conditions. The overall most attractive sites were in front of the school, where the targeted pupils could be reached out, the tube station U3 Simmering, where commuters were addressed and the location at the main shopping street in front of a new housing neighborhood, with its specific public.

Besides the information, consultation and co-creation connected to the demonstration actions, the SIMmobil also offered information and advisory services about special Smart City topics, f.e. urban green space or summer overheating in the city. This helped immensely to make the project more accessible. The different focus topics showed in which contents the visitors are most interested in and thus also supported the learning process and optimizing the program for the upcoming years.

The open concept of the Urban Living lab also allowed to react flexible to new inputs. For example, the waaff, a consultation center for job, continuing education and financial support could be invited to the SIMmobil since many visitors stated that for them work and education are very important topics of the future. Thus, it was possible to adjust the program to the needs of the visitors. In the figurative sense the program could co-created with citizens.

These main topics and services, which were offered at all opening days, were also complemented by other activities. The overall most attractive additional activities were the bike repair workshops.

In general, the collaboration with third parties at the SIMmobil appeared to be very interesting for all and was especially welcomed by visitors. The collaborations helped to reach specific target groups such as teenagers - their role as multipliers where essential. For example, the inclusion of local youth street workers was highly welcome. Moreover, new co-creation activities such as the Graffiti event (see 2.5.4) evolved because of the open concept of the SIMmobil.

Project partners also provided several demonstration objects for the SIMmobil, such as a mobile solar panel (Kelag Wärme), e-bikes (Sycube) or a receiver box for parcels (Post AG). The attendance of project partners at certain events on site at the SIMmobil was received positively by visitors as well as themselves.

A major shift in regards to knowledge management and governance learning is to include actors and stakeholders in the process. This allows to shift the learning effect from single focused project implementation focused on concrete goals (SMART =
Specific, Measurable, Attractive, Realistic, Timed) to a **process-oriented approach** where all stakeholders learn from each other on numerous occasions, share values rather than getting top down trainings and guidelines. With this, a contribution to the development of organizational culture, mindsets, methods and ways of doing things is given. Hence, in addition to factual information also experience with an emotional element are shared and promoted.
5. Recommendations for other cities

An Urban Living lab is an innovative space to try out new or different forms of communication and participation – from methods to event formats. It is a playful atmosphere both for initiators, project partners, (local) collaborators and visitors.

„Going where the people are“ rather than having a static infopoint or similar is a method that gives flexibility: In case of the urban living lab “SIMmobil” it allowed to react flexibly to project changes and needs of the project partners, participants etc. Especially projects, where the time frames are narrowly defined and at the same time new and different approaches are tested, this setting is very helpful.

Besides the face to face approach in public space to inform and engage citizens can be especially beneficial in disadvantaged neighborhoods. People with limited time resources, limited financial resources, language barriers, digital barriers etc. can be reached through this open and inclusive approach. Moreover, experiences in SMARTER TOGETHER showed that with Smart City topics it can be difficult to make them tangible. Besides the solution in public space also the characteristics of a lab to try out and test things (for example E-Bike-testing or demonstrating how solar panels work) are helpful in this case.

Collaborating with local institutions and therefore understanding the urban living lab as an open communication platform can help to reach specific target groups. Besides being present at the urban living lab also complementary activities can be beneficiary.

If this approach is being considered enough resources – especially manpower deployment – are key. Involving an already established local institution such as the urban renewal office means local knowledge and network is already exists. If one main objective of the urban living lab and participatory activities is to creating awareness for e.g. smart topics a long-term activity is necessary. Also, to gain trust in municipal administration, its work and the participatory processes a long-term face to face contact is important.

Venice and Munich already undertook concrete steps in replication and serve as valuable ambassadors of Vienna’s way of a culture of an inclusive societal dialogue.
6. Conclusion and further steps

As shown in the previous chapters with the conception and implementation of the urban living lab in course of SMARTER TOGETHER results in many valuable experiences for further participatory processes and communication strategies for the urban renewal office as well as all project partners and local multipliers involved. These experiences will feed into the future work of all actors involved.

The SIMmobil itself is already considered for follow up projects and replication activities.
REFERENCES

i SMARTER TOGETHER, Deliverable D5.2.2 Co-design processes, available on SMARTER TOGETHER project website (https://www.smarter-together.eu/deliverables).

SMARTER TOGETHER Vienna local website; www.smartertogether.at