## Concept paper: Mobility Lab

**The Mobility Lab is an interdisciplinary collaboration platform for co-design and testing** of innovative planning and technological solutions in urban mobility and public transport aimed to improve the green mobility offer **for a specific user group** (e.g., seniors, disabled people, young families, etc.) **or for society in general**. In practice, the Mobility Lab, in close collaboration with the user group (e.g. seniors), will introduce innovative approaches to addressing the core mobility needs of this user group in the cities (municipalities), ensuring that mobility in physical, technological or virtual environments becomes available, accessible, acceptable, affordable, more efficient, healthier, smarter and thus – more sustainable.

Mobility Lab activities are organized as individual events and they may take place in different locations. It is recommended to organize at least three events, each of 1,5-3 hours. Research and preparatory work should be carried out in advance.

| What methods/other tools/ techniques can be used while implementing the tool? | Main aims while using the tool |
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| Training and Coaching; Interviews and personalised questionnaires; Joint testing and workshops; World café; Brainstorming; Study visit.<br>Different brainstorming and workshop techniques. | Aim of the Mobility Lab is to promote green mobility for seniors in the city. For this, the user group will collaborate in developing green mobility solutions, thus ensuring the solutions meet their needs. As a result, seniors will be more aware of green mobility and more likely to use it.<br>The long-term aim is to reduce noise, $CO_2$ and other greenhouse gas emissions from PT. |
| **How can the tool be used in each phase of the process** (when developing age-friendlier and green mobility solutions)? | |
| The Mobility Lab tool can be used at any one of the urban mobility planning stages, as well as **in all stages** – from planning to development.<br>Although it is possible to use the tool also in the implementation and evaluation stage (in fact, you may get valuable information while using the tool in these stages), using the tool is most valuable in the planning and development stages as different user and target groups are brought together, different solutions are discussed and tested, etc. | |
| **What is the aim of engagement with this tool?** | |
| The aim of the engagement with this tool is to promote **collaboration** among different professionals, civil servants and user group representatives, to empower the development of solutions for green senior mobility. The Mobility Lab could be used as a tool for **consultation** with different parties and stakeholders. **Information** about the baseline situation, aims, tasks and potential vision during the events can be provided in paper or as a presentation. | |
| **For how many people and how is the tool suitable (for one-time use)?** | **How much effort is required from the participant and what influences that?** |
| The Mobility Lab is suitable for up to **21-50** simultaneous participants, providing 5-10 participants in each separate/parallel discussion group. Group of the solution testing activities may vary from 5-20 participants and it depends | **Some or considerable effort required**: depends on whether the participant takes part in all Mobility Lab events or not. As every event requires attendance and contributions in terms of actively |



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| on solution specification (is it a product or service). | expressing their views and offering solutions, effort is required there as well. If the Mobility Lab team members (experts, students, elderly) might be involved in the Mobility Lab preparation phase as well – gathering the input data, assessing the baseline, identifying challenges/focus areas, etc. – then that requires much more effort and time. |
| **Time needed to <u>prepare</u> using the tool and what influences the time needed?** | **Time needed to <u>implement</u> the tool and what influences the time needed?** |
| **Considerable preparation required:** The minimum **preparation** time for the Mobility Lab is 1-2 months, that is mainly influenced by the process of establishing an interdisciplinary Mobility Lab team and taking care of all organizational issues. For more effective preparation, it is recommended to find key persons from the senior leaders' groups and civil and non-governmental organization leaders in the mobility field who would be interested in co-creation. | **Considerable implementation time required:** The minimum implementation time for the Mobility Lab is 2-3 months, that is mainly influenced by the time needed for preparatory analysis (baseline study, identifying challenges/focus areas, etc.) and time needed to process and analyse the results of the preparatory analysis. |
| **Time needed to <u>summarize</u> using the tool and what influences the time needed?** | **Price for the user of the tool and what influences the price** |
| **Considerable effort to summarize required:** each session needs to be summarized, which in turn depends on the amount, quality and availability of input data, as well as from the collected results of the discussion groups' work. The length of this phase can also be influenced by the time needed to complete some of the selected activities, such as interviews, questionnaires, etc. to get feedback for the Mobility Lab and its results. | The costs of the Mobility Lab include the costs of organizing the events (staff and moderator costs, rent of premises, catering and coffee breaks, technical equipment (paper, stationery, rent of projector/computer, etc.).<br>These costs can be significantly reduced by attracting the volunteers to the organisation (such as students, seniors, active community members, etc.), municipal resources or sponsors to cover staff costs, provide facilities and technical equipment for free, co-finance catering and coffee breaks, etc. |
| **SWOT on using the tool** | |
| **STRENGHTS**<br>Highly effective tool for developing interdisciplinary mobility solutions and innovations; high level of co-creation and inclusion. | **WEAKNESSES**<br>Consumes a considerable amount of time and preparation to get an effective solution; may be difficult to execute. |
| **OPPORTUNITIES**<br>Possibility to reach broad stakeholder and user groups; possibility to launch new products, services and improve capacity of the municipalities. | **THREATS**<br>Sometimes due to political or technical obstacles designed solutions are very difficult to implement; risk of unproductive teamwork due to not very engaged or inappropriate team members. |

| How to use the tool? |
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| **How to prepare using the tool?**<br>• Gathering main stakeholders which can promote green silver age mobility, i.e. create a stakeholders' matrix (senior associations, NGOs, state and municipal institutions).<br>• Establishment of an interdisciplinary Mobility Lab team.<br>• Conducting a user group survey on their mobility needs and challenges.<br>• Defining the thematic units and issues that are challenged in the respective municipality (e.g. public space for seniors, mobility services, IT solution and digitalization).<br>• Defining the typical users (senior) profiles, e.g. with the help of student volunteers.<br>• Draft and agree on the Mobility Lab activities and a time schedule.<br>**How to implement the tool?**<br>• Organizing at least 3 Mobility Lab sessions (each of 1.5 – 3 hours), co-creation sessions – for joint co-design of innovative solutions aimed to improve the green mobility offer for the user group; try to develop solutions within the pre-defined thematic units.<br>• During Mobility Lab sessions, perform testing of (at least some of) developed solutions in the city.<br>• Taking notes, pictures and videos to fix ideas.<br>**How to follow-up using the tool?**<br>• Evaluate the Mobility Lab participants and user group feedback through personalized questionnaires or interviews.<br>• Documentation of main results, lessons learned and other important information. |
| **Tips and hints for using the tool with people in silver age** |
| • **Be mindful of size** – Mobility Lab team should not be too large, max. 25-30 people.<br>• **It is important to involve various stakeholder groups –** both senior leaders and municipal representatives need to be included in the team work.<br>• **Include students, but offer credit points** – it is recommended to organize the Mobility Lab for transport/engineering and urban planning students together, and make sure that students can get credit points.<br>• **Events should be accessible** for older people and there is a need to ensure good visibility/audibility.<br>• **Attract seniors in many ways –** consider organizing some excursion and/or welcoming and socializing event at the venue before Mobility Lab events. |
| **More experiences from GreenSAM partners** |
| Read here how City of Riga used Mobility Lab to understand its silver age public transport users. |

Pictures about Mobility Lab events in Riga (Riga Municipal Agency “Riga Energy Agency”)