

## Mobility Lab Upper Austria – MobiLab 2.0

MobiLab Upper Austria is one of a total of six funded mobility laboratories in Austria, whose goal is to address central mobility issues and local and regional challenges. By acting as a hot spot for future-relevant mobility innovations, the follow-up project **Mobilab2.0** supports cities, municipalities, regions, companies and start-ups in the development, testing and implementation of new mobility solutions. The thematic fields of MobiLab2.0 are oriented towards economically induced traffic - especially freight traffic, commuter mobility and service traffic.

MobiLab 2.0 deals with those traffic flows, induced by economic activity. In the field of personal mobility, these are, for example, commuter traffic, business trips and customer and visitor traffic. In the area of freight transport, the main focus is on delivery, production and including waste disposal. Climate-friendly mobility transport and logistics solutions are being promoted and developed further.

To this end, MobiLab can draw on services that are adapted to the respective needs of each client and deployed individually. These services include moderation, creative workshops, data visualisation, geoinformation systems, open innovation, cocreation and design thinking. Another main task of MobiLab is the development of so-called test environments. These are delimited environments in which services environments, mobility measures and tools can be experienced - with the aim of developing them further.

One of the core tasks is to generate impacts in the sense of mobility concepts that are relevant for the future and that also contribute to the achievement of our climate targets. **Topics** worked on by MobiLab 2.0:

- inter-company mobility management
- sustainable last-mile logistics
- sustainable vehicle fleets
- logistics space optimization

The **benefits of MobiLab 2.0** can be summarized with following points. It:

- creates new impulses for mobility, transport and logistics research by integrating new perspectives and methods with a strong focus on the topics of last-mile and private-public mobility services in the context of multi- and intermodality.

- uses regional knowledge and networks for systemic innovation and knowledge transfer processes.
- uses the mobile creative space furniture to creatively generate new ideas, change perspectives and find new approaches to solutions.
- develops environments for mobility tools and measures for the further development and promotion of social establishment.
- supports regional companies and service providers in the field of sustainable passenger and freight mobility.

### Project Key Data:

- Funding source: FFG – Österreichische Forschungsförderungsgesellschaft
- Duration: 10/2021 – 09/2026
- Total costs [€]: 2.000.000,-
- Total funding bmk [€]: 1.000.000,- (50%)

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