Report for Lessons Learned Workshops

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Document versions:

Version	Date	Changes	Author/s
V1.0	05-2021	Draft	V.Hornung-Prähauser, SRFG Including information on discussion in JPI Urban Workshops
V1.1.	07-2021	Final	V.Hornung-Prähauser, SRFG Including information on final conference forums;

List of abbreviations

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Purpose of the document

This report summarizes the events and links to the different major international events, in which the SimpliCITY approach was discussed with different stakeholders

Administrative Information

Basic information on the SimpliCITY project and the present deliverable:

Project title	SimpliCITY - Marketplace for user-centered sustainability services
Project coordinator	Salzburg Research Forschungsgesellschaft mbH (SRFG), Salzburg, Austria; project manager: Petra Stabauer BSc MSc
Project partners	Polycular OG, Hallein, Austria
	Stadt Salzburg (City of Salzburg), Austria
	Salzburger Institut für Raumordnung und Wohnen – SIR (Salzburg Institute for Regional Planning & Housing), Salzburg, Austria
	Uppsala Kommun (City of Uppsala), Sweden
	University of Uppsala, Sweden
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1. Introduction

In different workshops, the results of the SimpliCITY evaluation and policy recommendations were discussed with stakeholders and interested participants from science and regional planning.

SimpliCITY featured at Urban Europe Lunch Talk

On May 28, SimpliCITY took part in the Urban Europe Lunch Talk on 15-Minute Cities with 130 participants. Guntram Geser of Salzburg Research presented the approach and results of the project. SimpliCITY promotes a sustainable city lifestyle supported by services with a focus on bicycling, local consumption and social inclusion.

The panelists had to address dilemmas of 15-Minute Cities and what to do and avoid in developing such city areas, which should offer within a 15-minute walk or bicycle ride what is needed for everyday life. From SimpliCITY came the dilemma of chosing between „soft" and „hard" measures when urban challenges require behavioural changes of citizens.

SimpliCITY suggests that cities use (soft) nudges to steer citizens towards a sustainable lifestyle, for example, bicycling instead of using the car. However, they should not avoid (hard) regulations where necessary, e.g. restrict car use in 15-Minute Cities areas.

https://jpi-urbaneurope.eu/event-calendar/urban-lunch-talk-18-the-15-minutes-city-dos-donts-and-dilemmas/

Figure 1: Lessons learned about SimpliCITY approach at JPI Urban Lunchtalk 29ᵗʰ of May, 2021.

- **SimpliCITY final event at GI Forum 1 and 2, featured at GI-Week 2021, 8ᵗʰ of July 2021**

FORUM 1: Future perspectives of data-driven nudging for active mobility in sustainable cities: Methods & Tools: CHAIR: Claudia Luger-Bazinger; Veronika Hornung-Prähauser, SRFG, AT, Linda Dörrzapf, TU Vienna, Lea Hemetsberger, OASCE, BE
This forum addresses different perspectives on data-based nudging for active and low-energy mobility in sustainable smart cities of the future. Based on the insights of European research projects that have empirically explored digital nudging methods and AI-based user-centred decision support in different regions (Austria, Netherlands, Sweden), we will share practical experiences, opportunities and pitfalls.

Input will first be provided by experts of the SimpliCITY project, focusing on the evaluation challenges of nudging (e.g. social comparison) to motivate bicycle mobility in Austria and Sweden. Next, the nudging approaches used in the REBUTAS project will be presented, which aim to increase demand for free-floating micro-mobility services, improve usability, and reduce vehicle maintenance costs.The projects can provide insights into requirements and success factors of nudging for sustainable mobility, e.g. technical platforms, user trust, incentives for participation, among others. Furthermore, Forum contributions address the view on minimal interoperability mechanisms of Open & Agile Smart Cities and AI-based solutions for smart, interoperable and scaleable user decision support systems in mobility.

FORUM 2: Future perspectives of data-driven nudging for active mobility in sustainable cities: Policy Recommendations and Road Map

Guntram Geser, SRFG, Nina Mostegl, SIR, Wögerbaur Christian, Polycular, Raphael Saalmann, SRFG, Johan Rosen/ Linus Jonsson, UPK:

With the extensive use of mobile digital devices, data-based nudging has great potential to promote active mobility behaviours with the goal to reduce energy consumption and CO_2 emissions and, at the same time, achieve public health benefits.

Compared to legal regulations, nudging provides a "soft" method to change behaviours, often employing game-like approaches and various incentives to engage citizens. However, it entails issues regarding personal data protection, potentially unethical aspects, and deployment in the context of city governance. The Forum will share recommendations of European research projects in this field addressing city policy makers, managers of city service and external ICT service providers, citizen as well as researchers. It will also highlight foundations for a roadmap towards responsible and effective strategies for sustainable mobility nudging in small-scale cities.

Figure 2: Lessons learned about SimpliCITY approach GI Forum 1, featured at GI-Week 2021, 8th of July 2021

Figure 3: Lessons learned about SimpliCITY approach GI Forum 2, featured at GI-Week 2021, 8th of July 2021

2. Documentation

More information of discussions and lessons learned can be found at the project homepage:

https://www.simplicity-project.eu/events and https://www.simplicity-project.eu/paper;