



SUSTAINABLE MOBILITY CULTURE

HOW CAN MOBILITY IN THE STUTTGART REGION BECOME MORE SUSTAINABLE?

Stuttgart is a city defined by cars. It is here that the first car was built. And it is here that the largest automotive industry cluster in Europe provides employment for more than 30 percent of the regional workforce. Cars are therefore an important factor for the identity of the city.

At the same time, there is now broad consensus that we need to address the negative effects of vehicular transport – traffic jams, fine particle and CO2 emissions, land consumption, noise pollution and inactivity – and to move towards a more sustainable concept for mobility in the Stuttgart region. But how can we set this process in motion? Which direction should it take? And, what role can local citizens play in actively shaping and enabling this process through social innovations?

The Realworld Laboratory has made the cultural dimension of sustainable mobility its central theme. A sustainable culture of mobility aims not only to reduce the consumption of resources but also to promote health and physical activity, to encourage social interaction and to cultivate a new quality of life and urban space in the city and the region.

TRANSDISCIPLINARY RESEARCH

HOW CAN THE CITY BECOME A SPACE FOR COOPERATIVE EXPERIMENTATION?

"Realworld Laboratories" make the city a space for cooperative experimentation. This comparatively new research format focuses not on researching and observing human patterns of behaviour but asks researchers to work together with local citizens to develop and initiate real transformation processes in order to derive relevant practical knowledge and concrete solutions for the broader challenges facing society in the future.

Together, we address the question of how the needs and rights of every individual to mobility can be implemented in such a way that later generations can also benefit from a healthy, liveable and intact environment. Our focus lies not on technologies or strategies for optimising traffic and transport systems but on engendering a culture of mobility and activity that, in line with a broader understanding of prosperity, has the capacity to enhance our quality of life at a personal level and in the city as a whole.

TRANSFORMATIVE ACTION

WHAT KIND OF PROJECTS PROMOTE A SUSTAINABLE MOBILITY CULTURE?

Laboratories are for experiments. In a Realworld Laboratory, the experiments take place in an actual (spatial) environment to explore what effects new ideas can bring about. As such, the Realworld Laboratory invites the people of Stuttgart to tackle the challenges of urban mobility and try out new possible solutions in the form of Realworld Experiments to examine how these influence a range of ecological, technical and social boundary conditions.

In a multi-stage public participation process, local mobility initiatives and citizens worked together with students from the University of Stuttgart to develop a range of different Realworld Experiments. Following a call for ideas, several projects were selected for funding, ongoing monitoring and support.

Members of the public were able to follow the progress of the experiments and contribute to or play an active part in their development. Transformation workshops were conducted to co-design research questions, define appropriate research methods, evaluate the success of the Realworld Experiments and reflect on their impact.

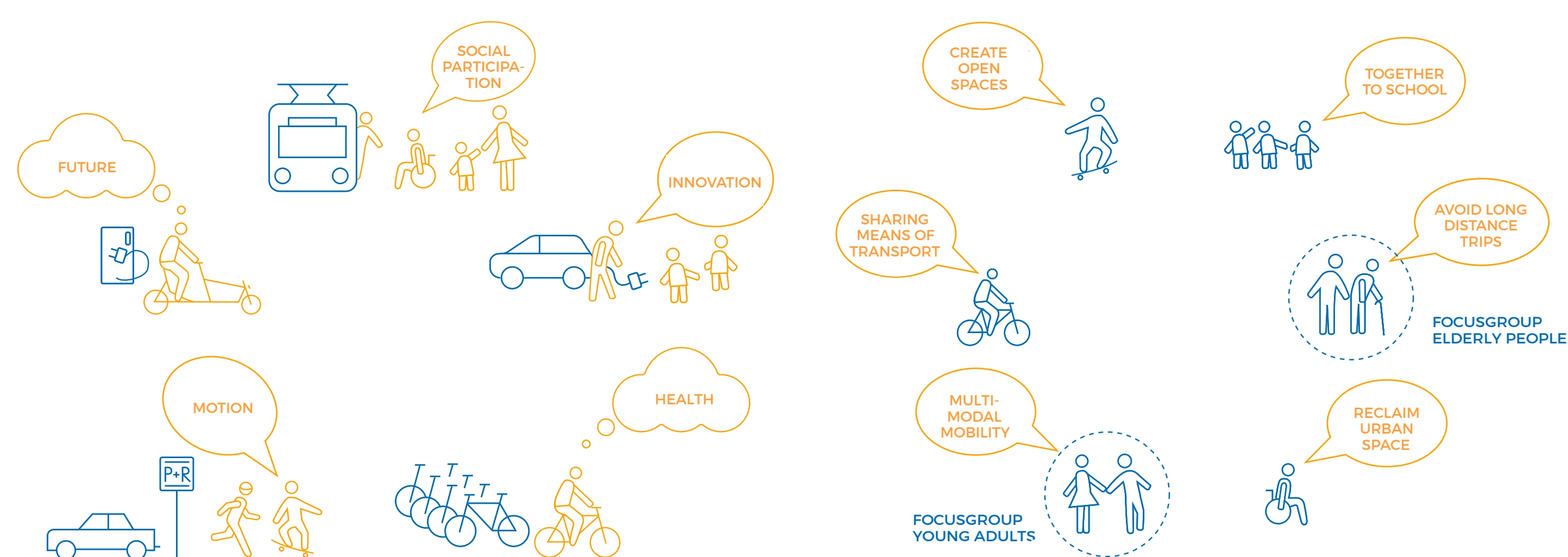
PIONEERS OF CHANGE

WHO IS ACTIVELY CONTRIBUTING TO A SUSTAINABLE MOBILITY CULTURE?

The Realworld Laboratory is a forum and network for new partnerships. In addition to researchers from the fields of transportation planning, technology management, architecture, urban planning, sports sciences and sociology, student initiatives, cultural institutions, local businesses, associations and federations as well as stakeholders from the city and region play an active role in the research process.

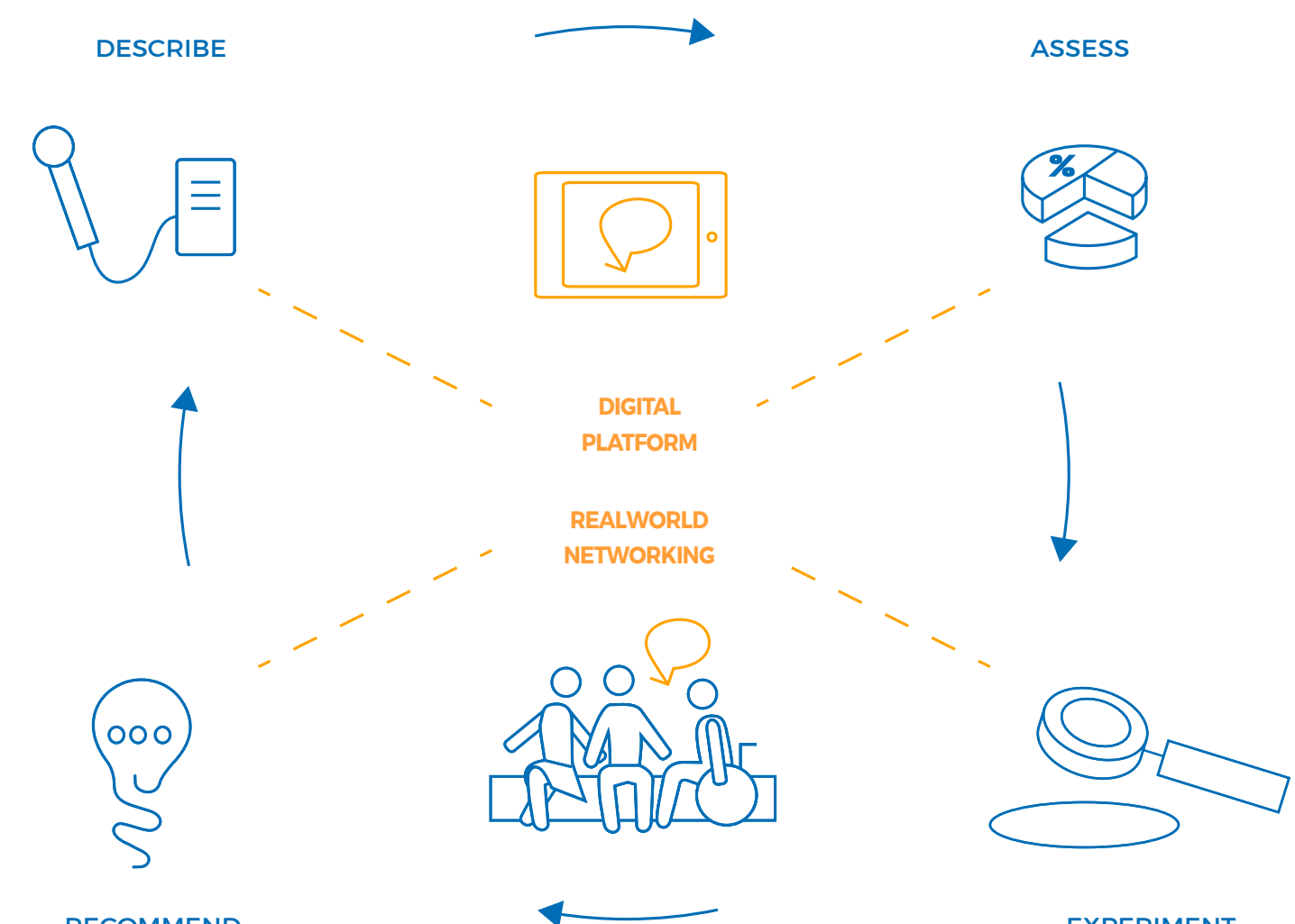
A special role is played by so-called "Pioneers of Change": people in society who are actively developing and implementing social innovations and innovative sustainable projects. Their actions have the capacity to change how we live on a day-to-day basis and serve as inspiration for others.

The aim of the Realworld Laboratory is to strengthen, promote and link up suitable projects and initiatives – and to jointly reflect on the experiences and results of the Realworld Experiments.

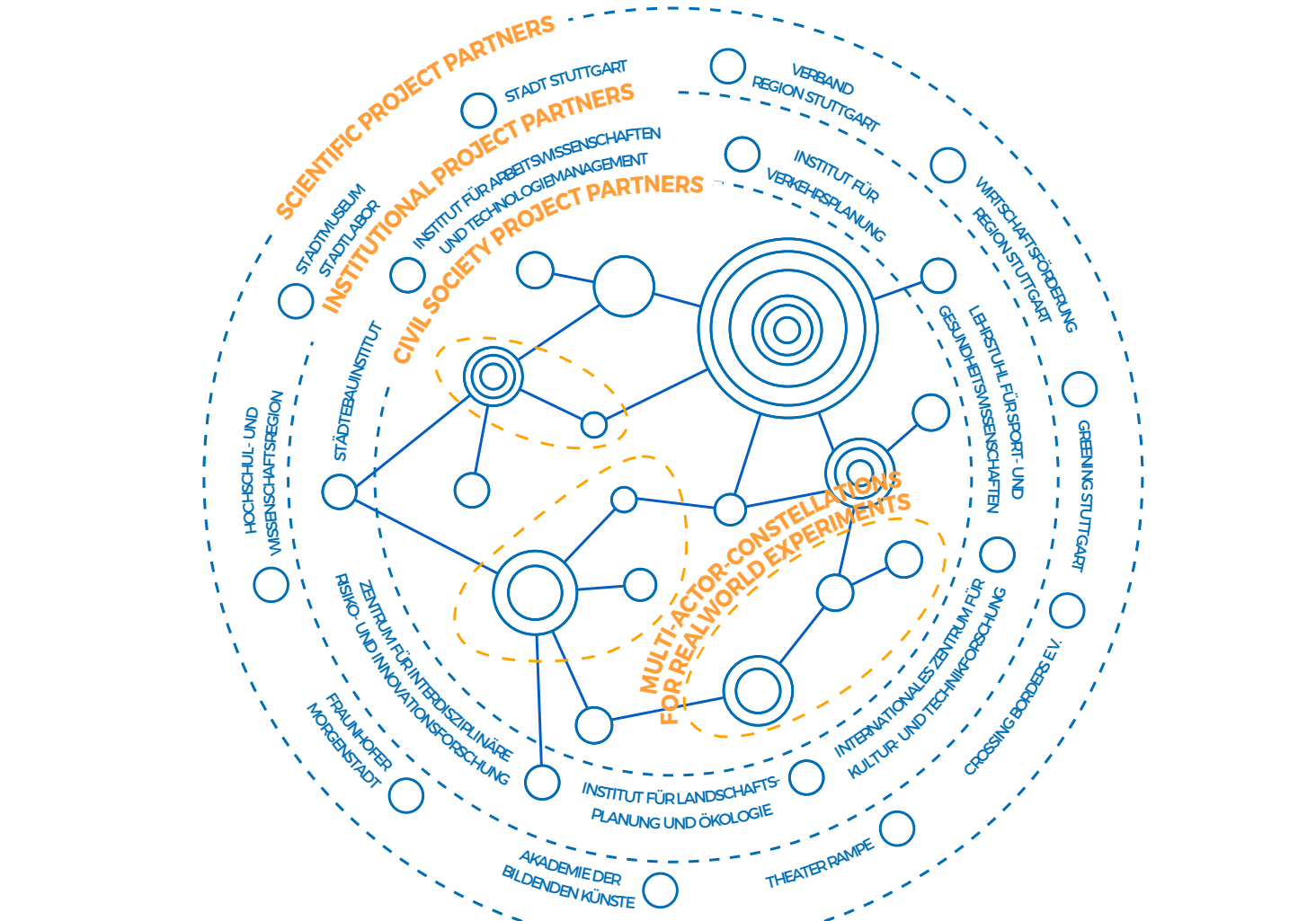


Expanding Stuttgart's role as competence center for mobility technologies to a laboratory for sustainable mobility culture. (img: r-n-m.net)

A Focus on individual motivations, lifestyle choices, capabilities and ideas about sustainable mobility and motion in urban space. (img: r-n-m.net)



Conducting research in an open-ended cooperative process of transformative action and knowledge production. (img: r-n-m.net)



Building a forum for collaborative research and action in multi-actor constellations with stakeholders and 'pioneers of change'. (img: r-n-m.net)

REALWORLD EXPERIMENTS

The Realworld Laboratory builds a basis for new formats and partnerships aiming at the promotion of a sustainable mobility culture in the city of Stuttgart as well as the Stuttgart region. In a process of co-design and co-production, stakeholders, civil society actors, citizens and researchers develop visions for a sustainable mobility culture and conduct realworld experiments to foster sustainable mobility behavior among citizens.

(img: Lastenrad Stuttgart e.V. / Jan Lutz, Bürger-Rikscha Vaihingen - gemeinsam in Bewegung e.V. / Volker Hoschek, Staffile Gallery / Johannes Heynold, Parklets für Stuttgart / Konrad Zerbe)

CARGOBIKES AS URBAN COMMONS

Can communally-used bicycles contribute to forming cooperative structures and bring people together? How can we replace engine noise with bicycle bells, particle emissions with fresh air, and make goods deliveries something that is enjoyable?



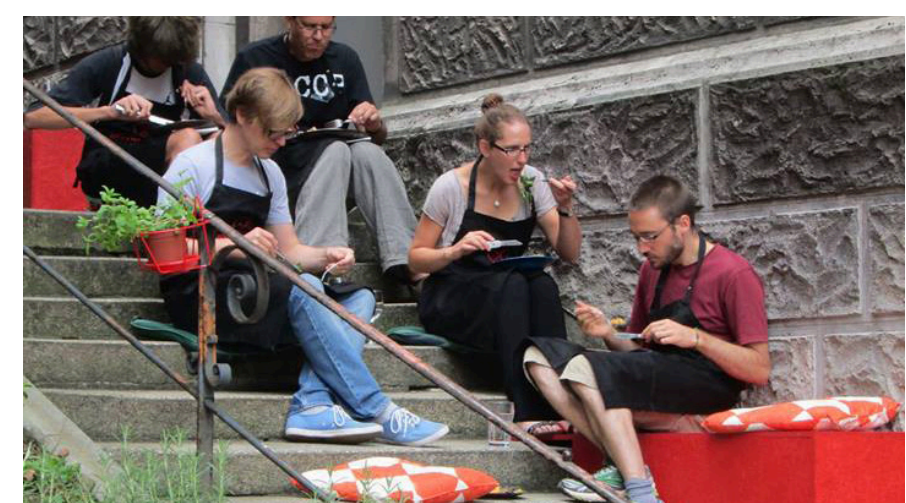
CYCLING WITHOUT AGE

How can we bring together young and old in the city? What if older people no longer needed to drive alone, but could ride with younger residents? What if, instead of separating people, modes of transport could bring people together?



THE CITY AS A HOUSE

What if Stuttgart's Stäffele were no longer merely flights of steps but places for movement and activity, places for meeting and cultural events? For example, as art galleries, stages for concerts, urban fitness studios or communal outdoor kitchens?



RECLAIMING THE STREETS

How can we reclaim space in tightly-parked inner-city streets? And which activities could unfold in these spaces? How do parklets encourage residents to recognise and even embrace the benefits of the street as a public space for people to meet and interact?



STUTTGART IN BEWEGUNG

BERICHTE VON UNTERWEGS



21. - 23.09.2017 → Einleite des Realabors für nachhaltige Mobilitätskultur Hospitalhof Stuttgart und Umgebung

FURTHER INFORMATION

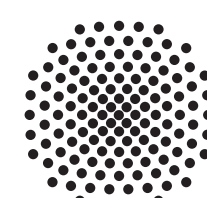
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RESEARCH CONSORTIUM

Institute of Landscape Planning and Ecology (ILPÖ)
Institute of Urban Planning and Design (SI)
International Centre for Culture and Technology Research (IZKT)
Center for Interdisciplinary Risk and Innovation Studies (ZIRIUS)
Institute for Sports Science and Kinesiology (INSPO)
Institute of Human Factors and Technology Management (IAT)
Institute for Road and Transport Science (ISV)



Universität Stuttgart

COOPERATIONS (SELECTION)

City of Stuttgart
Greater Stuttgart Region
Stuttgart Region Higher Education and Economic Association
Stuttgart City Museum
VHS Stuttgart Adult Education Centre
Theater Rampe
Forum Hospitalhof e.V.
BürgerRikscha gemeinsam in Bewegung e.V.
Lastenrad Stuttgart e.V.
Plattsalat West e.V.
PARK(ing) Day Stuttgart
OK_Lab Stuttgart

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WISSENSCHAFT FÜR NACHHALTIGKEIT

