REAL WORLD LABORATORY
OF A SUSTAINABLE MOBILITY CULTURE

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 largest automotive industry cluster in Europe provides employment for more than 50 percent of the regional workforce. Cars are therefore an important factor for the identity of the city.

At the same time, there is no united consensus that we can continue like this. Stuttgart suffers from acute transport traffic jams, the particulate and CO2 emissions, land consumption, noise pollution and immobility – 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 innovation?

The Realworld Laboratory has made the cultural dimension of sustainability mobility its central theme. A sustainable culture of mobility aims not only to reduce the consumption of sustainable mobility its central theme. A sustainable culture of mobility aims not only to reduce the consumption of unsustainable means of transport, but also to change the perception of mobility. In this way, the identity of the city has the capacity to enhance our quality of life at a personal and in the city as a whole.

TRANSDISCIPLINARY RESEARCH
HOW CAN THE CITY BECOME A SPACE FOR COOPERATIVE EXPERIMENTATION?

“Realworld Laboritories” make the city a space for cooperative experimentation. This comparatively new research format focuses not only on researching and observing human behavior, but also involves stakeholders in working together with local citizens to develop and initiate real transformation processes in order to derive relevant practical knowledge and technological solutions for the broader challenges facing society in the future.

The aim is to address the question of how the needs and rights of every individual mobility to be implemented in such a way that later generations can also benefit from a healthy, livable and intact environment. Our focus lies not on technologies or strategies for optimizing traffic and transport systems but on engineering a culture of mobility, and activity that in line with a broader understanding of prosperous living.

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 science and sociology, students, initiatives, cultural institutions, local businesses, associations and politicians as well as stakeholders from the city and region.

Three research projects were selected for funding, ongoing monitoring and support.

- The Realworld Laboratory at the University of Stuttgart to develop a range of different laboratories for experiments.
- The Realworld Laboratory at the University of Stuttgart to develop a range of different laboratories for experiments.
- The Realworld Laboratory at the University of Stuttgart to develop a range of different laboratories for experiments.

COOPERATIONS (SELECTION)
City of Stuttgart
Stuttgart Metropolitan Area
Stuttgart Region Higher Education and Economic Association
Forum Hospitalviertel e. V.
ICFA (Forum Urban Commons)
Forum Hospitalviertel e. V.

FURTHER INFORMATION

Funding by the Baden-Württemberg Ministry of Science, Research and the Arts and additionally funded by the Federal Environmental Agency.

www.r-n-m.net