



TRANSFORM

Intensive Lab Session

Vienna

9th – 11th September 2014

Smart Urban Lab aspern Seestadt
Smart Urban Lab Liesing-Groß Erlaa

Conclusions Working Group C

“Smart” living and participation



Problem Statement

Quality of life and the topic of social inclusion occupy a principal position in Vienna’s Smart City Framework Strategy. The planning of “smart living” faces a contrasting set of challenges in different spatial contexts. The achievement of social inclusion is to become a premise of city-wide development visions in this context.

In newly built urban quarters like aspern Seestadt, strategies to foster quality of life and social inclusion do partly follow different priorities and obey different rules than in existing urban structures such as Liesing Groß-Erlaa, where planning interventions in densely populated areas result in a much more drastic, visible transformation of the immediate life-world of local populations.



Smart Urban Lab Liesing

The Smart Urban Lab Liesing Groß-Erlaa is mainly composed of two functional areas – the industrial area Liesing and a peripheral area with predominantly residential uses, in which there also locates the development area In der Wiesen. It is expected that the population in Liesing Groß-Erlaa will nearly double in the next 15-20 years, from 30.000 to almost 58.000 inhabitants.

The local population is very sceptical about the massive urban developments.

Assignment

Group C of the TRANSFORM Intensive Lab Session had the objective to develop recommendations for the participatory implementation of measures to support “smart living” in aspern Seestadt and Liesing Groß-Erlaa. On the basis of concrete examples of “smart” urban development projects, Group C has been assigned to work on the following set of questions;

- ★ What innovative approaches & methods and instruments are needed to adequately integrate existing and future residents in transformation processes in Liesing and Aspern?
- ★ What approaches need to be developed to influence the energy consumption patterns in different areas such as Mobility, Living and Working?
- ★ What conditions need to be met on the level of the city as whole to make local dialogue and participation possible?

Findings

The workshop discussion can be structured around four planning principles that are valid for planning authorities both on district as well as on the city-wide level.

- (1) Urban planning has to approach the citizens pro-actively
- (2) Urban planning has to use appropriate languages
- (3) Urban Planning has to foster local ownership
- (4) Create infrastructures that are inclusive and facilitate behavioural change

These principles are surrounded by a rich cluster of different innovative examples, measures, approaches and instruments that were collected in the workshop format, and that could be taken further into consideration for the specific development of aspern Seestadt and Liesing Groß-Erlaa.

C.1 Urban planning has to approach the citizens pro-actively

Workshop discussions were inspired by the pro-active approach that the neighbourhood management of aspern Seestadt has taken involving new incoming residents and local population of surrounding areas. They were also based on the experiences in Liesing where popular opposition to transformative ideas for the district have kept planning authorities in a largely defensive position vis-à-vis citizens.

Planning authorities need to approach citizens and local population pro-actively:

- (a) Make aware of the benefits of urban development and energy saving lifestyle.
such as: illustrate that the neighbourhood will get new facilities, shops, etc. with new inhabitants, highlight different aspects of sustainability, foster bicycle repairing, etc.
- (b) Install interactive fora to find out about citizens needs, demands, and visions.
such as: organise a Planungswerkstatt where different citizens and experts discuss and plan together, etc.
- (c) Cooperate with multipliers & local initiatives
such as: approach local associations, markets, sports clubs, representatives, etc.
- (d) Education initiatives
such as: introduce energy saving programs for school children, introduce eco driving licences in offices, etc.



The neighbourhood management aspern Seestadt bundled various activities to approach citizens pro-actively. As you can see from the figure below they developed a varied set of instruments and projects involving different target groups.



Projects & activities of the neighbourhood management aspern Seestadt

Source: neighbourhood management aspern Seestadt, 2014

C.2 Urban planning has to use appropriate languages

A major topic of the workshop discussions was related to the use of appropriate language by city officials and planning authorities. Dialogue is often hampered by a lack of translation of the concerns of citizens. Together we came up with a couple of suggestions for improving communication with local population:

- (a) Cater for different target groups.
such as: distribute easy understandable, interesting, fancy material in different languages in the neighbourhood (so done in Hamburg), etc.
- (b) Co-creation, create pictures together
such as: use symbolism, images, lifestyles and involve citizens through the use of understandable language. Tell the advantages of the planned project (new parks, playing grounds, shops, public transport lines, etc.), etc.
- (c) Facilitators
such as: use buddies, local heroes, popular people, etc. to translate and communicate planning to the local population, etc.

C.3 Urban planning has to foster local ownership

A major point of our discussion revolved also on the question of how to involve people by giving them ownership over part of the transformation taking place in their immediate surroundings. Participation is more than communication, but a process of interaction and co-decision making that can be fostered by planning authorities. We suggested the following measures, principles and approaches to foster local ownership:

- (a) Take the people and their inputs systematically into account
such as: create standardized procedures (on site and online) collecting people’s proposals for the planning of future areas or redesigning public spaces (so done in Genoa). Introduce participatory budgeting (so done in Paris), etc.
- (b) Use new media, new technologies and techniques combined with face-to-face contact
*such as: set up digital platforms (so done in NextHamburg or by certain Gebietsbetreuungen in Vienna for instance GB*16). Gamification has also been mentioned as a technique to foster playful interaction with cities (examples are sim city, urban sprawl game, competitions...), etc.*
- (c) Community building activities and the co-creation of local narratives
such as: let the people plant their own plants, leave space for individual creation in the planning processes, build the playgrounds together with the citizens, establish online possibilities for diaries and photo stories telling personal stories of living in the public space, foster common image and story of transformation, celebrate a Neighbourhood Day or other networking activities (so done in aspern Seestadt), provide exhibitions spaces (so done in Liesing) organise planning workshops (so done in Hamburg), etc.



C.4 Create infrastructures that are inclusive and facilitates behaviour change

The need for people to change their behaviour and consumption patterns was an important element of our discussions. Particularly in Aspern, based on the discussion of the planned mobility fund are a stimulating example for how this could be delivered in practice.

Mobility fund aspern Seestadt	
Description of the measure	<p>The mobility fund shall support various mobility measures with focus on sustainable mobility, especially such with need for investment e.g. a bike driven delivery service system and a digital travel demand management system for the use of these alternative services.</p> <p>A number of projects is fixed already, e.g.:</p> <ul style="list-style-type: none"> – e-biking fleet with 6 stations and about 40 bikes in the first phase (20 e-bikes, 20 conventional bikes), 3 cargo bikes, seestadt bike (design and assembly in aspern Seestadt) – shopping trolley “Lotte”: in addition to cargo bikes, bike trailer to be used as shopping trolley, 100 pieces will be provided to residents (e.g. common use per floor) – “Hallo Dienstmann!”/“Hallo Buttler”: delivery service, home delivery by social institution in the area – bicycle storage boxes: theft and weather protection in the area – car sharing for residents within a radius of 350m. – digital black board: information for residents and their feedback – mobility related information (availability of shared bikes or cars, accessible bike boxes, public transport services, <p>Aspern Seestadt Card: access to mobility measures with one card, on stop shop ticketing (in the future)</p>
Financing	<p>The business model of the mobility fund rests on the idea that income from investments in motorized traffic are redirected towards investments in public transport.</p> <p>Garage owners will contribute 1000Eur/per parking lot on a one time basis. From the 6th year after their inception, owners will additionally have to pay 2% of their collected rents as a mobility fee to the fund.</p>
Publicity, participation	<p>It is planned that inhabitants can regularly provide feedback on the mobility fund through the intermediary of the District management authority.</p>

Recommendations for Liesing Groß Erlaa

- **Install a local neighbourhood management on the model of the Viennese “Gebietsbetreuungen” and the aspern Seestadt experience.** It is vital for the area of Liesing Groß-Erlaa to install and foster local neighbourhood management, on the model of the other places in Vienna and the inspiring developments in aspern Seestadt. A concerted neighbourhood management is currently absent in the area.
- **Elaborate an outreach strategy to involve local initiatives and civil society partnerships.** Map and engage existing civil society initiatives in the areas as base for transformation in civil society would be to.
- **Install a participatory communication campaign to shape transformative image and identity of the concerned area.** A process should be started by which local residents and potentially new residents are invited on a broad basis to participate in a branding strategy for the transformation area. This could help shape consensus to an acceptable vision of the area, while establishing transparent communication channels to be used in planning developments.
- **Implement a mix of “hard” and “soft” measures to address growing mobility issues in the area.** The SULs mobility issues cannot be dealt with solely by means of behaviour change, but need concrete infrastructural development both locally and on the city wide level. Importantly however, intelligent mix of such developments with incentives fostering behaviour change – such as the activities of the mobility fund in aspern Seestadt – could be a crucial lever to increase efficiency and acceptability of mobility infrastructure.

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