

MOBY – LIVING LAB ELECTRO-MICROMOBILITY

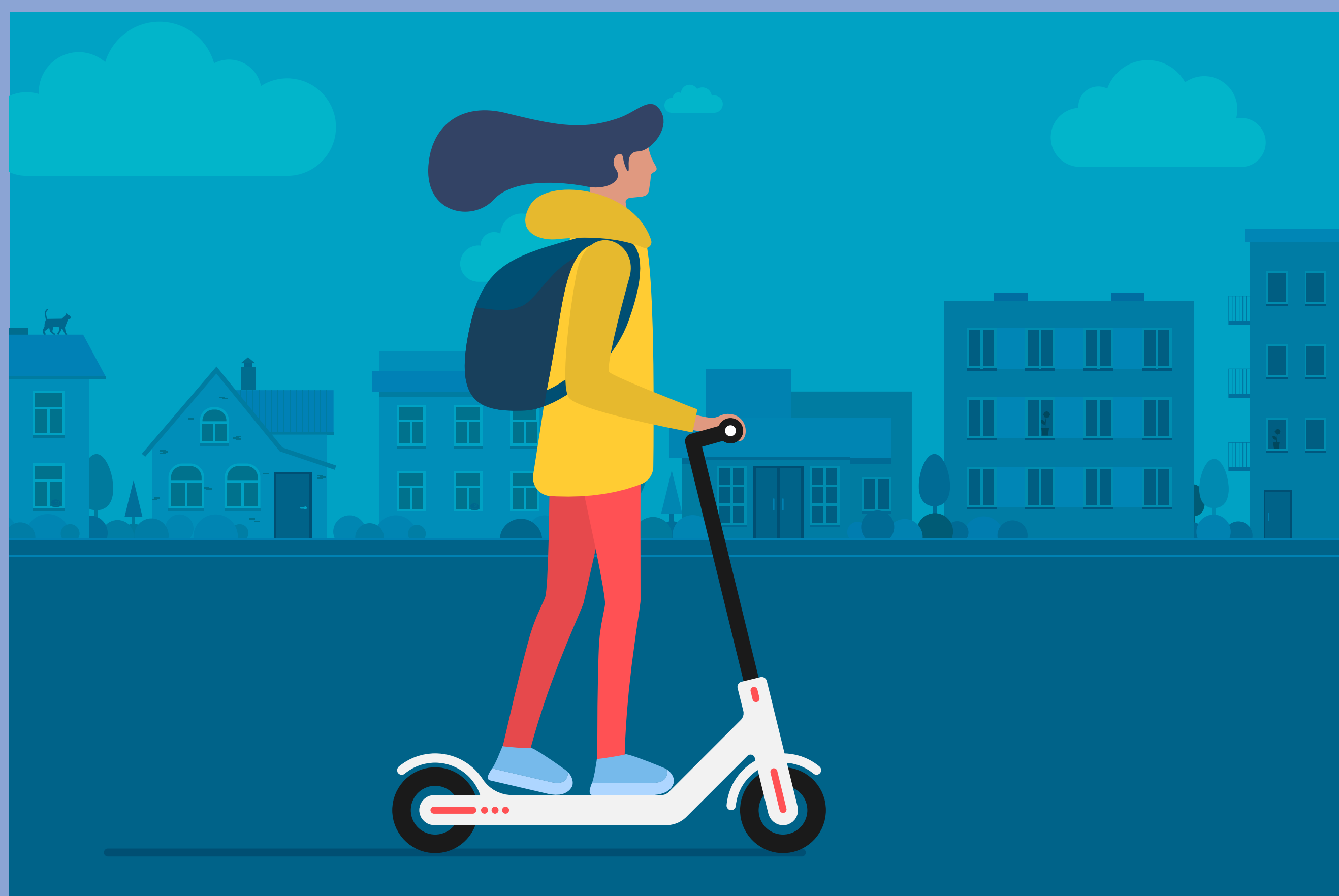
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BACKGROUND

In times of urban growth, municipalities have a need for new mobility solutions to solve increasing traffic problems and to guarantee efficient mobility systems. The usage of electric micromobiles is increasing. In particular, small electrified kickscooters, currently used as shared electric mobility services, are of particular interest.



Electric kick-scooters - A sustainable solution for the future of urban mobility? Source: Shutterstock.com/Azat Valeev

PROJECT

The overall objective of MOBY is the development of an implementation guideline through a generic information tool for the successful integration of e-micromobile solutions into the existing mobility systems of three pilot cities: Munich (Germany), Copenhagen (Denmark) and Tel Aviv (Israel). This tool will support public stakeholders as well as electro-micromobile providers to maximise the potential positive impacts of new e-micromobile services, contributing to liveable urban spaces.

The Innovation Acceptance Unit of Fraunhofer IMW will be responsible for analyzing the social acceptance patterns of these new mobility solutions. To achieve this, the study will deliberately include the perceptions of the entire urban societies and thus explicitly include the perspective of non-users and those who might be affected by (potential) negative impacts. Particular attention will be paid to identifying possible differences in the three cities and if given, relevant context-related reasons.

The following methods will be applied:

- Focus Groups
- Online Surveys



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