

CHALLENGE 5:

SUSTAINABLE MOBILITY

MOVIN'ON

X



How did we tackle such a complex challenge?

- 1.** What does it take for a city to become a permanent co-innovation & experimentation field on sustainable mobility ?
- 2.** Why does Laval want to become a co-innovate city? & Why Movin'On chose Laval?
- 3.** How can we help elderly from the city of Laval to move in a more sustainable way ?

1. What does it take for a city to become a permanent co-innovation & experimentation field on sustainable mobility?

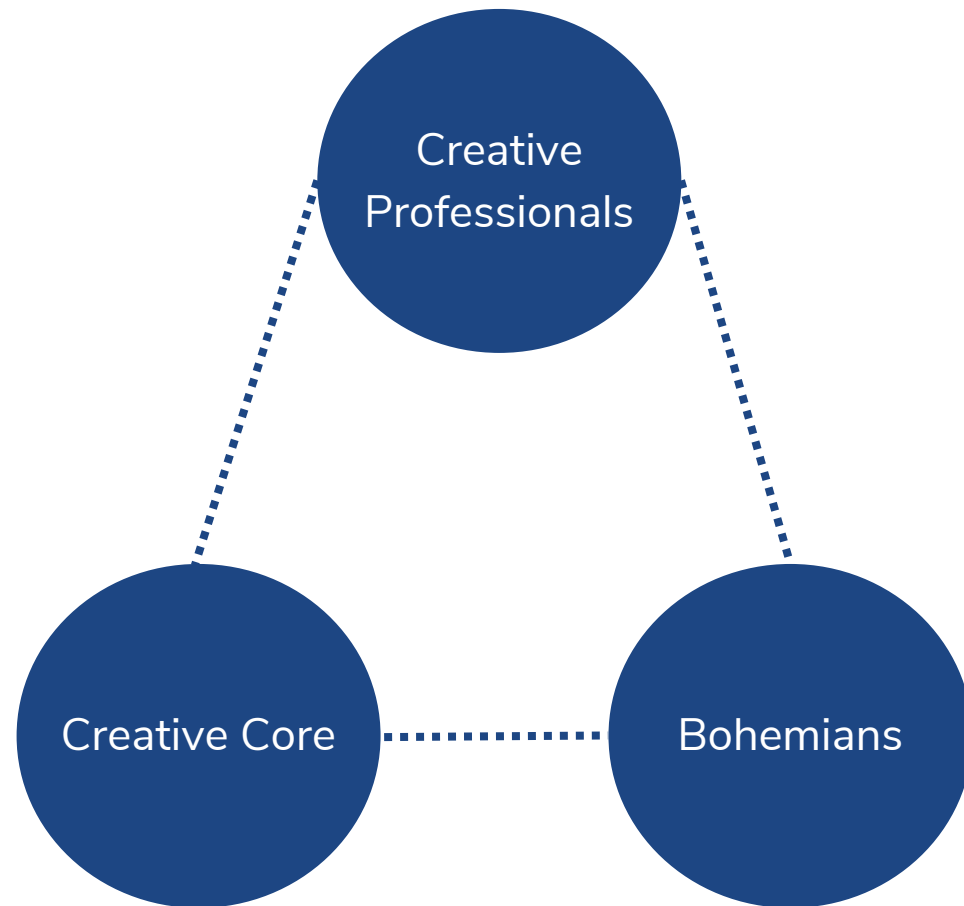
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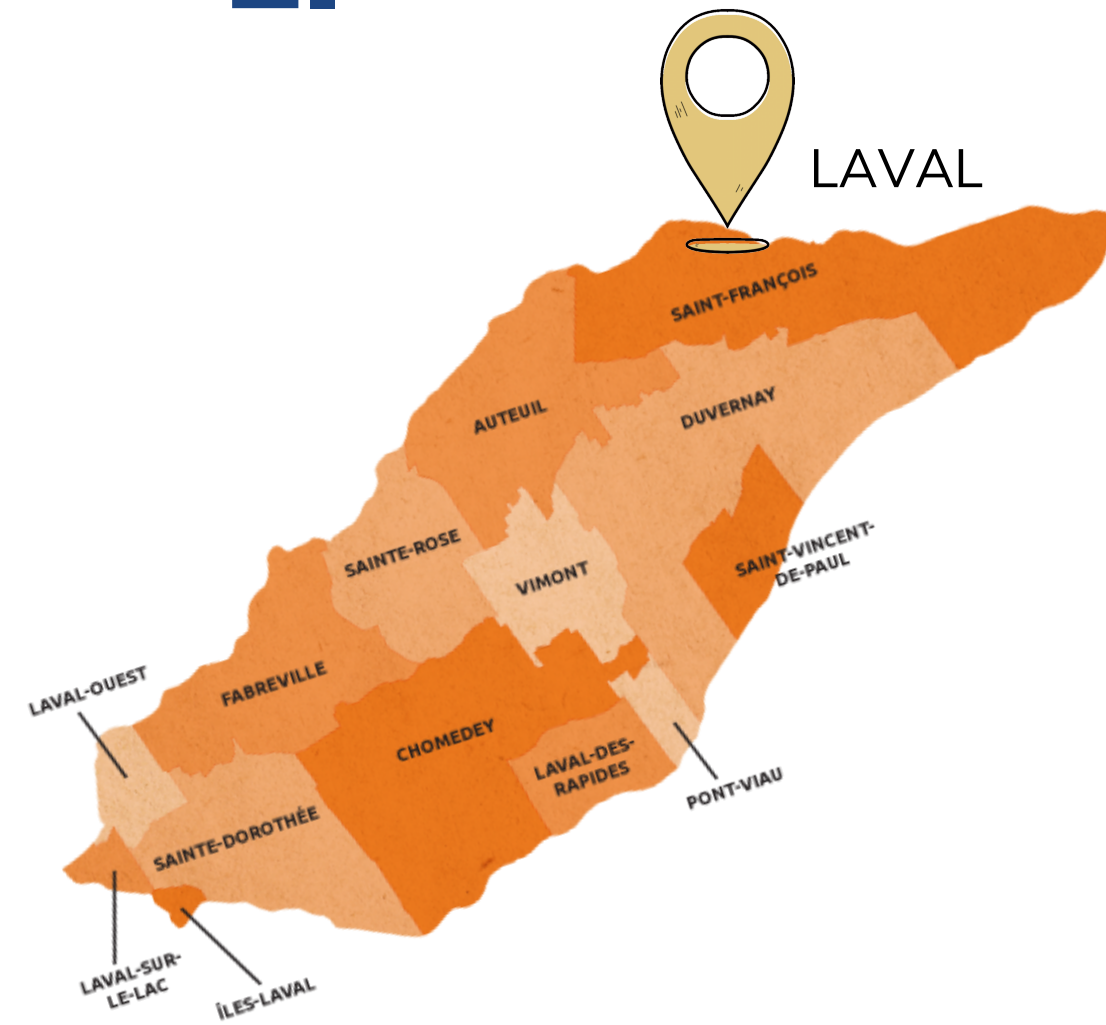


What is an INNOVATIVE City?

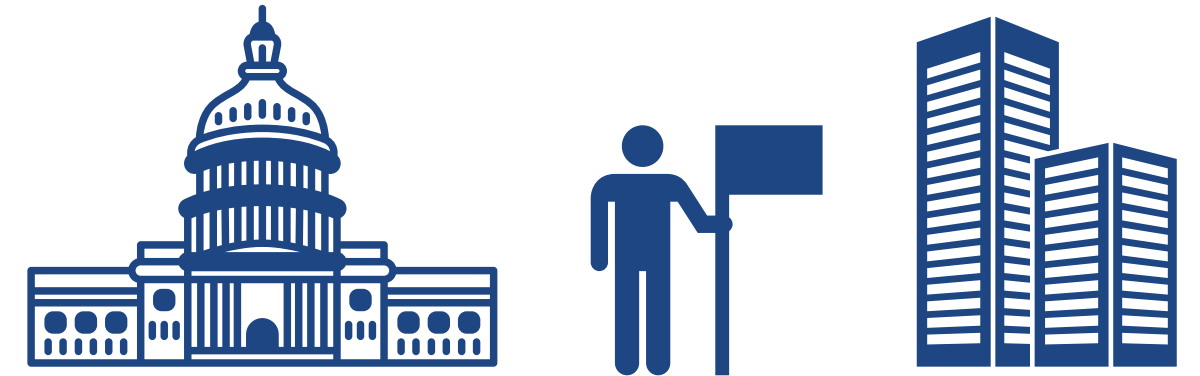
1. Creative Class



2. Place



3. Smart Governance

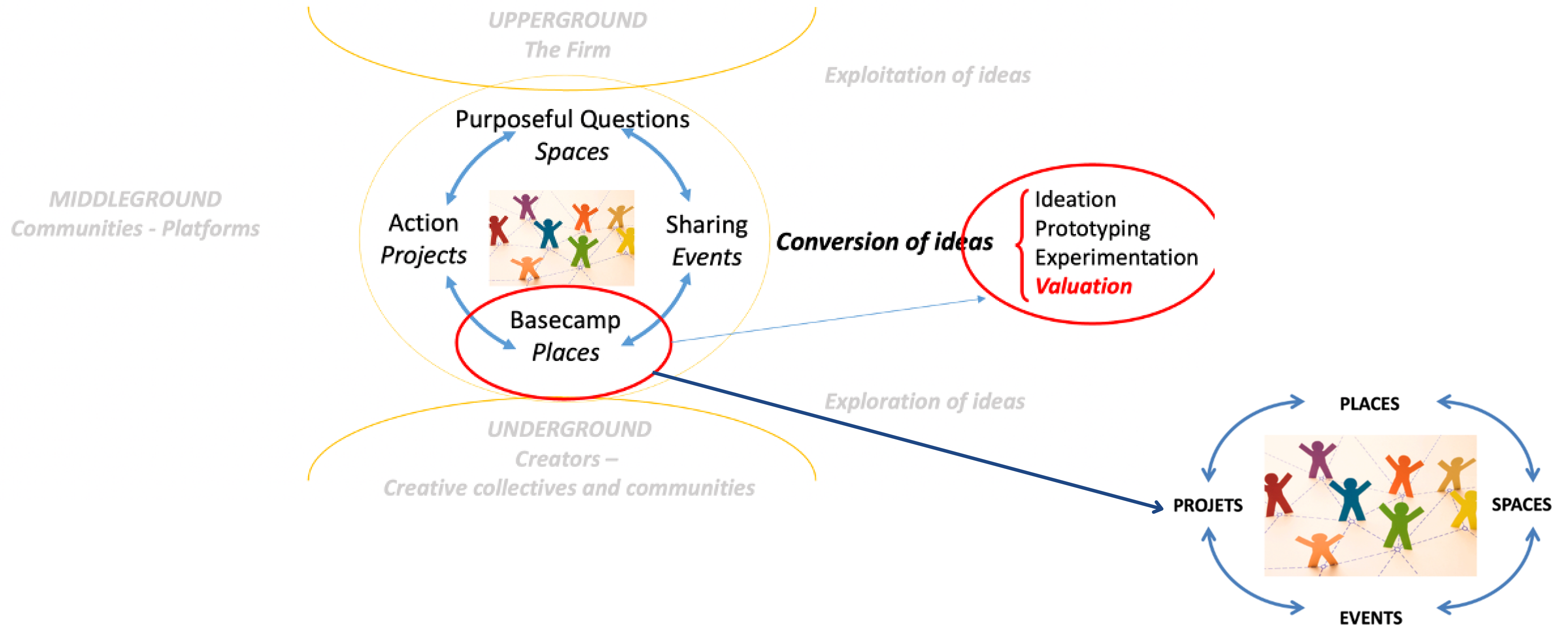


Why become an INNOVATIVE city ?

2/3

of the population will live
in cities by 2050

The importance of the middle ground and the experimentation process

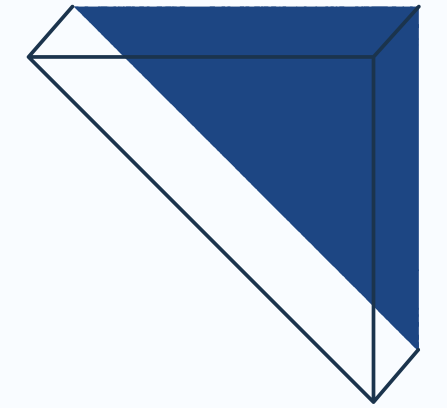


2. Why does Laval want to become a co-innovate city? & Why Movin'On chose Laval?

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Laval as a PILOT city



Why Laval ?

01

The city is *questioning* it's practices in multiple areas

02

Social-demographic challenges : *City Transit & Urban sprawl*

03

Aging of the population requires a *new ways* of moving

04

70% of greenhouse gas (GHG) emissions emitted by the city are linked to the *transport sector*

05

Active Innovation Network : Team dedicated to innovation, Companies, Universities, Start ups, Experts

Movin'on as an innovation INTERMEDIARY

Why Movin'On ?

01 EXPERTISE

02 EXPERIMENTATION

03 COLLABORATION

Concrete Case : OnDijon



Goal: Desire to coordinate transport by creating a "control tower" and a dedicated Maas (mobility service).

Role of an innovation intermediary: The innovation intermediary supports both the city and the companies, by establishing a partnership

Result:

- Centralized management of the public space and all the connected urban equipment of the 24 municipalities making up the territory: traffic lights, lighting, video protection, road services.
- Establishment of a single and shared command post

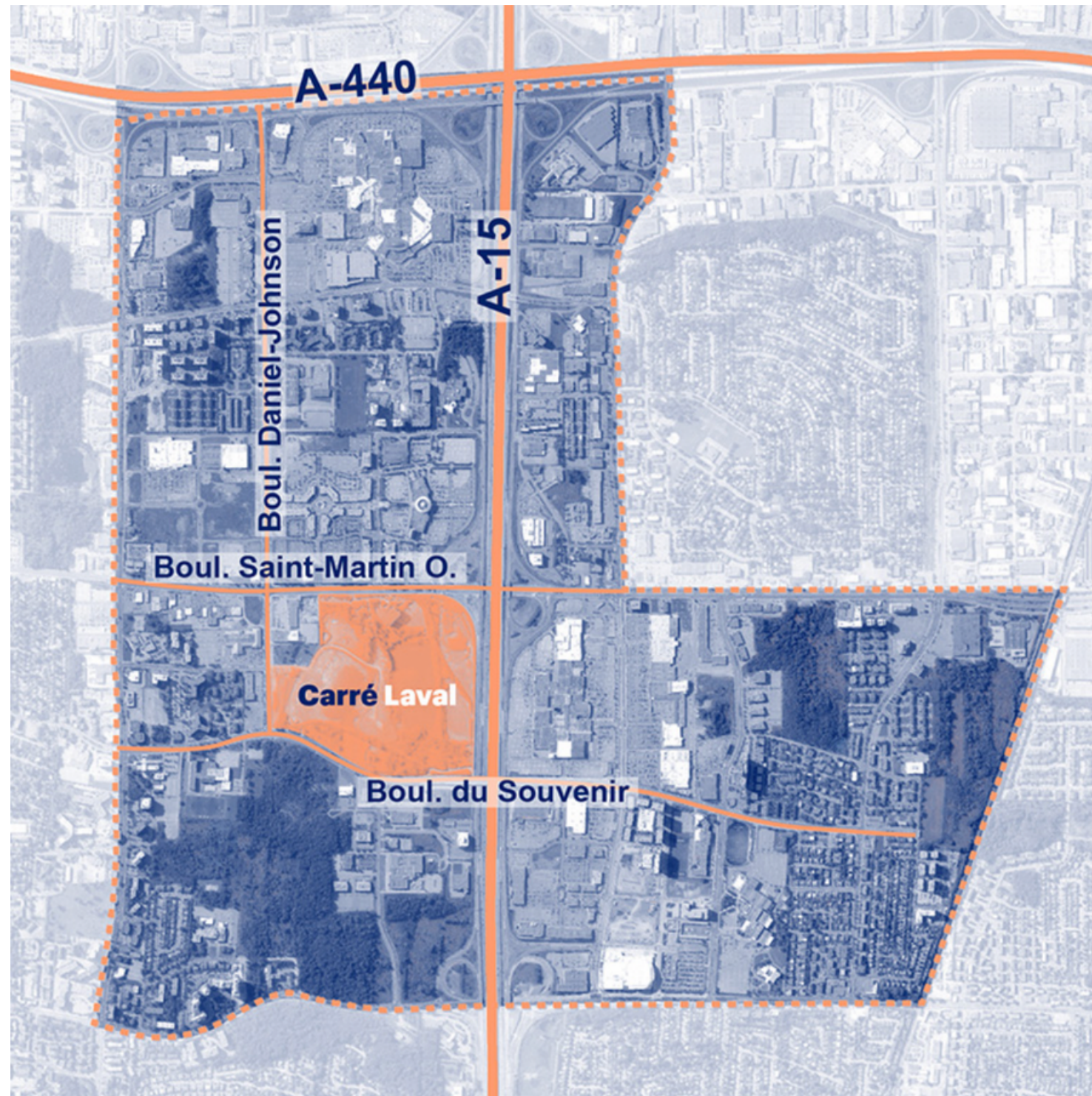
A COLLABORATIVE approach

01 Experimentation on specific projects

02 Consultation with *residents* and agile governance

03 Innovation at the *best cost* and *incremental financing*

SQUARE Laval



City
scale



of Carbon-neutral innovation on a human

Creative Class

- Research centers
- Incubators
- Offices
- HEC & UQAM



Place

- SQUARE
- Shops and tourist attractions
- Cultural and recreational activities

➤➤➤ Use of technology

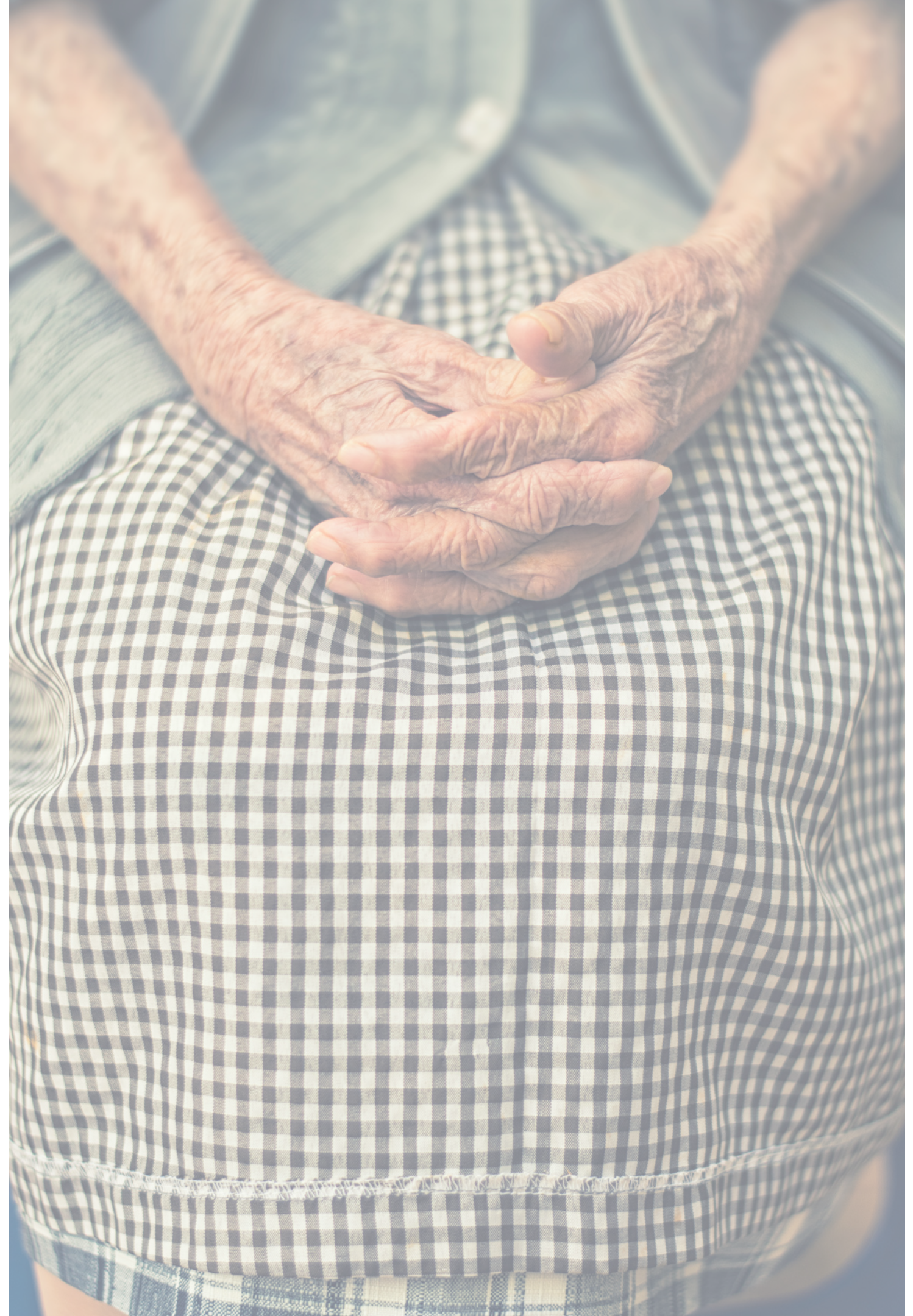


Smart governance

3. How can we help elderly from Laval to move in a more sustainable way ?

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Transport vs Mobility

Transport

Technical systems dedicated to moving

Distance/time

Vehicule centric

VS

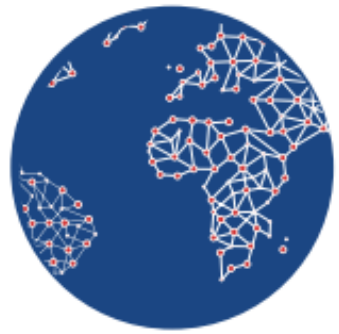
Mobility

Philosophical questions about the use of moving

Proximity/accessibility

Focused on accessibility and social dimensions

What does sustainable mobility mean for elderly in Laval?



ACCESSIBILITY

Move without physical, financial and geographical limitations



EFFICIENCY

Reduce waiting time, travelling time and access time



SAFETY

Reduce the risk of injury while using transportation means

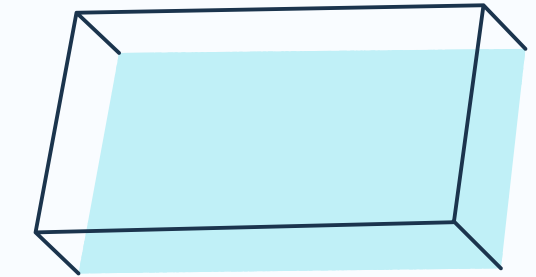


GREEN

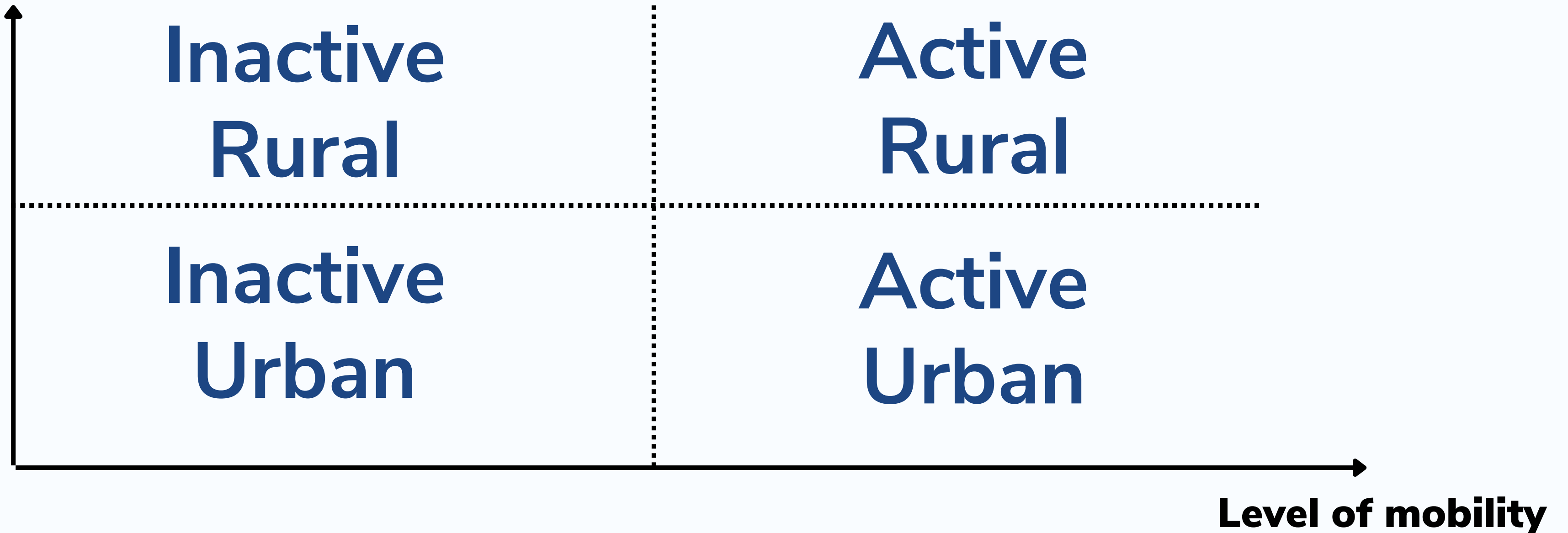
Reduce pollutant emission and improve air quality

User Matrix

Definition of elderly: Aged 65 and above



Distance from City Centre



Life & Mobility HABITS



1

Habits



2

Car Use



3

Digital

Additional issues



1

Ability to *MOVE*



2

Maintaining *PHYSICAL*
condition



3

Socialization

Laval's Ecosystem

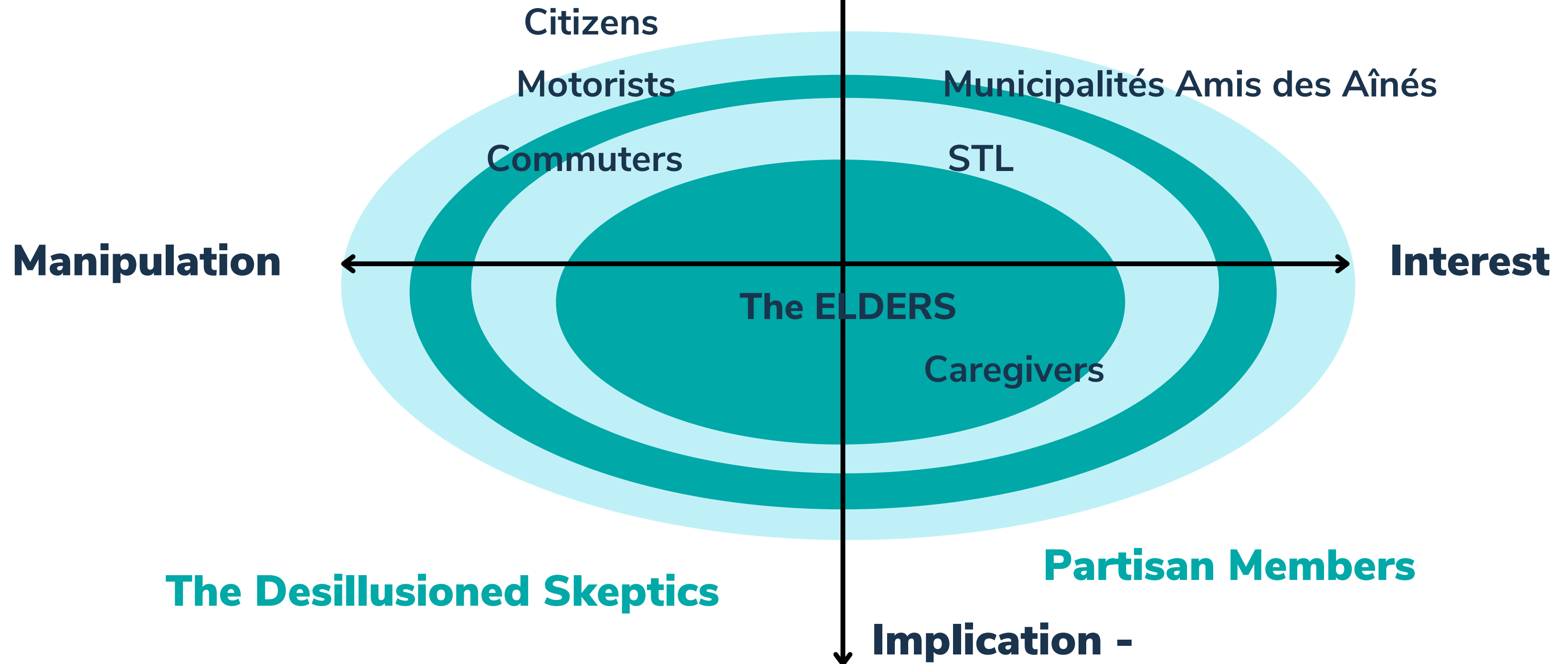
Shelly, Bourne & Walker

The Right Orchestrator: Neutral

Implication +

The Opposants

The Facilitating Actors



Recommendations

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Increase the supply of ADAPTED transport and improve intermodality

Target Actors :



Goal : Increasing the supply of adapted transport can be achieved by setting up autonomous ways of moving in residential areas.

Example :



SAINTE-THÉRÈSE
Ville d'arts, de culture et de savoir



Result : Allows older people to continue some of their activities at an affordable price

Develop ACTIVE modes such as cycling and walking

Target Actors :



Goal : Encourage active mobility

How ? Pedestrian routes with cool and warm stops, electric bike, wider sidewalks

Example :



Result : Maintain their independence, it encourages a healthy and active lifestyle, as well as better physical health.

Create a sense of **COMMUNITY** by encouraging **cohabitation and multigenerational mutual aid**

Target Actors :



Goal : Rethinking the integration of the elderly in neighborhoods

How ? Intergenerational neighborhood/facilities

Example :



Rieslfeld, Fribourg-en-Brisgau, FRANCE

Result : Carpooling system, or even the creation of a stop for shuttles and buses would facilitate the mobility

Way Forward



Information gathering :
Questionnaires
Interviews
Discussion Forum



Further benchmarking
Comparative Analysis



Prototype
Open/living Lab



Testing
Feedback

Thank you !

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