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KARLSRUHE (DE)



Baden-Württemberg  
Ministry of Transport



Karlsruhe



# Co-creating sustainable urban mobility in Gothenburg: MOSAIC, an **open-ended, multi-stakeholder** process

Michael Creek, Stickydot

POLIS, 27 November 2024



The background is a light blue surface with various hand-drawn sketches in blue ink. These include an atom, a factory, a group of people, a building, a bird, and a speech bubble. Text labels like 'research', 'academia', 'civil society', 'industry', 'public', 'policy', 'science & society', and 'DIALOGUE' are scattered around. A large blue circle with the word 'Stickydot' in white is in the center, flanked by a red circle on the left and a yellow circle on the right. A small logo with red, yellow, and blue segments is in the bottom right corner.

**Stickydot**

A photograph of three women in a professional setting, looking at a glass wall covered with sticky notes. The woman in the foreground, wearing a red sweater, is pointing at a note. The woman in the middle, with curly hair and glasses, is looking at the notes. The woman on the left, with long brown hair and glasses, is also looking at the notes. The sticky notes on the wall contain various phrases like 'Clarity of the information', 'Not oversimplifying science', and 'Coherence of the message'.

At Stickydot, we shape  
research and innovation  
through  
**multi-stakeholder  
engagement and co-  
creation**





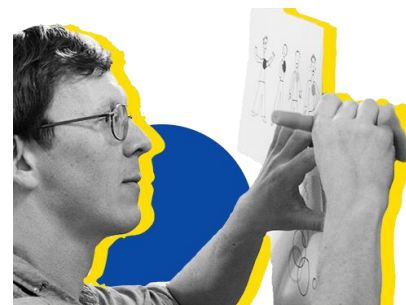
# The Stickydot team



**Marzia  
Mazzonetto**



**Maria  
Zolotonosa**



**Michael  
Creek**



**Alexandre  
Torres**



**Tatiana  
Negurita**

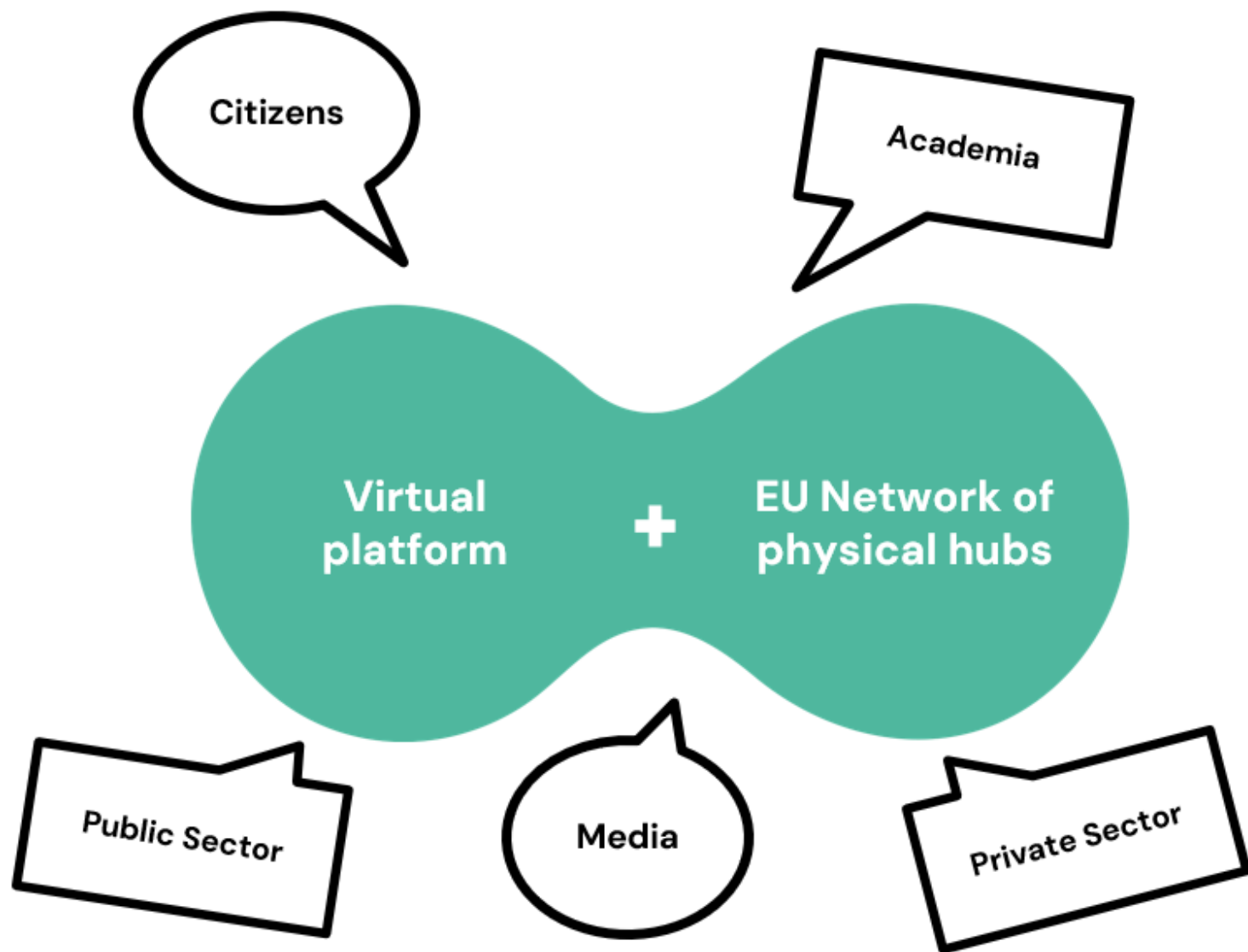
THE PROJECT

# COALESCE

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Competence Centre for  
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# mosaic

Mission-Oriented Swafs to Advance  
Innovation through Co-creation



This project has received funding from the European Union's Horizon 2020 research and innovation programme under Grant Agreement No. 101006382 - H2020-Swafs-2018-2020 / H2020-Swafs-2020-1



# MOSAIC – what is it all about?

- Achieving the Mission is only possible when all concerned stakeholders work together
- MOSAIC is proposing a novel method for co-creating solutions in a Mission context
- Gothenburg and Milan are our testbeds for innovation
- EU-funded projects with 5 partners





# What is co-creation for MOSAIC?

Collaborative innovation: the creation of new ideas and concepts

Genuine collective action involving various stakeholders

Leads towards concrete and measurable outcomes

Strong impact through the uptake of co-created ideas (or parts of)

# MOSAIC co-creation approach



# GOTHENBURG



mosaic

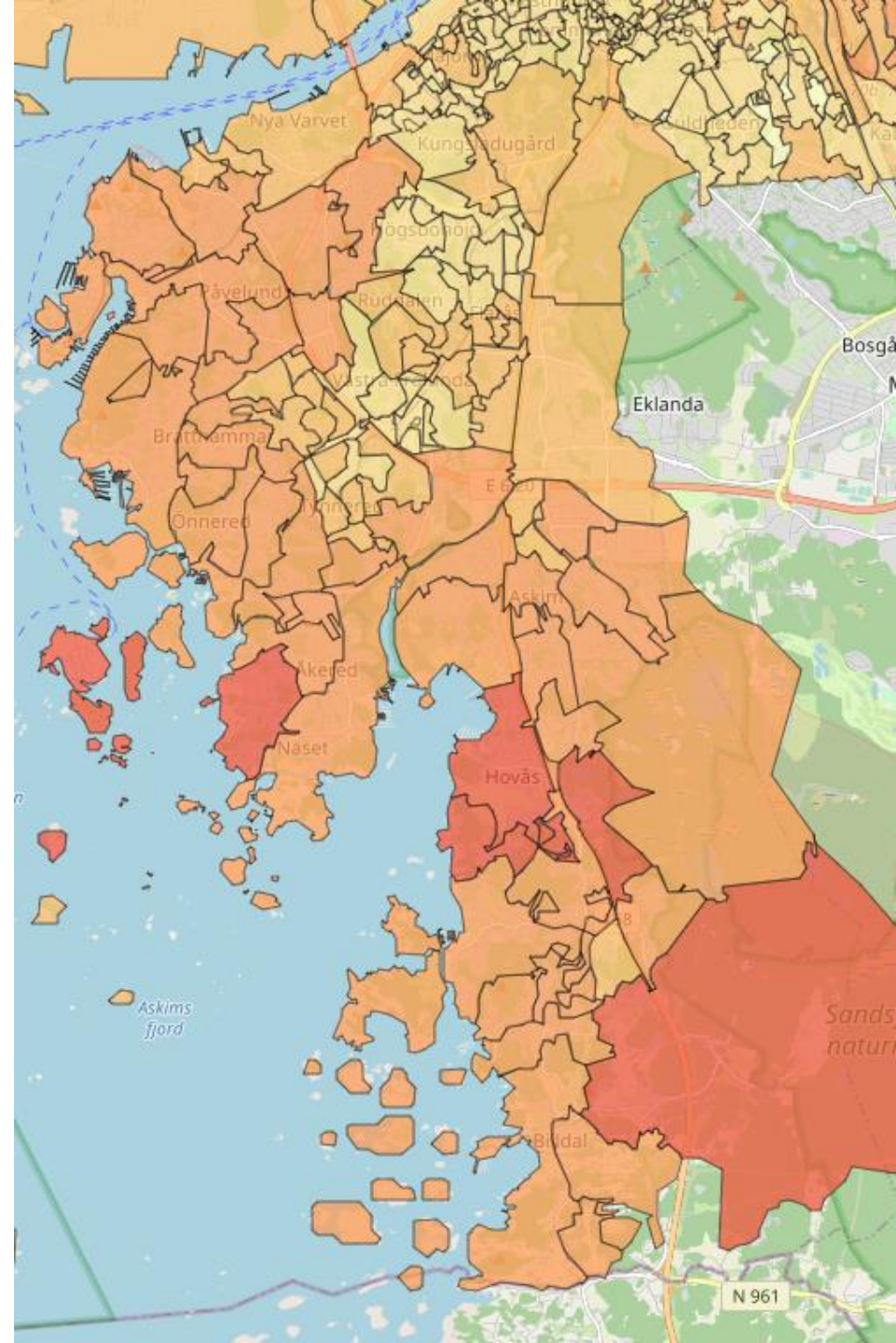
PILOT CITY





# Gothenburg focus

- To connect the **city's democracy work** with climate related issues
- To **test a new method** connected to its sustainable mobility strategy and climate and environmental program
- To **"operate"** in an geographical and socio economic area where the emissions are high





# Var med och bidra till ett hållbart resande i Göteborg

Lyssna

Publicerad 11 januari 2023

Göteborgs Stad och EU projektet Mosaic, erbjuder göteborgarna en unik och innovativt och samskapande innovationsprocess (invånare, föreningar, lokala företag, forskare tillsammans utveckla mobilitetslösningar som

## PHASE 1: CHALLENGE DEFINITION AND STAKEHOLDER MAPPING (Sept-Dec 2022)

### Objectives:

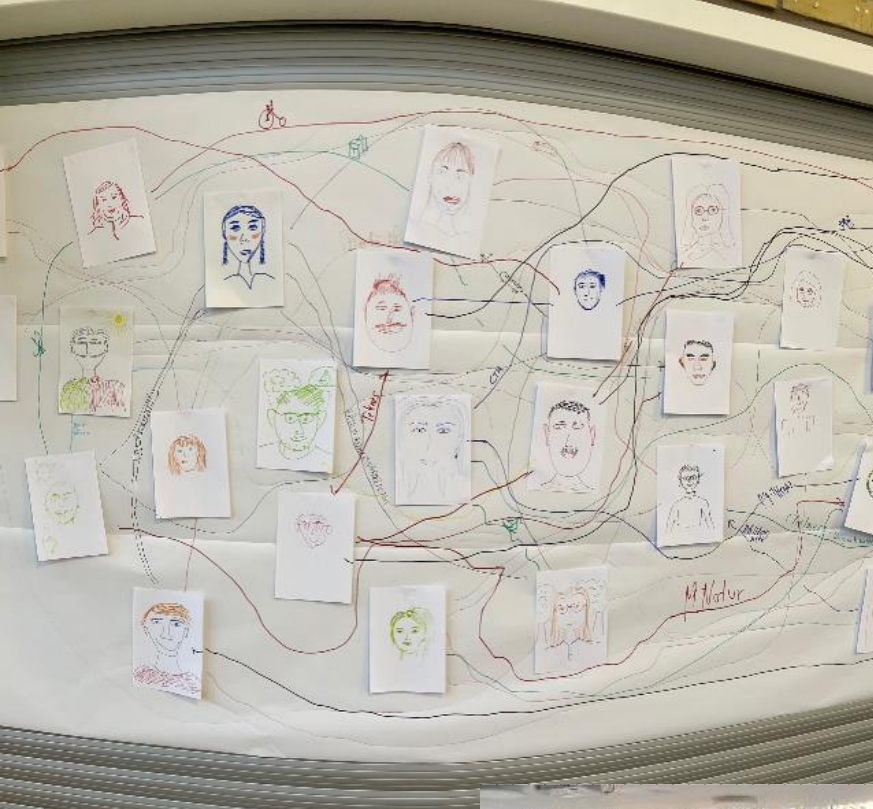
- To select the challenge for co-creation
- To get a deeper understanding of the context around the chosen challenge
- To map quadruple-helix stakeholders to engage in the process
- To launch and promote a call for applications



### The challenge

How to make mobility in Gothenburg more sustainable while keeping the same quality of life. Focus on a particular area of the city: route 158.





## PHASE 2: STAKEHOLDER RECRUITMENT AND THE GATHERING (Jan-Feb 2023)

### Objectives:

- To bring together and onboard future co-creators
- To set up and run the launch event, The Gathering, where collaborative work starts
- To form quadruple-helix groups who will work on the co-creation ideas



### The Gathering

38 applications, around 35 participants, including representatives from the Gothenburg city administration and Västtrafik.

Duration: 2 half days (4 hours each). Groups formation: various main clusters of ideas, 3 groups around the most voted ones.





## PHASE 3: IDEATION, DESIGNING, PROTOTYPING (MARCH-AUG 2023)

### Objectives:

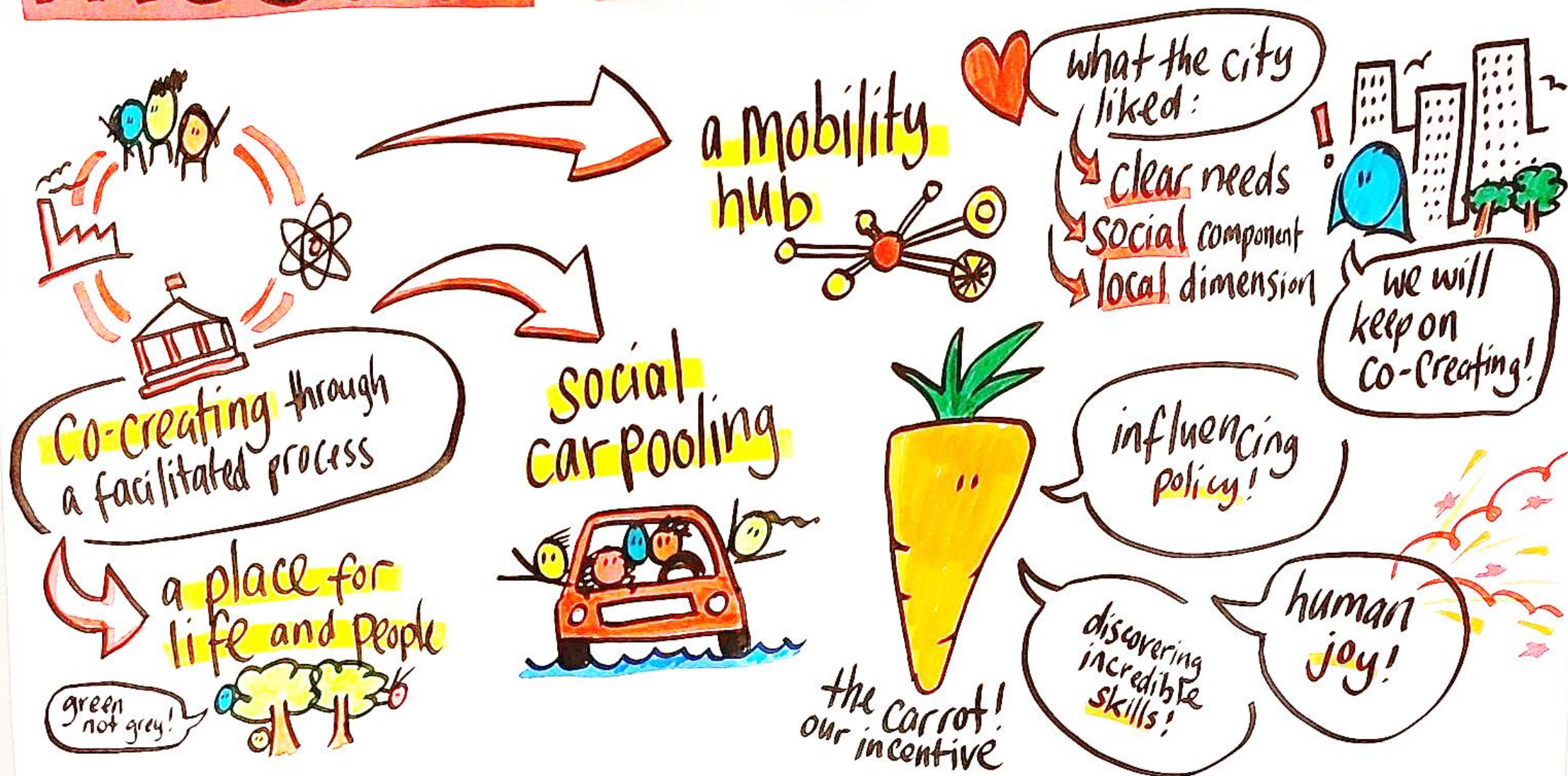
- To collaboratively generate ideas for solutions
- To increase the innovation potential of the solution through co-innovation
- To design / prototype tangible and concrete products, services or organisational structures
- To test such solutions by allowing users to experiment and interact with the prototype

### Tools and workflow:

- Each team of around 10 met 5-6 times over 5 months
- Professional facilitation of each team
- Three inspiration sessions with external speakers
- Use of the makerspace
- Public event to pitch ideas and gather feedback



# MOSAIC: GOTHENBURG







## Idea No 1: Social car-pooling

- An enhanced car-pooling app
- With a strong focus on local needs and social interactions
- Uses public transport lanes to avoid traffic





## Idea No 2: Sustainable community space

- What if a parking area was to be replaced by sustainable multipurpose community space?
- Local families use cars less by using it as a space for remote working, kids activities and much more
- Companies sponsor it as their hub in another part of the city



## Idea No 3: Mobility hub



- Can families with children living in suburbs avoid having a car?
- Mobility hub combining a shuttle bus with micro-mobility solutions situated in strategic points e.g. schools and pre-schools
- App that combines these different means of transportation into one platform



# The added value of co-creation

- Ideas focus on **clear needs**
- How to **implement** existing ideas
- Strong **social component**
- Strengthening the **local dimension**



Mobility Hub



Social car pooling





# Reflections on the MOSAIC process

- **Time** is important, especially in the recruiting phase
- **Professional facilitation** is key
- **Rely on local partners** to involve stakeholders
- More **even participation/representation** is desirable
- The **anchoring process** within the city can be challenging
- Think about **the role of city representatives**



# What we take away from MOSAIC

- It shows that **co-creation works** in this kind of challenge-oriented situations that cities are facing
- It helped us to make the contribution of citizens and stakeholders at large **more tangible**
- Most difficult stakeholder group to engage: **RESEARCHERS**







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@mosaic\_eu



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