When citizens become experts
An approach for an integrated project and participation management

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The "Reallabor Schorndorf" (real-world lab Schorndorf)

Resource-efficient, flexible and user-friendly transport system:
• Development of an innovative, demand-oriented mobility concept for public busses by integrating the knowledge and the requirements of the citizens into the development process

Fact sheet “Reallabor Schorndorf”

Sponsor: Ministry of Science, Research, and Art, Baden-Württemberg
Funding volume: 1.2 mio €
Duration: 3 years (2/2016-1/2019)
Project consortium: DLR, Esslingen University, Stuttgart University, VVS, Knauss, City of Schorndorf, Daimler
City of Schorndorf: approx. 39,000 inh.
Characteristics: high level of car use and ownership rates, stagnation of public transport use rates despite increase of frequencies
Participatory processes and formats in the real-world lab Schorndorf

• Continuous information transfer through
  – media coverage on the project’s processes,
  – information events,
  – discourse with stakeholders, and
  – weekly citizen surgeries.

• Co-Creation Workshops on new mobility concepts
  – to explore needs and requirements, and
  – to collaboratively create prototypical solutions.

• Citizen involvement in the testing and evaluation phase through
  – information events,
  – quantitative surveys, and
  – qualitative surveys.
Potentials and challenges of the participatory approach

**Potentials**

- Activate innovative capacities and enhance acceptance among users/citizens
- Develop and adjust solutions to needs and demands of various stakeholders
- Gain a better understanding of technological development processes on the users’/citizens’ side
- Gain a better understanding of socio-cultural context on the scientific/developers’ side

**Challenges**

- One perfect system for all?
- Different actors – different language/vocabulary, sense-making, solution finding, etc.
- Collaborative planning phase – but selective solution in the end
- Creative co-creation formats lead to very specific and visual solutions – but few actors were used to more ‘conventional’ participatory formats