

Session „Putting users in the centre: How to engage with users and citizens”

@Build UP seminar
Interreg North Sea

Hosted by

People-Centric **Mobility & Logistics Hubs**
(MoLo Hubs)

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Logistics Initiative Hamburg

Billund | 23 October 2024

MoLo Hubs

Interreg
North Sea



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About the Project

Key Facts:



- **Project Period**
July 2023 – December 2026



- **Funding Programme**
Interreg North Sea Region 2021 - 2027
(ERDF)



- **Project Budget**
Total EUR 3,68 million
Funding (ERDF): EUR 2,21 million



- **Partners**
13 Partners & 5 Pilot Regions



MoLo Hubs combines mobility hubs and logistics services to improve quality of urban life and boost mobility transition.

We cut emissions, reduce traffic and create urban meeting places to make our cities more liveable.

About the Project

Objectives

- MoLo Hubs aims to **think logistics services and (shared) mobility hubs together** and thus **create synergies**
- Logistics services become more attractive and user-friendly if they are offered where users are anyway
- Mobility hubs also become more attractive and more utilised when their range of functions increases



Impact

- Better services for local people
- Contribution to the mobility transition and reduction of motorised individual transport and emissions
- Reduction of urban commercial transport and emissions
- Create solutions that support low-car/car-free urban and neighbourhood development

About the Project

- MoLo Hubs not only creates a shift of traffic to green and active modes of transport, but also new and innovative **urban value chains & circular approaches**.
- We test use cases in **5 pilot areas** covering all user-related areas of a product life cycle.



× Gemeente
× Amsterdam

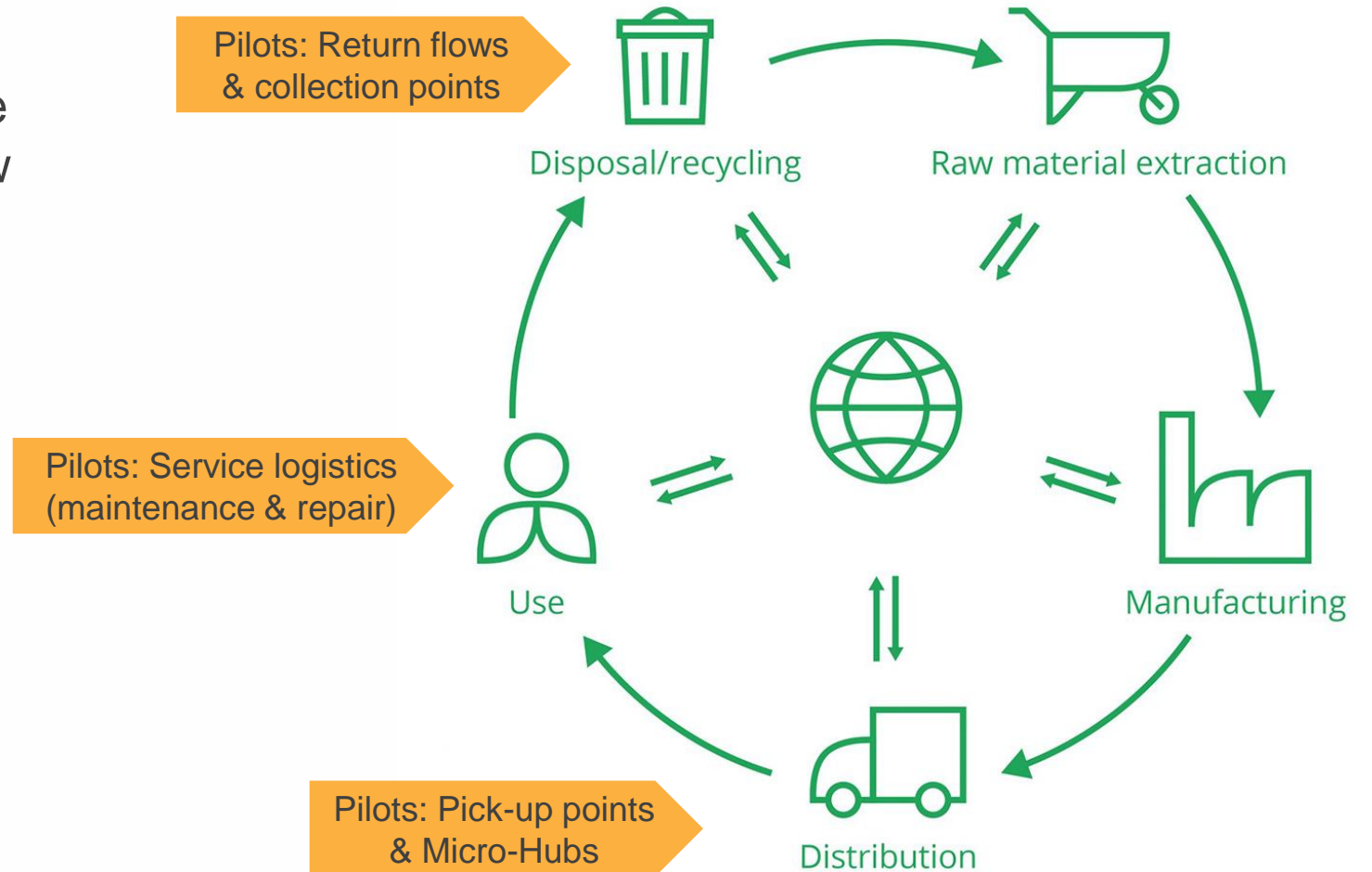


STADTREINIGUNG.HAMBURG



BORÅS STAD

MECHELEN 



Project Partners

Host Partner
City of Amsterdam







Knowledge Partner
**Amsterdam University
of Applied Sciences**

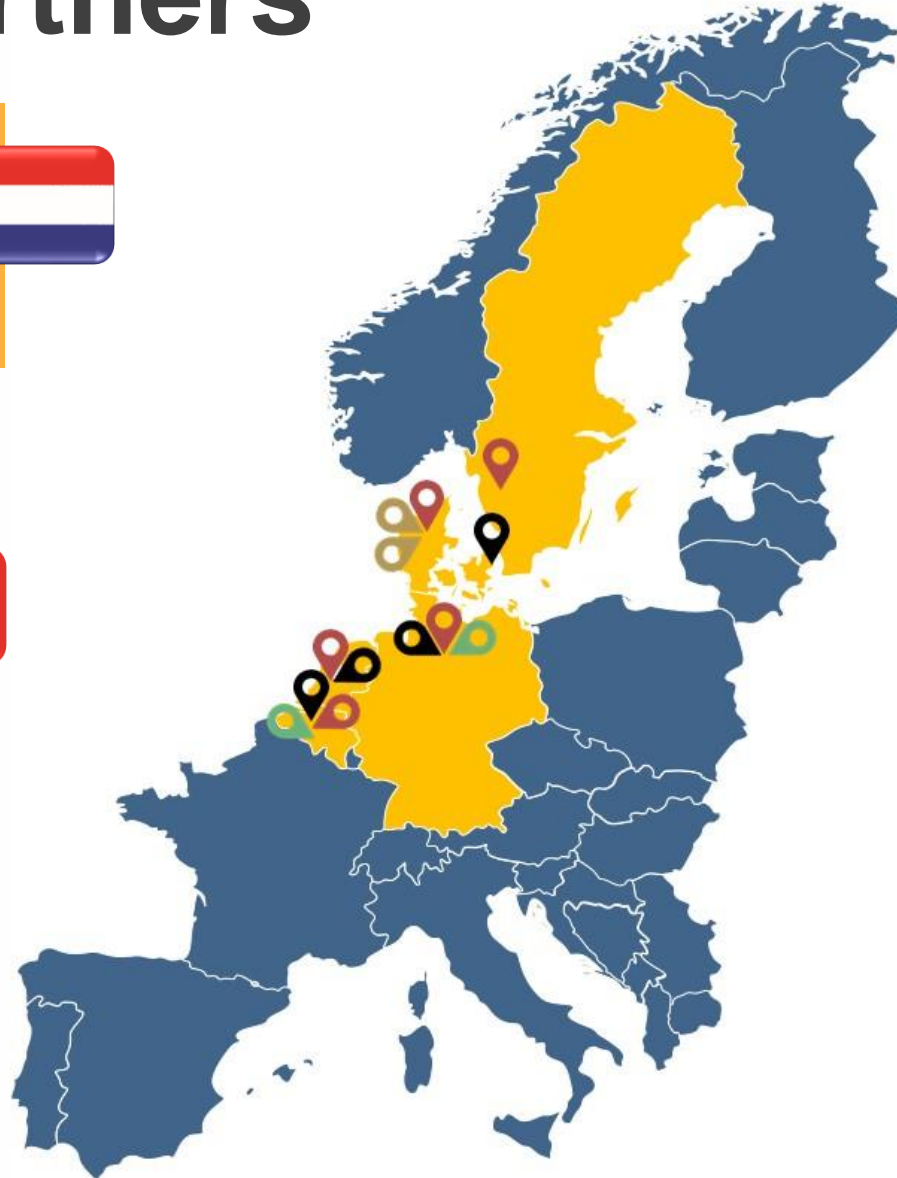
Host Partners
City of Mechelen



Network Partner
POLIS

Knowledge Partner
University of Antwerp

-  5 Host Partners (pilot areas)
-  4 Knowledge Partners
-  2 Network Partners
-  2 Implementation Partners



Host Partner
City of Borås



Host Partner
City of Aalborg

Knowledge Partner
Transition

Implementation Partners
**Homerunner
House of Venture North Jutland**



Host Partner
Stadtreinigung Hamburg

Network Partner
Logistics Initiative Hamburg

Knowledge Partner
HiiCCE

**What tools &
methods do we
use to be
„people-
centric“**

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Tools & methods

Put user-centricity in the centre of your focus & structure

- Not only ‘in your mind’ but make it visible in headlines, work packages, work flows
- In MoLo Hubs we identified it as 1 of 5 “focus topics”, including the aspects of **user behaviour & user needs**
- → then, also start you analysis & ideation from that perspective, of course



Tools & methods

Ask your users

- And if you can, also involve non-users. They can bring even better insights!
- In MoLo Hubs we use surveys, e.g. distributed through municipal mailings or online
- *On the right: example of Hamburg, sent to approx. 5000 households before the start of the pilot & during the pilot*
- We also do stakeholder workshops involving users

GEMEINSAM FÜR EIN
NACHHALTIGES ALTONA-NORD

UMFRAGE: WIE RECYCLEN SIE?

Survey: How do you recycle?
Please turn for english!



Gleich scannen und mitmachen!



STADTREINIGUNG, HAMBURG

Tools & methods

Go to the users

- Go to places & events where (potential) users are, like neighbourhood & city festivals etc.. If there aren't any: host one 😊
- *On the right: In MoLo Hubs, our partner City of Mechelen used a local energy festival to raise awareness for their pilot & provide opportunities to test solutions with guidance.*
- Our partner City of Boras has a “grassroute initiative” they make use of: “The Dream of Boras”.
- 2x per year citizens can make wishes & requests. The city has to follow-up on them and check the feasibility.



Tools & methods

Visualize & be creative!

- Get the attention and awareness of users by visualizing!
- Info graphics > text
- Logos (can) create recognition and identification
- Creative solutions stand out & create discussion
- *On the right: See MoLo Hubs Info graphic Amsterdam, logo Hamburg pilot, Mechelen Hoppinpoint layout & our exhibition stand at the Aalborg 2024 conference*



Source: City of Amsterdam, City of Mechelen, Stadtreinigung Hamburg / MoLo Hubs project



Tools & methods

Trial & error

- Test (& fail) with users early rather than late. Often, rather than once.
- In MoLo Hubs, our partner City of Aalborg tests different solutions in short-cycled tests for their multifunctional lockers to learn about demand for different services.
- *On the right: 5 prototypes of refund boxes for reusable cups & plates at a community festival linked to the Aalborg 2024 conference.*

Source: MoLo Hubs project



Let's discuss

What are your ideas, experiences & tools?

- *Which group(s) of users/stakeholders does this address?*
- *Which level of engagement does this contribute to?
Raising awareness or activating a use or uptake?*

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