



SIMmobil © Jona Hann

Factsheet

The SIMmobil

A lively grassroots dialogue with the people

Facts & Figures



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SIMobile, 10 locations

93

93 opening days,
3-4 weeks at each
location

>3.500

visitors

Contact

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Project partner:

- **DIE UMWELTBERATUNG**
- **Balu&Du**
- **Science Pool**
- **waff**
- **KELAG Energie & Wärme**
- **Radwerkstadt**
- **Verein Wanderklasse**
- **Wiener Linien**
- **Siemens Mobility**
- **NMS Enkplatz**

For more details see
www.smartertogether.at

Project context

The project area has a very heterogeneous population. The residents were addressed on their daily routes with the help of a mobile communication laboratory - the SIMmobil.

For this purpose, a discarded trailer was purchased within the framework of Smarter Together and converted into a mobile information stand in a cost-effective and ecologically sustainable way (keyword: circular economy). This was used for several weeks at a time at a total of ten locations in public spaces in Simmering between 2016 and 2019.

Smarter Together measures

- acquisition of a discarded trailer
- design and branding of a mobile information and communication stand for use in public spaces
- commissioning of GB* for implementation
- use of the information stand for 3-4 weeks at a time at each location, for 3-4 days/half days a week.

Boosting the process

The SIMmobil was set up specifically where Smarter Together project activities required targeted information exchange with the local

population: for example collection of wishes and ideas from pupils for school expansion, information on energy-saving tips for tenants in renovated buildings, introduction of new users to the WienMobil Station, participation of Siemens Mobility employees, setting up of info points for participants in the context of walking cafés, etc. Features included:

Participation & Goodies

- surveys of all kinds on various project topics;
- a fixed e-bike producing electricity and energy quizzes;
- goodies such as T-shirts, bicycle bells, etc.;
- flyers, information materials.

Monitoring

GB* kept statistical records of the activities and reported on participation, location attractiveness, focal interests, etc.

Lessons Learned: success factors

A central success factor is the involvement of an institution that is already present on site (in this case GB*) and which, with its local knowledge and network, contributes significantly to the sustainability of the activities. In addition, multilingual staff



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with a sound knowledge of urban issues are essential in order to get people with a migrant background involved. External project partners also offer additional opportunities for networking and the inclusion of new attractive topics.

Replication

While it is possible to incorporate the results into the work of the organisations involved, the SIMmobile has not been used outside of a specific project context to date. The recycling and the favourable acquisition costs make the limited use justifiable and recommendable.

Holistic grassroots communication

A mobile information stand of this kind can be used for surveys, information dissemination and participation opportunities, and as a starting point for further projects (e.g. bike repair workshop, staff information, etc.).



Click here for the
SIMmobil film!