

Smart Walkability Living Lab – an innovative partnership

Giulia Maci – Urbego, Rasmus Guldborg Jensen – COWI

Urbego in collaboration with COWI and PTV applies creative urban design and scientific modelling to address pedestrian challenges in urban areas.

Smart Walkability Living Lab integrates the concept of smart cities with those of co-design and citizens participation. Urbego and its partners believe that a smart city provides services that are born from people's concrete needs and have been elaborated through interactive, inclusive and collaborative processes. Behavioral change and mobility in particular, can only be achieved through people's involvement. Technology is the tool that helps us understand the challenges through data collection and extensive analysis capabilities.

COWI delivers state-of-the-art tools to gather and analyze data regarding pedestrian behavior – like video (Data From Sky) and sensors registering Bluetooth- and Wifi-signals (City Sense). Through Urbego and COWI's joined planning expertise and citizens' involvement, the problems can be identified and solutions can be defined and tested through PTV's extensive software regarding pedestrians (VisWalk).

In the presentation at Vejforum 2017 examples and results from a pilot project in Lisbon will be presented. The pilot in Lisbon focuses on tourists experience and it identifies and proposes thematic cultural walks, outside the main touristic trajectories, connecting local potentials – heritage buildings, local craft workshops, art spaces, traditional spaces. Tourists can choose and discover these walks through a mobile app and new wayfinding elements. The pilot takes place near the cruise terminal of Santa Apolonia, close to the historical center and it aims at diversifying tourist experience in the city, improving walkability and foster a balanced local economic development.

However, Smart Walkability Living Lab can be applied to several different cases concerning walkability that also is found in most Danish cities. For example time and money is used to redesign urban areas in cities with a goal of high vitality and use. In several cases, the outcome is not as expected and the Smart Walkability Living Lab is a tool to analyze the problem and suggest solutions with a cost and time effective approach.

