



**MIND**  
sets

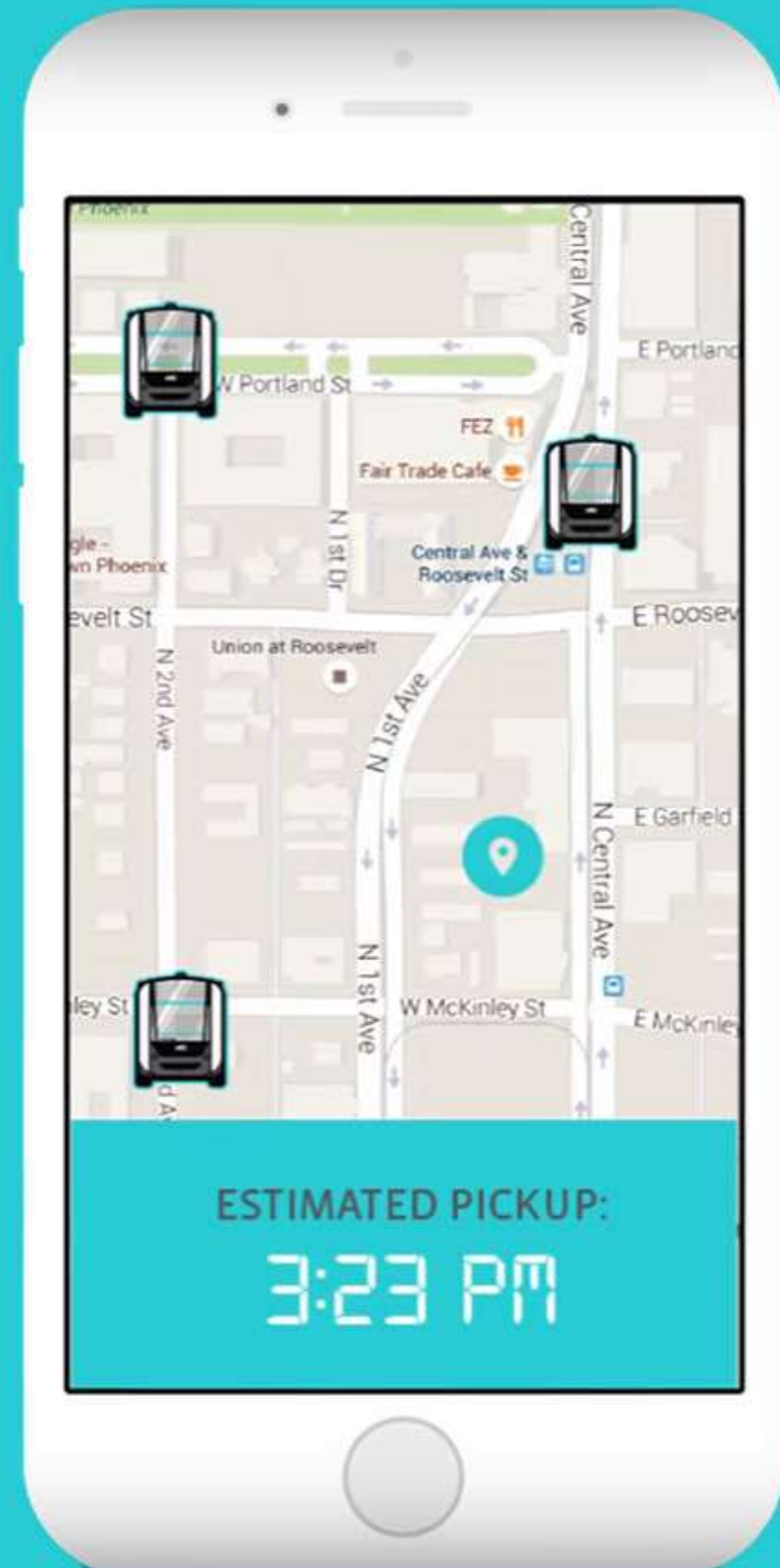
**“A mobility mind-sets approach towards the future (and beyond the dominance of the private car).”**

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1.

introduction and  
context

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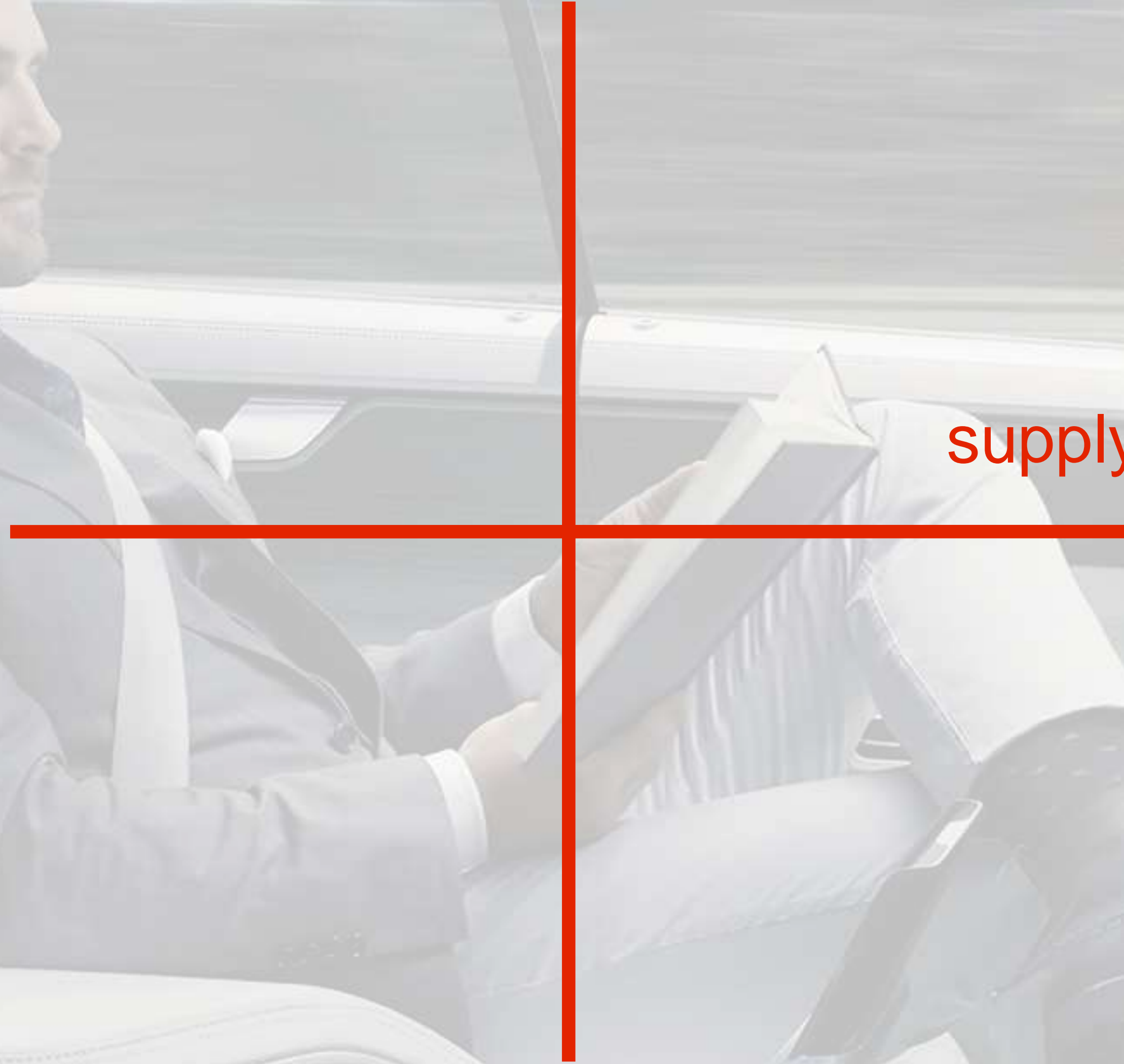






demand

supply



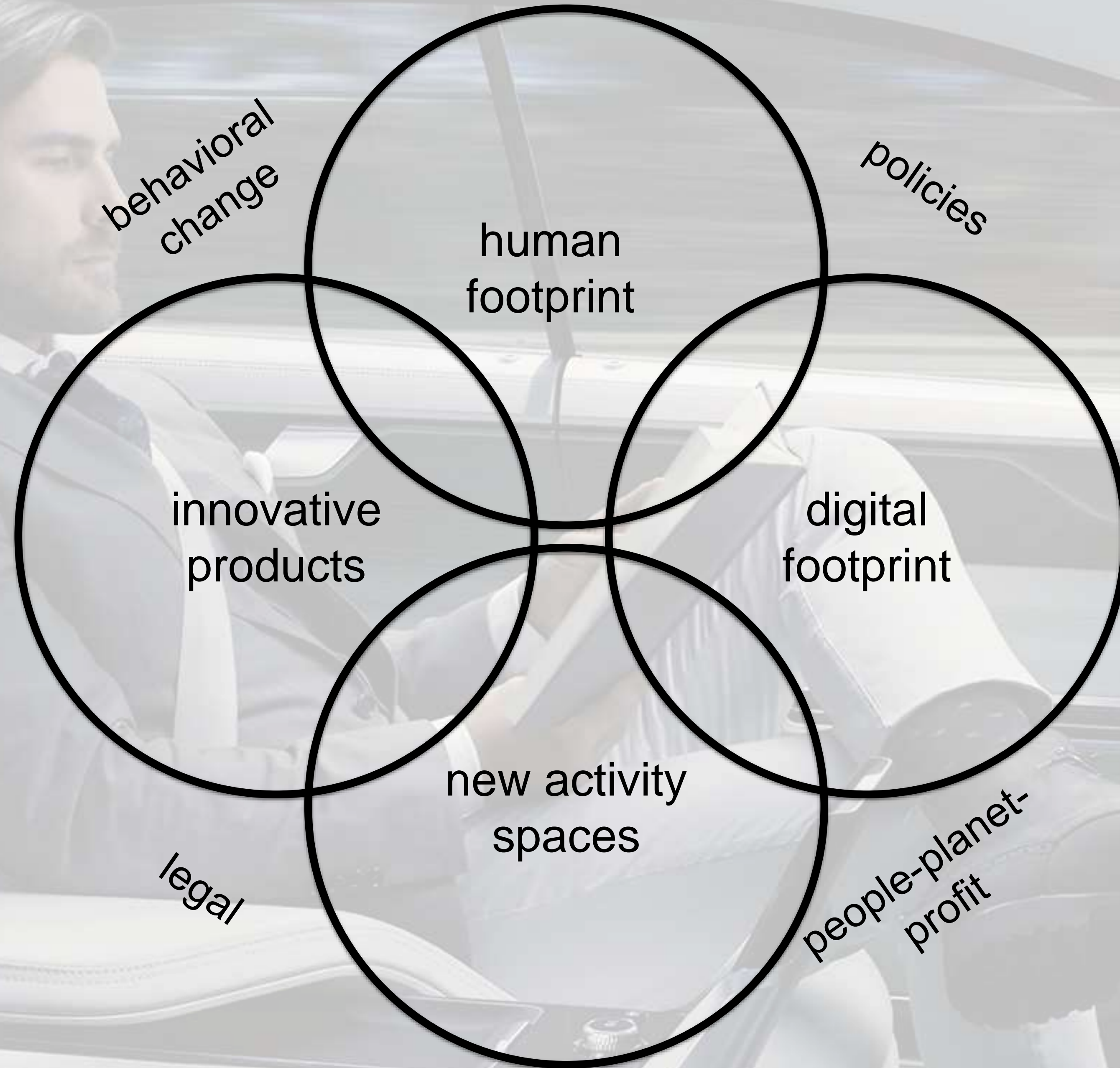


2.

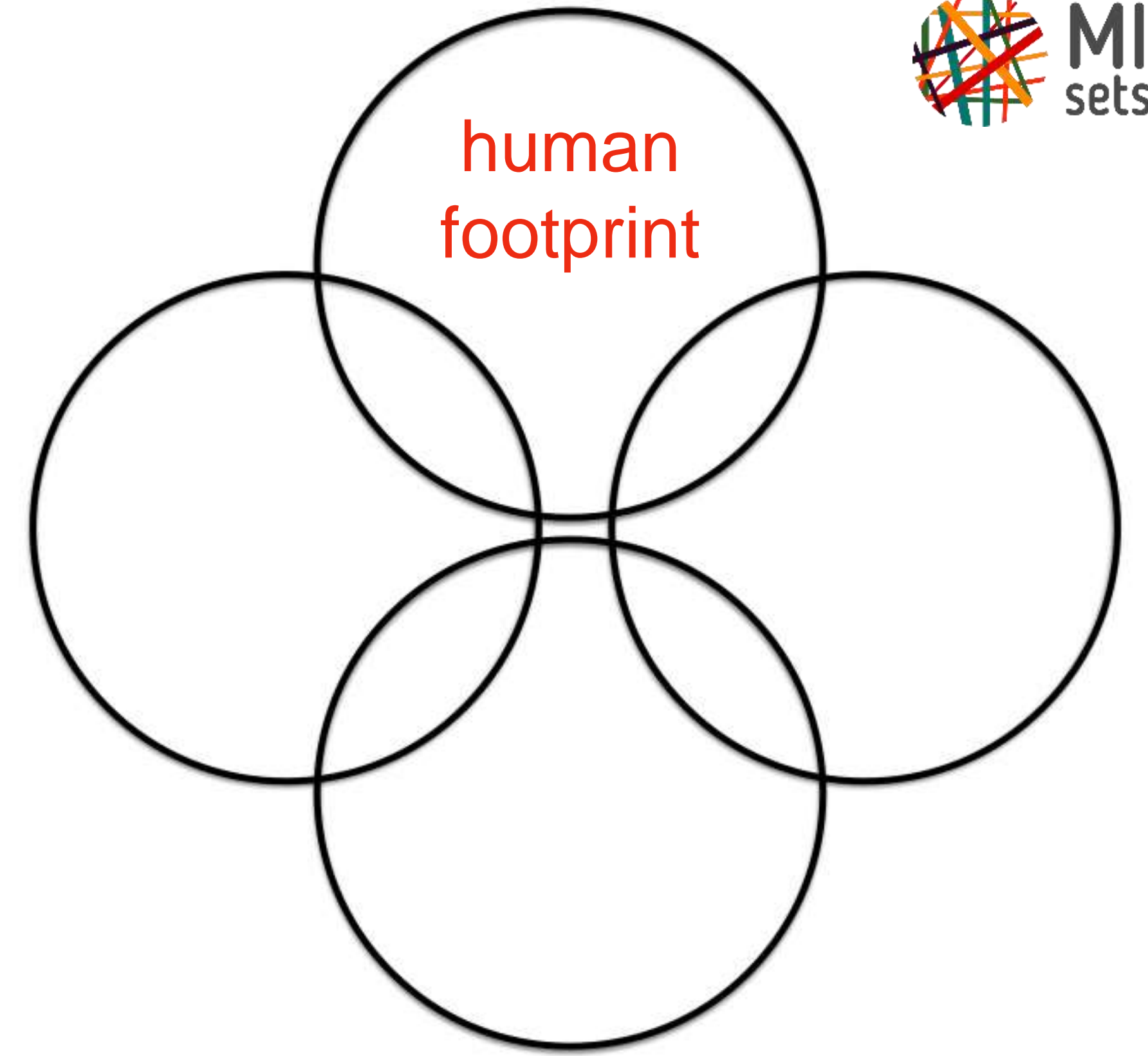
the overall MIND-SETS  
approach

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3.



mobility as a lifestyle  
concept

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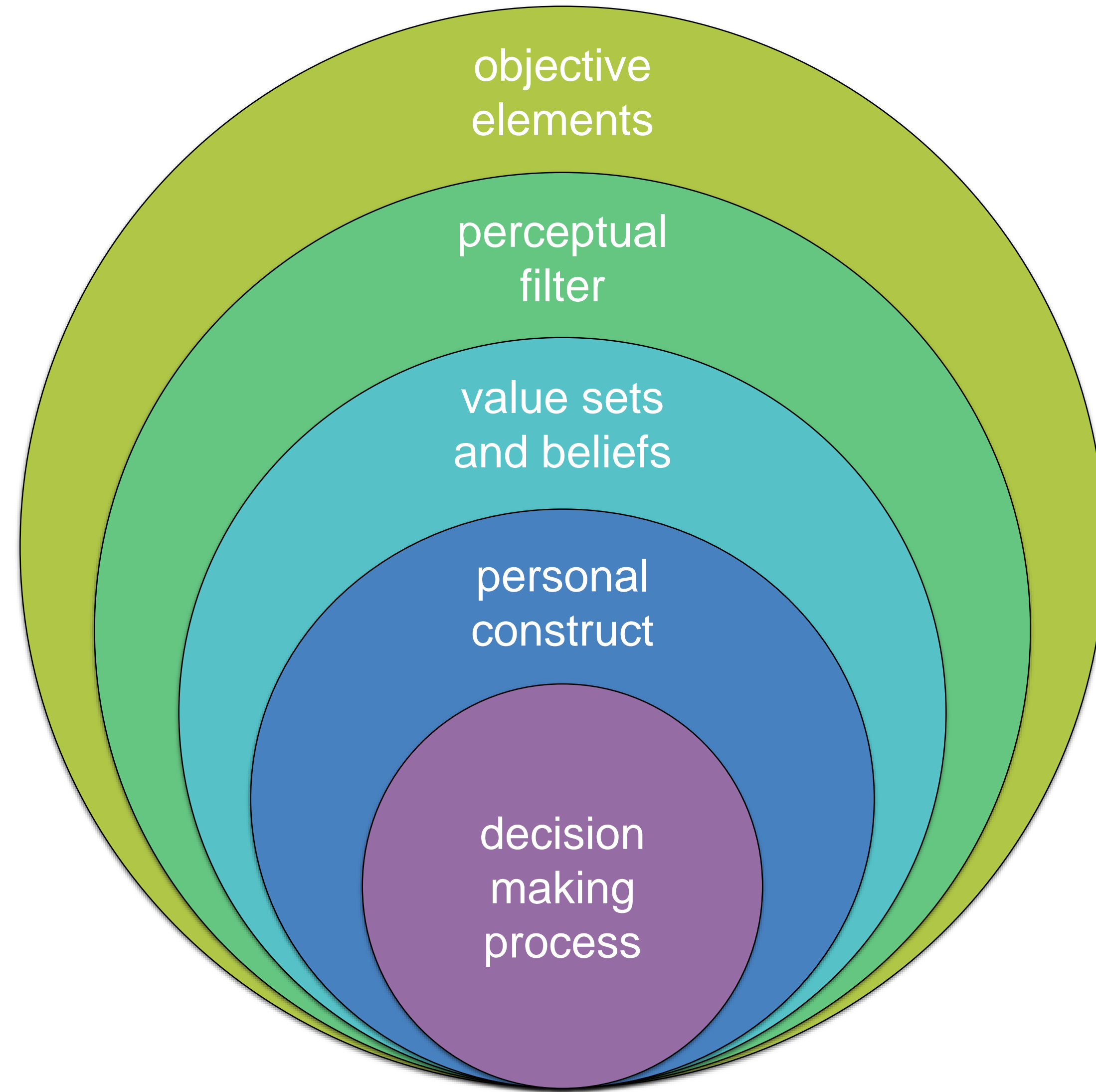
- beyond A to B
- physical and psycho-social wellbeing
- social identity
- relations with built environment

=> travel time is no longer wasted time

=> private car is no longer only channel to project personality & lifestyle

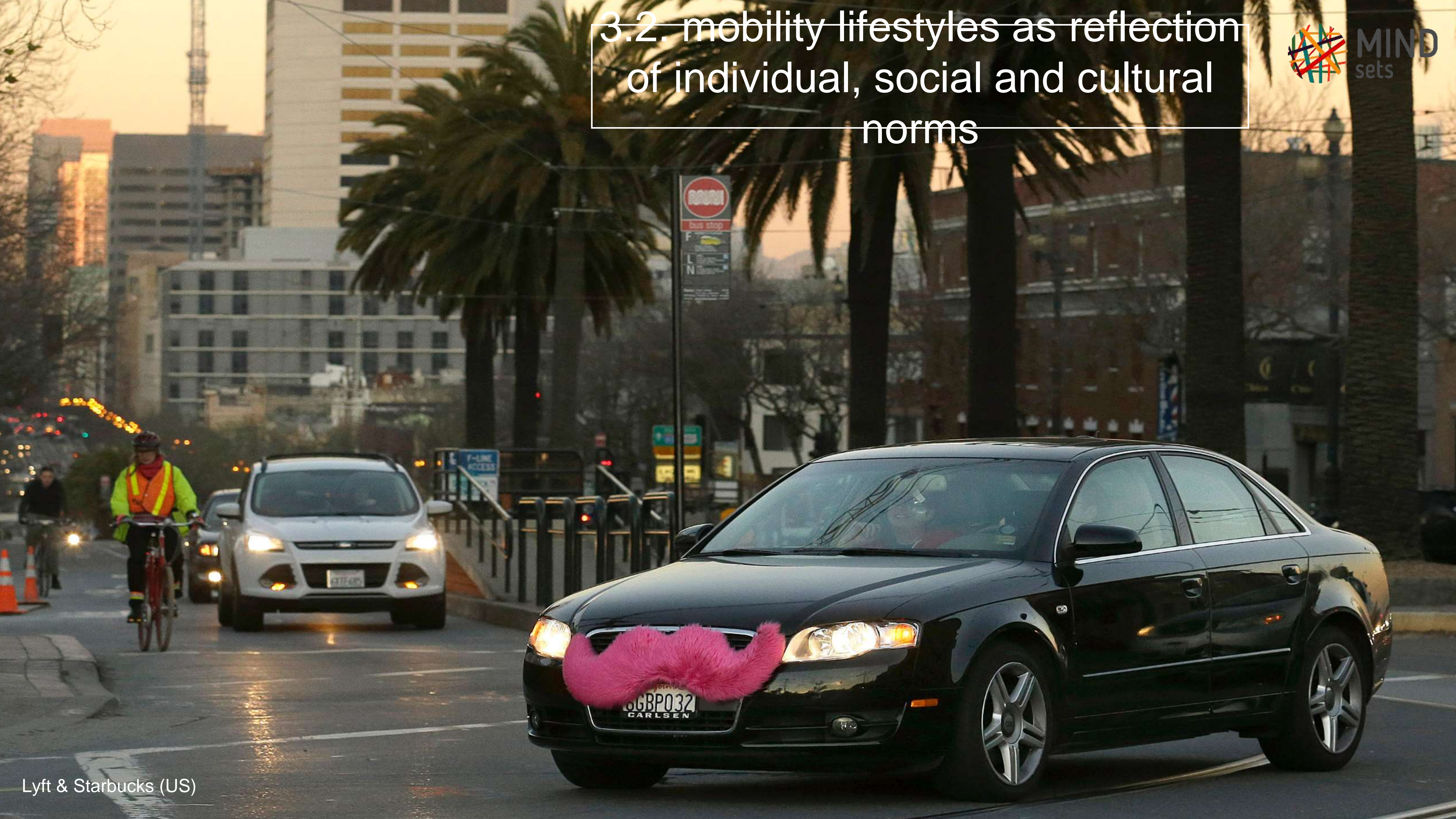
=> individual, social and contextual values/factors

# 3.1. layers of mobility decision making





### 3.2. mobility lifestyles as reflection of individual, social and cultural norms





### 3.3. implications for policy and planning

innovation



wellbeing



### 3.3.1. mobility as basic need





### 3.3.2. mobility driving social inclusion



PRIVAT  
DO NOT ENTER





### 3.3.3. mobility promoting wellbeing



Mørketiden er på vei og mange sitter alene av ulike grunner. Å kjenne seg ensom, enten man er ung eller gammel, er ikke så uvanlig. Derfor lanserer vi et unikt ekstratilbud: Avis Harstad og Narvik lanserer et tilbud som gjør det mulig for frivillige sjåførere å ta med seg u...

Du kan en sjåfør, eller slik at de Meld din

**AVIS**  
*Søndagsturer*

Synes du søndagene blir litt lange og har lyst på selskap og en tur ut?

Tom Medkila  
DITT NAVN

GODKJENT  
SØNDAGSSJÅFØR

DIN E-POST

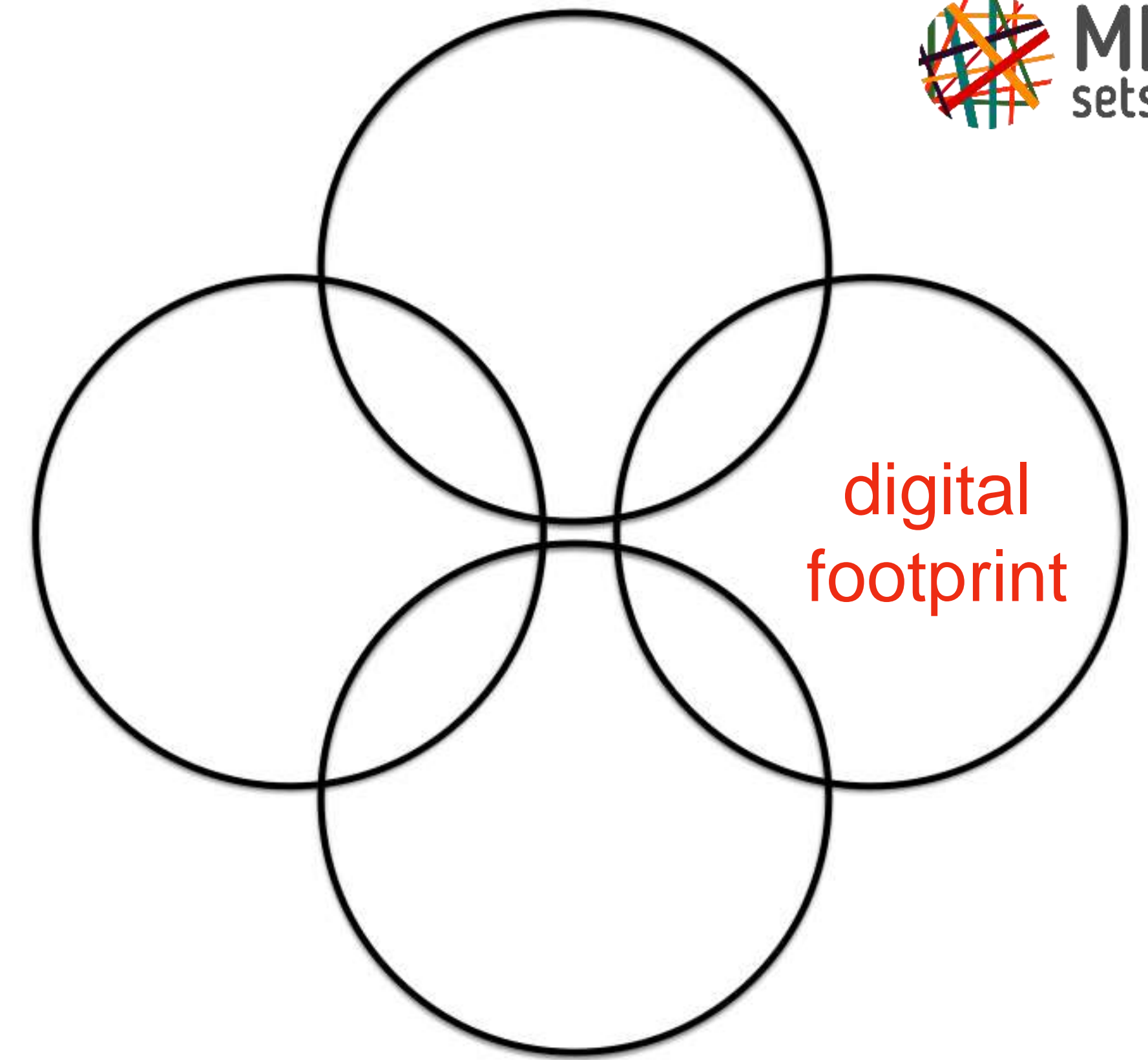
**AVIS**



### 3.3.4. mobility promoting health







digital  
footprint

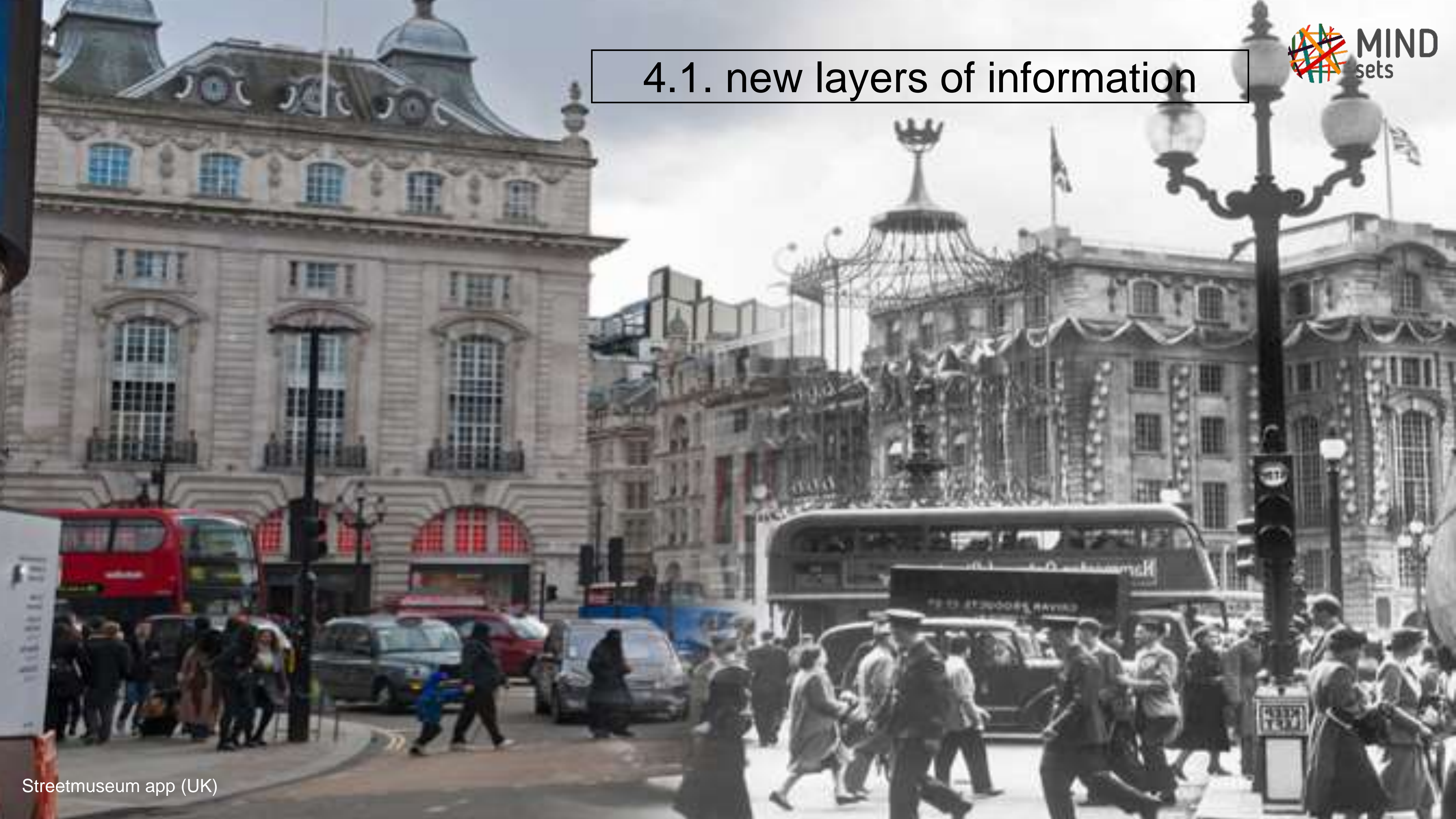
mobility as an  
information concept

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4.

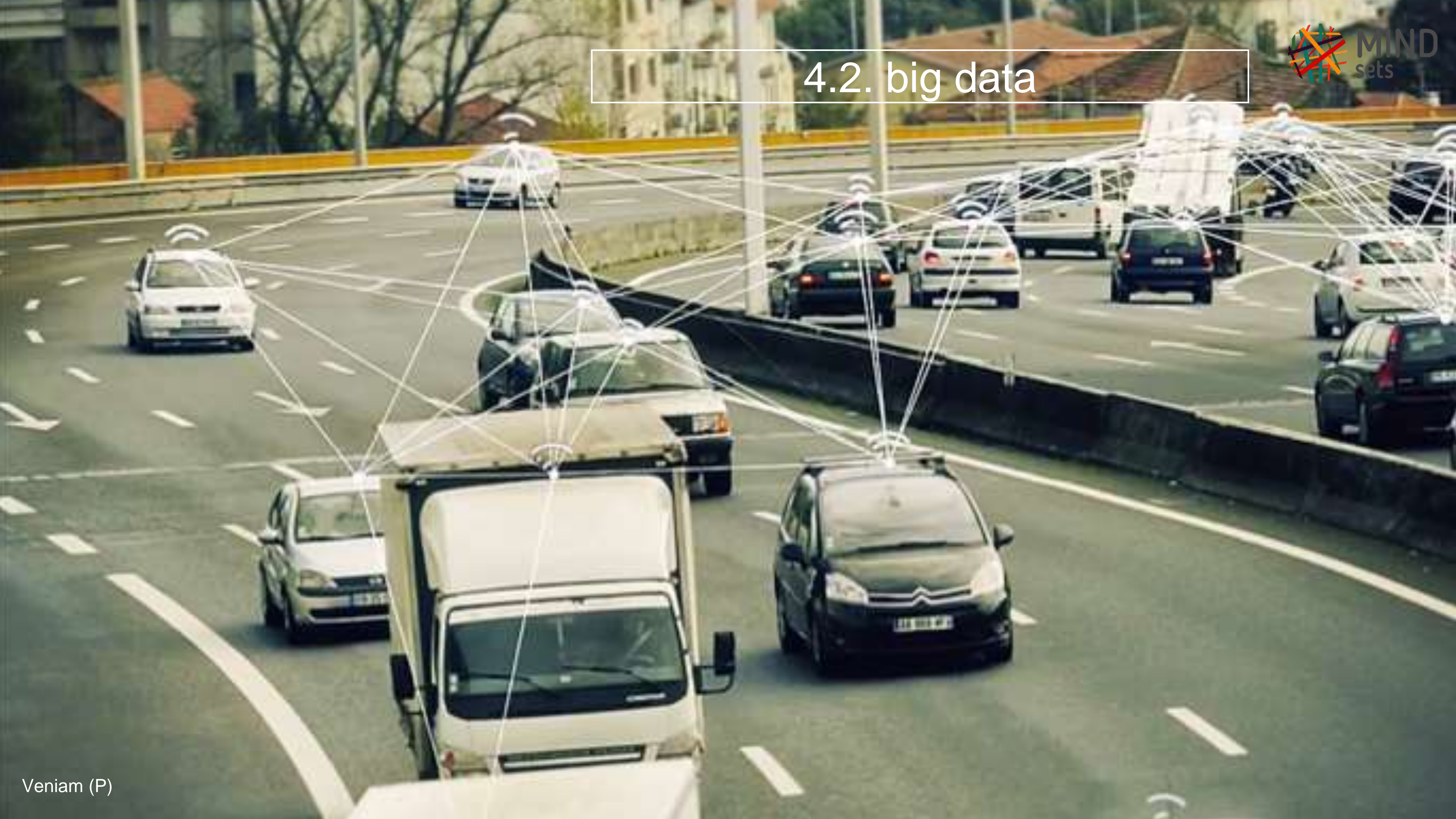


## 4.1. new layers of information





# 4.2. big data





## 4.3. virtual mobility





## 4.4. virtual urban environments





# 4.5. collaboration to make it work



**CAR 2GO**  
ALEXANDERPLATZ  
200 M  
IN 7 MIN

**CAR 2GO**  
MUSEUM KAMMERGASSE  
POTSDAMER UFER 150  
IN 13 MIN

**CAR 2GO**  
ALEX NORD  
200 M  
IN 1 MIN

**S**  
ST POTSDAMER BRF  
50 M  
IN 40 SEC

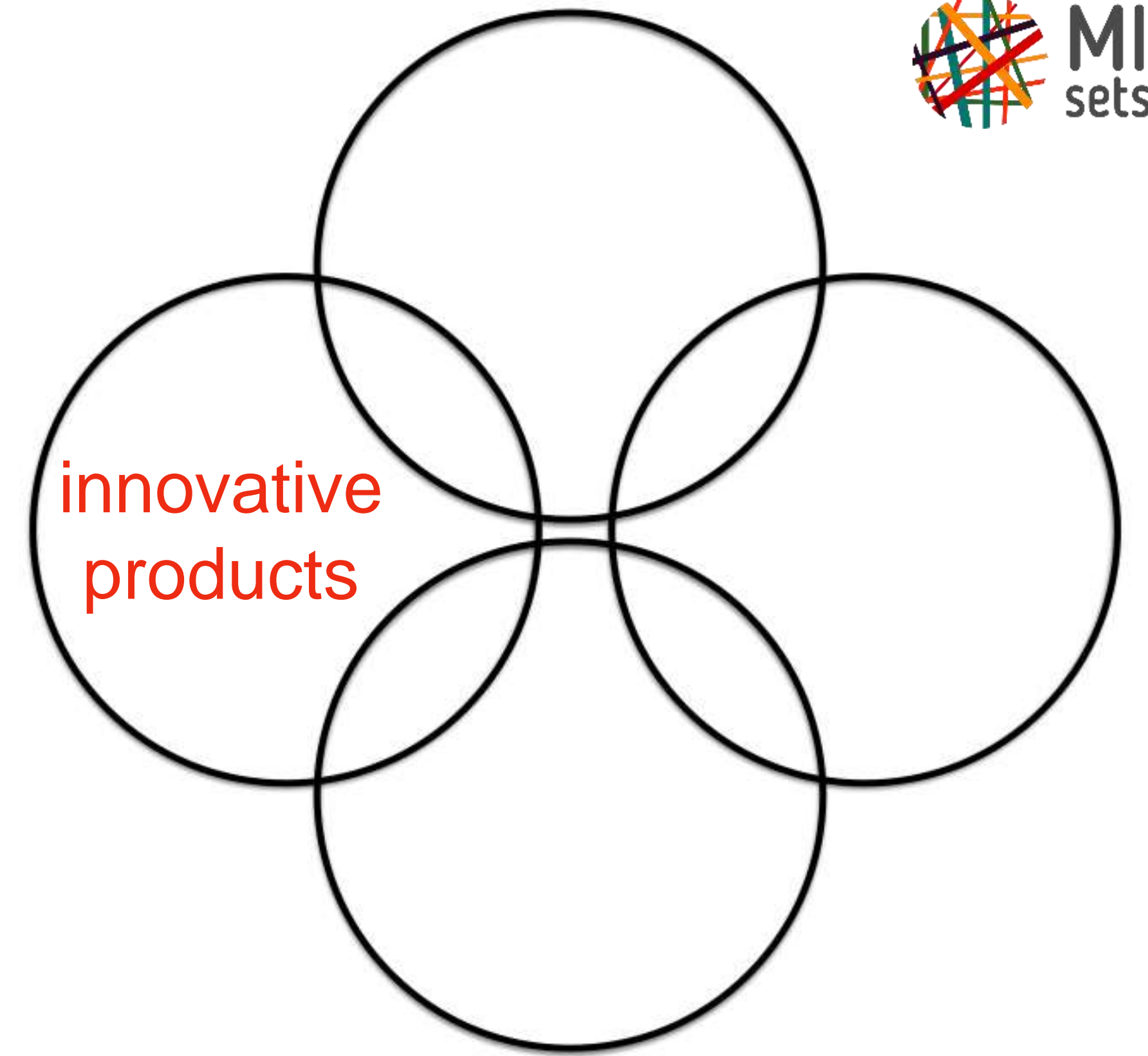


## 4.5. meeting social need





# 5.



mobility as a service  
concept

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## 5.1. different modes of shared mobility









## 5.2. shared mobility vs. public transport and car ownership





## 5.3. mobility as a service





## 5.4. electric mobility





## 5.5. automated mobility





## 5.6. public policy

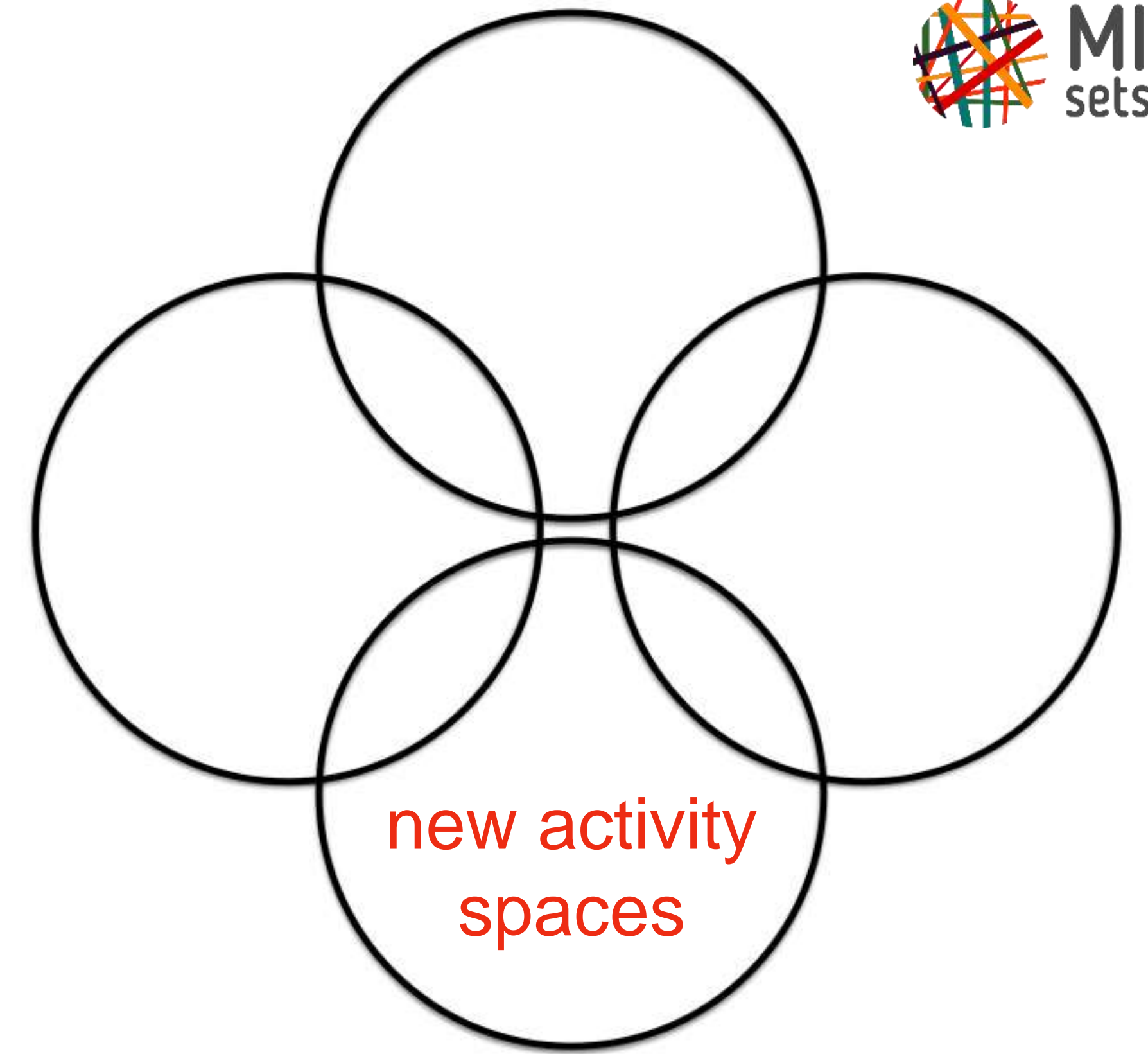




## 5.7. the future of mobility







mobility as a reality  
concept

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6.



## 6.1. key features defining future activity spaces

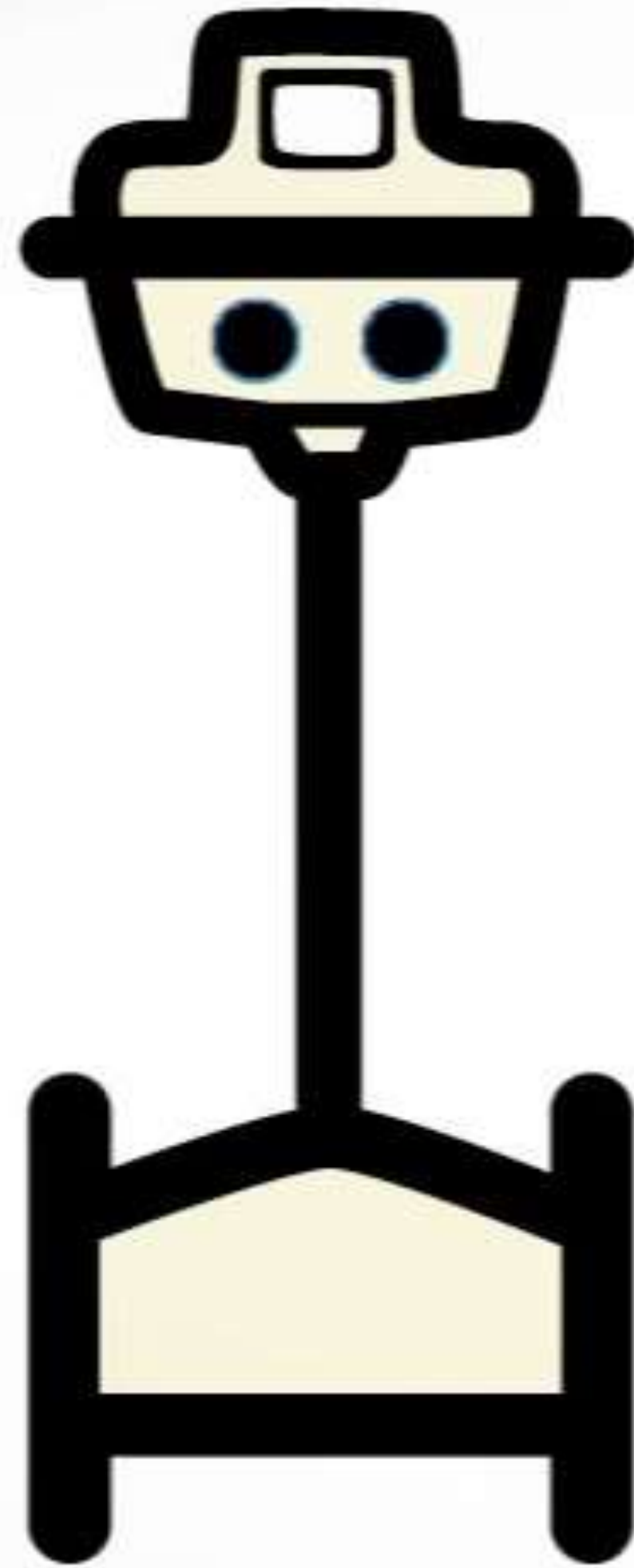






Anybots (US)

# 6.1.1. ICT will define future mobility



ANYBOTS.COM



## 6.1.2. new relationships between activities and locations

Dad





# 6.1.3. new concept of accessibility





## 6.1.4. a new sense of place





## 6.1.5. personalized and customized transport

UBER  
SAFE





## 6.2. two pillars defining new activity spaces





6.2.1. physical mobility, traditional activity space and personal attributes



BMW Active Tourer (D)



# 6.2.2. virtual mobility, cultural aspects and ICT



**JOBMONKEY**  
**inspiration**  
**guru**

You're late!  
Better hurry for a good rating

I'm going as fast as I can

Have you tried running? It's healthy and efficient!

**JOB MONKEY**

**URGENT**  
HURRY! DUE IN: 22:10  
BUY GROCERIES FOR MR D. JURADO

**shopping list**  
7 items, autoNAV enabled for faster shopping  
- pineapple  
- yoghurt

**ON GOING CALL WITH INSPIRATION GURU**

**BONUS JOB 1**  
MASCOT  
Costumed Retail Assistant, select to accept  
5 MONKEYPOINTS

**BONUS JOB 1**  
PROOF READING  
premium only  
5 MONKEYPOINTS

**BONUS JOB 1**  
ELDERLY CARE  
special offer on now!  
MONKEYPOINTS

**GET OFF AT DOWNTOWN**  
DOWNTOWN  
EXITO  
EL POBLADO

**NEXT**  
TESTING FOR DOGS  
Report to Canine Lifestyle  
MONKEYPOINTS

ON GOING CALL WITH INSPIRATION GURU

[Microphone icon] [Phone icon] [Video call icon]

**POINTS MANAGER**

**JOB MONKEY LEVEL 4**

**LEVEL 23**

medellin



# 6.3. social networks and mental maps

