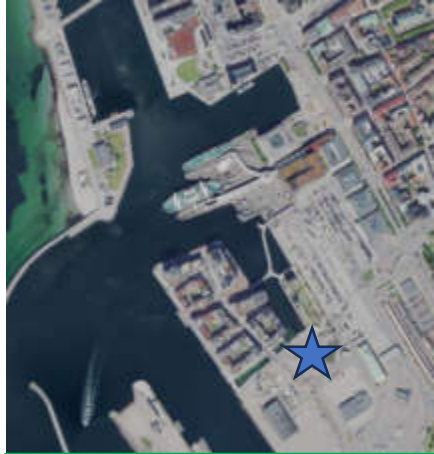


# LIVING LAB HELSINGBORG SHARED MOBILITY HUB



Local contractor (HubPark) establishes a temporary Mobihub on open ground to learn from and prepare The "real" mobility house that will be built ca 2025



1. Interviews before moving in!
2. Follow up interview after moving in
3. Final interview after having used mobility services over a longer period

Communication plan.  
Focus groups – health, efficiency.  
Educate/inform current and future residents.  
Recruit ambassadors.



Future mobility house



Helsingborg Living Lab Mobihub

Brand the area! "One or no car".  
Involve real estate developers.  
Communication to reach future residents.  
Campaigns and events.



Giant leap permits!  
Parking second car is much more expensive.

