



The MILL – A Mobility Integration Living Laboratory

The MILL (Mobility Integration Living Laboratory) aims to establish the city of Dundee itself as an innovative Living Lab environment.

Building on the city's global reputation as a centre for design and innovation, Dundee will become a real-life test and experimentation environment for mobility solutions. This encompasses new technologies, business models and regulatory frameworks that address current and future mobility challenges.

The MILL will bring together interdisciplinary experts to develop, deploy, and test – in actual living environments - new technologies and strategies to respond to current and future mobility challenges in a world with increasing globalization, urbanization and changing demographics.

What is a Living Lab?

The European Commission defines a Living Lab as a Public-Private-People Partnership (PPPP) for user-driven open innovation.

Living Labs make people stakeholders and active partners in the development of projects, allowing them to test new products and services in a normal, everyday real-life environment as part of their daily lives. By putting citizens on an equal footing with other partners, including business, academia and the public sector, Living Labs create wide-ranging and diverse partner networks - ecosystems - where open innovation occurs in a way that is impossible to replicate in a traditional laboratory environment, or by involving stakeholders at an end game 'consultation' stage.

A Living Lab employs four main activities:

1. **Co-Creation:** co-design by users and producers.
2. **Exploration:** discovering emerging usages, behaviours and market opportunities.
3. **Experimentation:** implementing live scenarios within communities of users.
4. **Evaluation:** assessment of concepts, products and services according to socio-ergonomic, socio-cognitive and socio-economic criteria

The MILL – Making Smart Mobility Projects Happen

As well as a Living Lab, The MILL is also a Programme Office, coordinating existing and future smart mobility projects in Dundee, and working to attract new projects and investments to the city.

The MILL's Programme Office coordinates the Living Lab and its ecosystem that includes projects and partners from Dundee and further afield. It also communicates the aims, objectives and outcomes of mobility projects in Dundee, enables business, public sector, citizens and academia to co-operate on enhancing mobility in the city, and helps to import and export products, services and expertise to boost Dundee's economy and keep the city at the forefront of smart mobility.

The MILL will raise the profile of Dundee and Scotland as leading international locations for smart mobility projects, benefiting stakeholders through the development of wider economic opportunities on a local, national and international basis.

Why Smart Mobility?

By implementing smart mobility projects, The MILL will enhance the quality of mobility in general across the city of Dundee and create new economic opportunities in the rapidly emerging smart mobility market.

Dundee City Council has recognised that improving mobility across the city is a crucial goal for three key reasons:

- **Social:** Transport remains a barrier to people engaging with employment opportunities and essential services such as healthcare;
- **Environmental:** Dundee is committed to reducing road transport emissions and the city's wider impact on the natural environment;
- **Economic:** A more integrated transport system will be better able to cope with the forecasted growth of the city and the increase in visitor numbers that are expected on the back of the major £1 billion waterfront regeneration scheme that is currently underway.