

CASUAL – Co-creating Attractive and Sustainable Urban Areas and Lifestyles

Period of performance: 2013-2016

The JPI Urban Europe project CASUAL intends to deliver robust and scientifically sound evidence regarding the question how to promote sustainable living and consumption patterns by including citizen and consumer perspectives in the governance of urban areas. The project develops new forms of inclusive urban planning in complex urban governance systems by exploring the urban living lab concept to



Urban Living Lab „In der Wiesen“, © Volkmar Pamer, MA 21B

assess its scope, feasibility and robustness regarding the mobilisation and integration of local stakeholders. The major goal of the project is to create and to manage two “Urban Living Labs” at the neighbourhood level which are situated in Vienna and Stockholm. The aim is to generate innovative ideas and scenarios as well as new trade-offs for sustainable urban development. In order to inform the work conducted in the urban living labs, three closely related topics will be examined:

- ▶ Transit-oriented development and travel behaviour (The Netherlands)
- ▶ Mobility patterns and lifestyles (Austria)
- ▶ Housing re-development and preferences (Sweden)

The findings and derived “good practises” from this project shall be analysed regarding their transferability to other social, institutional and issue-based contexts.

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