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Understanding smart mobility experiments in the Dutch automobility system: who is involved and what do they promise?

Understanding smart mobility experiments in the Dutch automobility system: who is involved and what do they promise?

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Highlights

- There are many smart mobility experiments initiated in the Netherlands
- Smart mobility experiments rather address automobility's immediate problems than societal challenges
- Two niches can be identified: an automated mobility niche and a mobility services niche
- The automated mobility niche has a technological orientation and reinforces the dominant role of the car
- The mobility services niche focuses on organizational changes and proposes an alternative role of the car
- A large variety of experiments can be analyzed to understand the emergence of niches before predetermining these as analytical constructs
- 'Mature entrant' is a useful concept to categorize actors that fall more or less in-between the common 'incumbent-new entrant' dichotomy

Abstract

In this paper, we aim to understand what ICT-related automobility experiments are initiated in the Netherlands, who is involved and what promises they make, in order to get a better understanding of the magnitude and direction of change. We show an example of how to study a large variety of experiments to understand the emergence of niches before predetermining these as analytical constructs. By analyzing 118 experiments, we can identify the emergence of two niches: an automated mobility niche and a mobility services niche. The automated niche is characterized by large involvement of incumbents and a strong technological orientation. The services niche focuses more on organizational innovations and involves many

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