Salzburg Research Forschungsgesellschaft mbH
Salzburg, Austria

INNOVATION & VALUE CREATION (IVC)

DUT CALL 2026 · 15mC TOPIC 3

Nurture Neighbourhood Economies: Activating Innovation in Local Everyday Offers

The Innovation & Value Creation (IVC) group at Salzburg Research is an interdisciplinary applied research team combining innovation management, behavioural economics, psychology and technology acceptance research to build data-driven decision foundations and steer digital technology adoption in economy and society. We coordinate the European Digital Innovation Hub "Crowd-in-Motion-AI", carry experience in coordinating JPI Urban Europe and Driving Urban Transitions projects (SuCoLo, DyMon) and bring an established track record in open-innovation, participatory methodology and behaviour-change research. Below, we outline where IVC could contribute to a consortium addressing this topic.

WHAT IVC CAN CONTRIBUTE

1 **Behavioural change & digital nudging expertise for local everyday offers**

Adapting our published digital nudging methodologies (sustainable mobility; sustainable consumer delivery choices) to neighbourhood economies, developing and testing a behaviour change toolkit to activate resident use of local shops, services and everyday offers.

2 **Mixed-methods resident & local-economy perception research**

Designing and running primary research (surveys, interviews, experience-sampling) that links residents' everyday economic behaviour and perceptions to local business vitality and neighbourhood identity, building on our prior mixed-methods study of resident perceptions of a changing urban environment.

3 **Explore human-factors & acceptance for digital local economy tools**

Contributing acceptance, usability and behavioural-response research for whatever platform or digital tool the consortium develops to connect residents with local everyday offers (app, marketplace, dashboard).

4 **Ecosystem mapping, stakeholder engagement & crowdsourcing**

Employing engagement and crowdsourcing methods to map and activate local entrepreneurs, informal economic networks, and cultural-sector actors, drawing on our ecosystem-modelling work and IVC's crowdsourcing/co-creation track record.

5 **Evidence synthesis, scientific dissemination & policy recommendations**

Leading the translation of empirical findings into practitioner-ready recommendations and business models for local authorities and neighbourhood economic actors, in the form of white papers, guidebooks and policy briefs.

PREFERRED ROLE IN CONSORTIUM

Partner, contributing as work package or task lead on the areas above. Salzburg Research is not seeking a coordinator role for this topic.

Contact:
Michael Thelen
Michael.thelen@salzburgresearch.at
+43/662/2288-308
Innovation Researcher & EU Project Manager
Salzburg Research, Innovation & Value Creation (IVC)

salzburgresearch.at/person/thelen-michael
salzburgresearch.at/kernkompetenzen/ivc