



SUITS Conference, 21 November 2018
***Stimulating transport innovation through
capacity building in small and medium
local authorities***

*Coventry Transport Museum, Millennium Place, Hales St,
Coventry, CV1 1JD*



Transport for
West Midlands

***Towards reshaping future Public Transport
by implementing and creating innovations***

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PUBLIC TRANSPORT under drastic Reshaping?

Selected forthcoming Transport concepts

✓ CONCEPT	Expected Implementation
• Autonomous transport systems	> Short - Medium term
• Shared mobility, On-Demand, MaaS	> Short - Medium term
• Low polluting energy in Transport Systems	> Short - Medium term
• Flying Taxis	> Medium term
• Hyperloops	> Medium - Long term

✓ **MAIN DRIVING FORCES**

Private Sector:

- Investing in brave new concepts
- Focus on market opportunities

Public Sector:

- Investing on testing new concepts
- Focus on societal needs

CIPTEC Rationale



Aim:

Fight **congestion** by increasing the share of Public Transport

How?

- by increasing the degree of satisfaction of **existing** PT passengers
- by attracting **new** passengers to PT

By which means?

- by identifying, promoting, creating **innovations** that could have a positive impact on PT share
- by **providing a framework** for leveraging those innovations



CIPTEC project has received funding by the Horizon 2020 research and innovation programme of the European Union (No 636412).



Market & Societal Trends influencing PT



Research method: Questionnaire survey, 153 fully completed quest., from 7 EU countries (April-May 2016), analysis with SPSS 23 statistics

Collective intelligence in CIPTEC

Two specific types of **collective intelligence (innovation)** were applied in CIPTEC project:

- **5 Crowdsourcing campaigns**, one in English, accessible by anyone and four city-based, available in national languages.
 - **486 ideas** submitted (in total)
 - 2329 votes / 126 comments received (in total)
- **8 Co-creation workshops** (Frankfurt, Rotterdam, Thessaloniki, Southern Tuscany) aiming at stimulating the co-development of innovative concepts (services & products) in PT.
 - a total of **165 ideas** came up. Organizers concluded on 17 co-created PT -concepts.
 - total No of participants: 209

Collective intelligence in CIPTEC

Remarks on crowdsourcing (www.crowdsourcing.ciptec.eu)

- If an organisation wants to conduct a **crowdsourcing campaign**, it should firstly define its scope and then **pose the question to be addressed**.
 - It is **less possible** for **end-users** to participate in campaigns of **general purpose**, if they feel that their contribution will not be taken into account.
 - Both **offline** and **online dissemination** activities are required.
 - More **difficult** for some certain population groups (**not familiar with Internet**) to be part of **digital initiatives** → **Special events** for supporting them technically.
- Crowdsourcing makes citizens **active contributors** of the decision making and planning.

Collective intelligence in CIPTEC

Remarks on Co-creation (participatory workshops)



- **Heterogeneity** of participants' mixture should be ensured.
- Ideas proposed were both **technology** & **management/marketing related**.
- Although some co-created concepts were **locally referenced**, they may be transferred to **other areas** having **similar characteristics & problems**.
- Co-creation of ideas could enable their **acceptance** & **market uptake**.
- The **integration of co-creation** into the design & development of products/services, in a **methodologically structured way**, can help interested stakeholders to **avoid unsuitable choices** & support them to make **better decisions** towards meeting users' requirements and needs.

Marketing research methods in CIPTEC

CIPTEC has employed **advanced marketing research methods** and tools aiming to:

1. investigate users' **preferences** regarding Public Transport innovations
2. reveal **hidden groups** who have certain common characteristics and preferences concerning innovation mixes
3. estimate potential **mode choice change** by running a simulation for introducing (innovative) solutions

Marketing research methods in CIPTEC

~~Traditional 'groups-driven' way~~

1. Definition of users' groups
2. Determination of needs
3. Solutions to cover these needs



'Needs-driven' way (bottom-up)

1. Analysis of **preferences** (needs)
2. Identification of **hidden groups** based on shared, common preferences
3. **Solutions** to address the needs of the hidden groups



Marketing research methods in CIPTEC

Main conclusions

- ✓ Decision makers can be supported regarding the **acceptability** of innovations, in order to:
 1. **customize their new offers** (according to the preferences);
 2. **avoid costs** (e.g. providing something without demand), and
 3. **improve the appeal** of these new services (to all or to certain target groups).
- ✓ The introduction of **combined sets of innovations** has **multiplier** effects on modal share of PT, when these sets are relevant to the characteristics and the needs of the hidden groups.
- ✓ Introducing the “**wrong**” innovations could result in very small **effects**: innovations should be **strategically selected** in order to take advantage of the **synergetic and multiplier effects**.

Nudging, in particular Social labeling

- **Problem**: How to encourage bus users to take the bus more often? (without changing prices)
- **Nudge**: “[an intervention] that alters people’s behaviour in a predictable way without forbidding any options, or significantly changing their economic incentives.
- The **social labelling** technique was fine-tuned and tested in controlled laboratory conditions and next applied in **field experimentation** (case of Rotterdam).
 - a statement about an individual's identity, with the aim of getting from the individual, behaviour that is in line with that identity
 - e.g., “**taking the bus shows that you are an environmentally conscious citizen**”
- Results suggest that social labelling increases actual PT use.

Nudging, in particular Social labeling

CONTROL LINE



EXPERIMENTAL LINE



0.89% larger on
experimental than on
standard lines

*but since the cost is
practically zero then even
this very small effect has a
good return on investment.*

Involving Social Entrepreneurs in PT

- ✓ Certain PT services that are needed, may have no great commercial interest for development, but they could increase user satisfaction or meet unmet demands.
Here the role of the so-called **social entrepreneurs** can be crucial.
- ✓ In CIPTEC, synergies among Public Transport and Social Entrepreneurs were explored, in the frame of a series of workshops.
- ✓ The finding is that there is a great potential for SE involvement and cooperation with PT stakeholders.

CIPTEC 'Public Transport Innovation' ToolBox

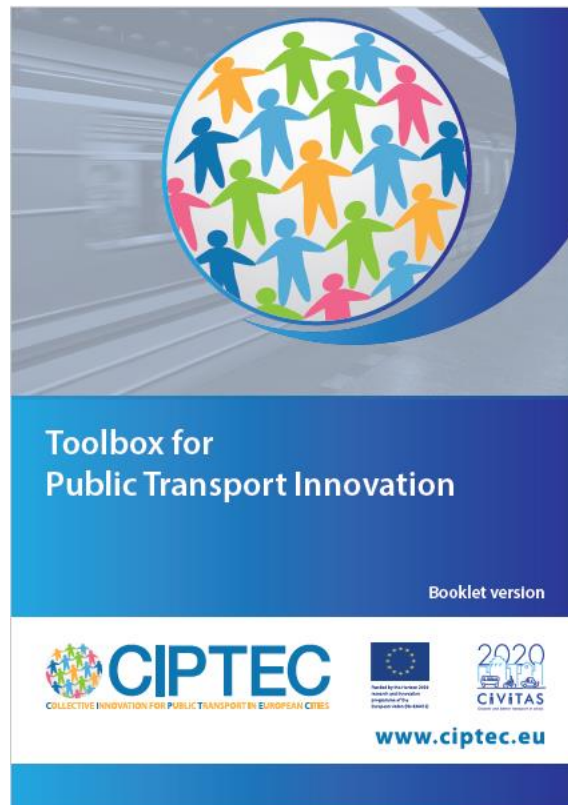
The CIPTEC toolbox for PT Innovation:

- ✓ aims in **capturing the generated knowledge** and **provide advice** on innovation introduction to PT stakeholders,
- ✓ is available in **3 versions**: full report, booklet report, online platform
- ✓ has two main parts:
 1. a **methodological framework** for PT innovation
 2. a **repository/inventory** of innovative concepts
- ✓ can be used by PT stakeholders to:
 - ✓ *foster innovation culture of PT stakeholders*
 - ✓ *facilitate the identification & adoption of appropriate innovations*
 - ✓ *facilitate the creation and application of new innovations*

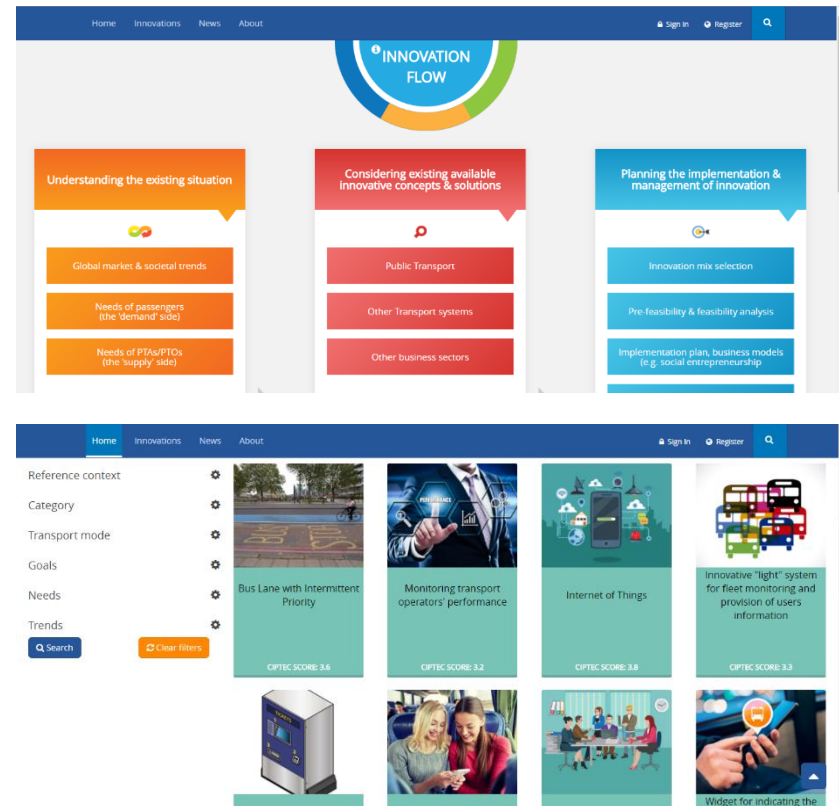
CIPTEC 'Public Transport Innovation' ToolBox

Development of the “Toolbox for Public Transport Innovation”

Booklet Toolbox



Digital Toolbox



<http://toolbox.ciptec.eu>

Potential long-term impacts of CIPTEC

- ✓ An opportunity for PT sector is to adopt a modern marketing perspective that promotes creativity and innovation with the aim of significantly increasing its modal share, by attracting new customers at limited extra cost.
- ✓ Utilising the CIPTEC crowdsourcing platform and co-creation workshops experience, could result in the production of new innovations.
- ✓ PT stakeholders will attract new users, also will meet future demands and trends by adopting appropriate mixes of innovations.
- ✓ Social Entrepreneurs should be integrated appropriately by PT stakeholders, contributing significantly to the innovation adoption.
- ✓ Ideas and innovations resulted from CIPTEC collective intelligence: crowdsourcing platforms and co-creation workshops, will be utilised by the market or social entrepreneurs.

Other PT related projects

SmartMove/IEE (2014-2016)



Active mobility consultancy focusing on feeder systems to increase awareness and use of PT

Promoting the use of existing PT services (mainly for rural areas) through **a personalised travel marketing** approach accompanied by active measures aimed at citizens or particular target groups/stakeholders, e.g. interviews, focus groups, info days, personalised info-material, etc.

www.smartmove-project.eu



Other PT related projects

PE4Trans/INTERREG EUROPE (2018-2023)



Public Engagement for Sustainable Public Transport

Improving PT policies by **including citizens** to the process of design and implementation of sustainable transport strategies and plans with the view to change **peoples' mobility habits** and routines incorporating findings of behavioural sciences.

www.interregeurope.eu/pe4trans

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