



CIPTEC

COLLECTIVE INNOVATION FOR PUBLIC TRANSPORT

Collective Innovation for Public Transport in European Cities

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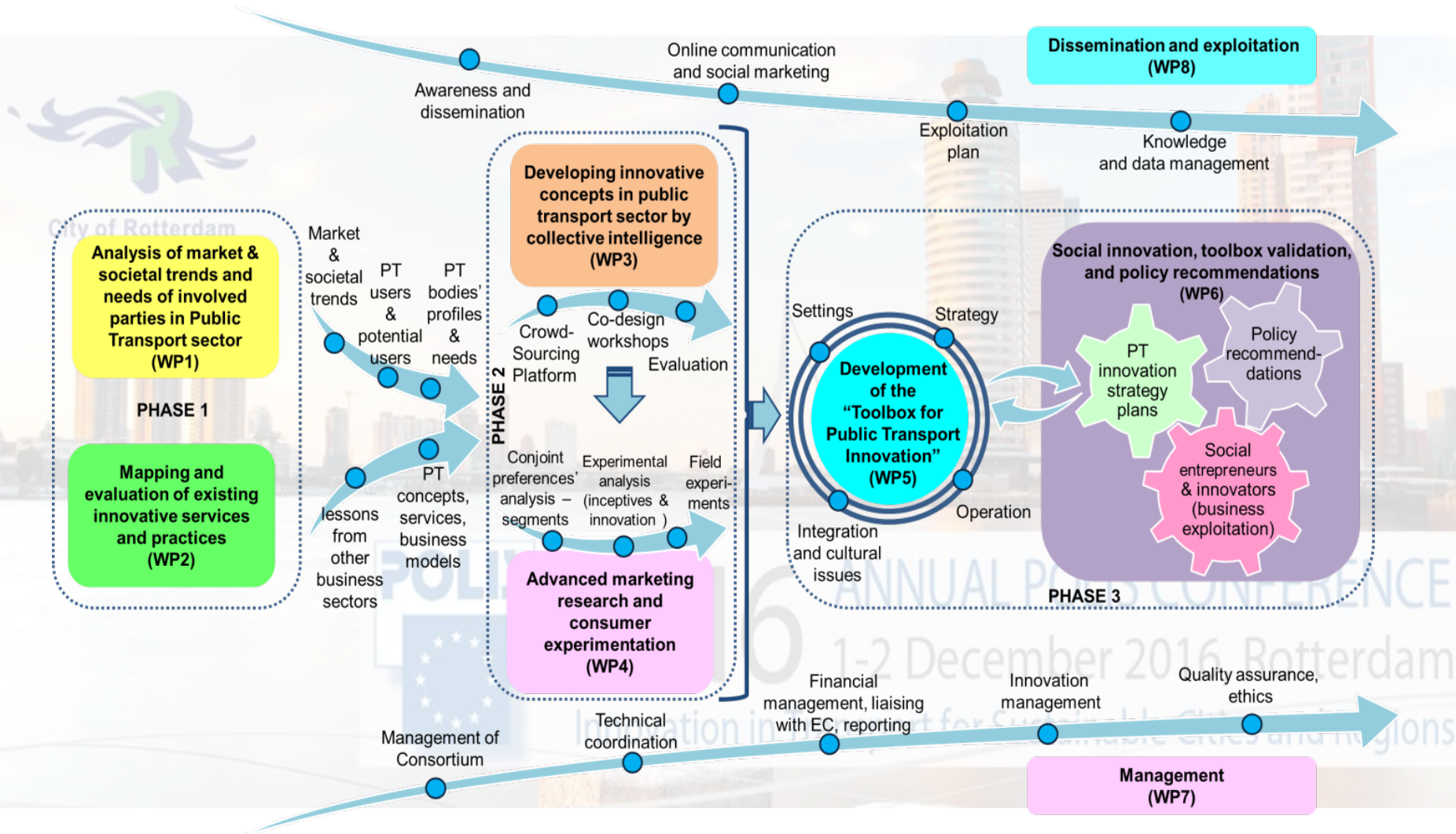
1. Background

- ✓ Collective Innovation for Public Transport in European Cities
- ✓ Answer to increasing problems of congestion in EU cities
- ✓ More market-oriented approach



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Innovation in Transport for Sustainable Cities and Regions

2. Process



3. Results - Trends

- ✓ Political: urban governance
- ✓ Economic: globalisation, internalisation externalities, shared economy, flexible economy
- ✓ Social
 - ✓ Societal: individual empowerment, corporate social responsibility, social innovation & entrepreneurship
 - ✓ Demographic: population ageing, transforming families & household sizes
 - ✓ Geographic: urbanisation and urban sprawl
 - ✓ Cultural: sustainable lifestyles
- ✓ Technological: innovative and affordable

3. Results – Trends continued and Users

- ✓ Ecological: environmental degradation
- ✓ Legal: harmonisation of legislation

Users

- ✓ Geographic segmentation
- ✓ Demographic
- ✓ Socio-economic
- ✓ Behavioural
- ✓ Psychographic

3. Results – Innovations

Process of Selection

- ✓ Close to 200 Innovations Reduced to 31
- ✓ Selection by scoring 1-5 for feasibility, transferability, correspondence to demand side and supply side
- ✓ Criteria weighted by using Analytical Hierarchy Process
- ✓ Later filter used for “innovativeness”
- ✓ Validation by PT, OT and OB experts (scoring and interviews)

3. Results – Innovations

Selected Innovations

✓ Most promising

- ✓ Paperless travel
- ✓ Combitickets
- ✓ Mobility as a Service

✓ Most deviating

- ✓ Passenger Distribution
- ✓ Wayfinding Robots
- ✓ Waiting time perception (reduction)

4. Q&A

Thank you!

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