

POLIS

CITIES AND REGIONS FOR TRANSPORT INNOVATION

ANNUAL
CONFERENCE

2023

LEUVEN, BELGIUM 29-30 NOVEMBER 2023



leuven

Using a gamified approach for co-creating inclusive public transport in 10 European cities

Erin Cooper, Thérèse Steenberghen, Eli Nomes



This project has received funding from the Horizon Europe research and innovation programme under grant agreement No 101095904

29/11/2023

UPPER in a nutshell

UPPER aims to spearhead a **public transport revolution** that will strengthen its role as the cornerstone of sustainable mobility and innovation in cities, ultimately leading the transition towards a future of zero-emission mobility.

- 41 project partners; coordinated by UITP
- January 2023 – December 2026
- **80 measures** to prioritise public transport in cities



UPPER: Project partners

PTOs, PTAs and road authorities



Consultancy



Technology providers



Cities and regions



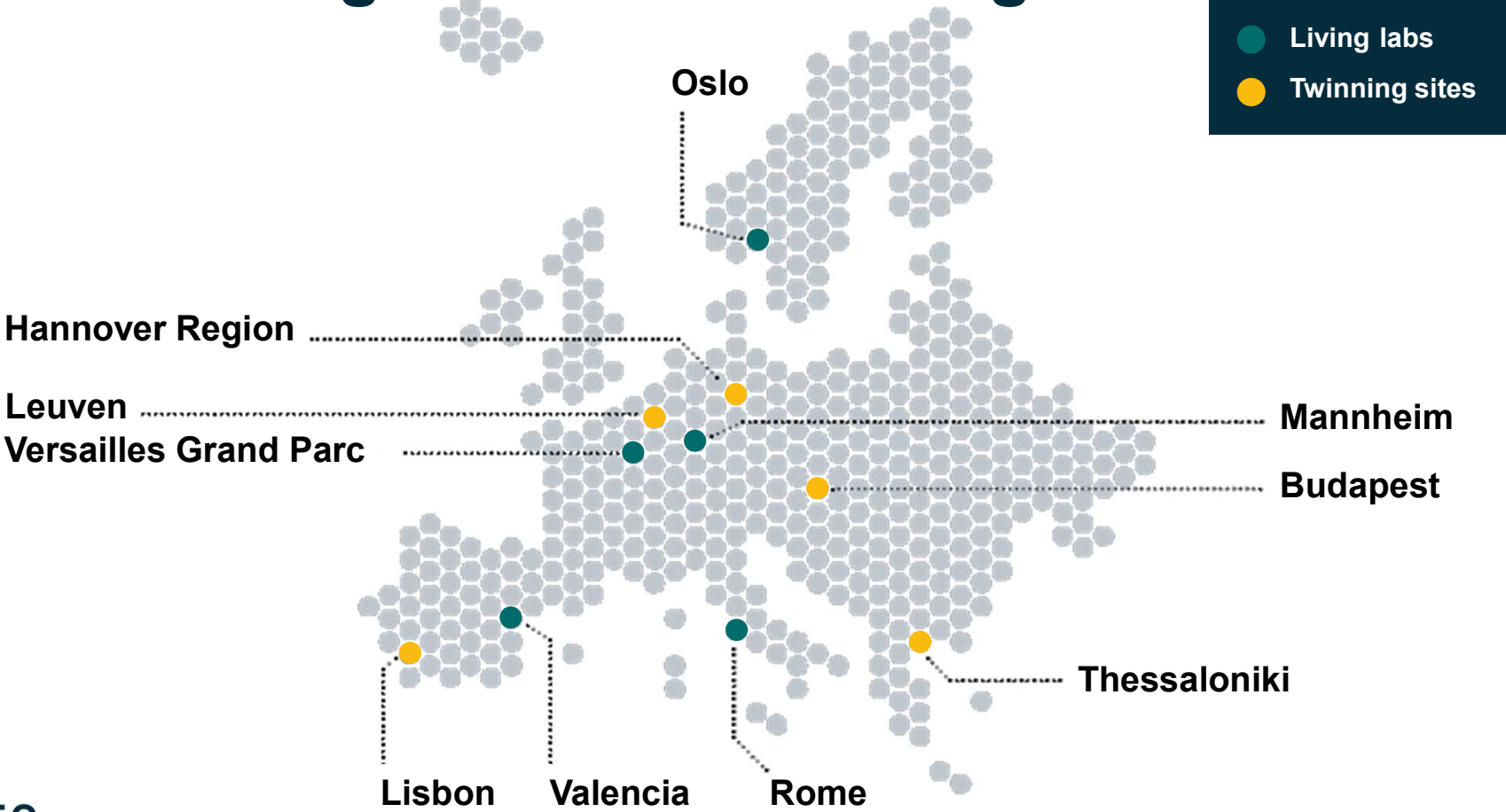
Network



Research



UPPER: Living Labs and Twinning Sites



UPPER: Measures and U-TOOLS

- **80 innovative measures** pushing people out of cars & pulling them towards public transport.



**Mindset
and culture**



**Urban mobility
planning**



**Mobility services
ecosystem**



**Road network
management**



**Democratic
governance**

- **Toolkit of 7 IT Tools** to:
 - benefit from the experiences of others;
 - implement measures;
 - better understand and plan mobility services;
 - transfer good practice.

<https://www.upperprojecteu.eu/>

Let's co-create!

Participation within UPPER



UPPER

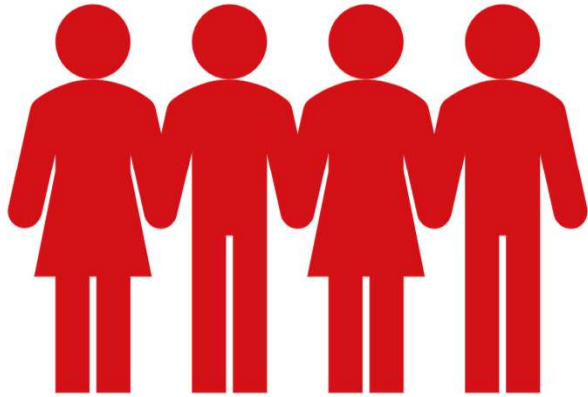
- Democratic, multistakeholder governance, inclusivity and participation are key elements of the general approach of the project.
- An inclusive, continuous and data driven community engagement platform is being developed.
- Tailor-made participatory approaches for all kinds of measures

A challenge

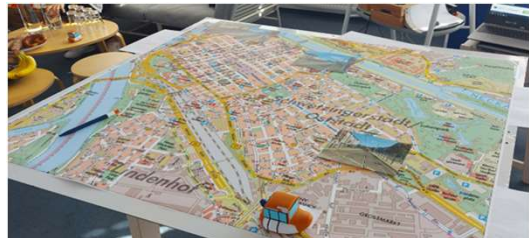


Representation of certain groups

- How to engage vulnerable groups who are very dependent on public transport but may be less likely to participate in more typical public outreach forums?



Serious Games



Methodology and Benefits of Serious Games



Format of public participation, similar to a focus group



Players move around on the game board and are presented with challenges they need to address.



The turn-based game format, along with a small number of participants, ensures that each player has a chance to provide their opinion, by having their own turn and receiving their own challenge cards to respond to.



Maps and visuals stimulate collaborative story-telling and support participant discussion

Some topics



There are construction works on the road. The bus takes a different route, one that you don't know. You start to panic!



An aggressive person is waiting at the platform, and there are no security guards.



You stand in front of the bike tower with a special bike. You notice that it doesn't fit in the tower.



You your trip request 10 minutes ago but the service provider assigns you to a route that is going to start 1 hour later than what you wanted.



It is raining. The platform is slippery. You are afraid that you will fall when you get out of the bus.

Some outcomes

Digital Literacy is an important enabler of multimodal transportation

Digital solutions can be a key to inclusivity, but the Digital Divide is real

Multiple channels of information are needed

Information needs to be consistent and complete for all, including those with disabilities

Informed and helpful staff is crucial





Thank you!

eli.nomes@leuven.be



This project has received funding from the Horizon Europe research and innovation programme under grant agreement No 101095904



UPPER contributes to achieving the aims of the CIVITAS Initiative and the goals of the EU Mission: Climate-Neutral and Smart Cities