



CIVITAS FORUM 2016

CIVITAS ANNUAL CONFERENCE | 28-30 SEPTEMBER | GDYNIA



CIVITAS Forum

Session: Participation: involving citizens, stakeholders and experts

29.09.2016, Gdynia

The CIVITAS CIPTEC project concept and findings
concerning market trends, users' and stakeholders' needs and innovations ranking

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CIPTec
COLLECTIVE INNOVATION FOR PUBLIC TRANSPORT

- **CIPTec project in brief**
- **Main outcomes of CIPTec, in as far (first year)**
- **Ongoing activities involving citizens**

Video of the project

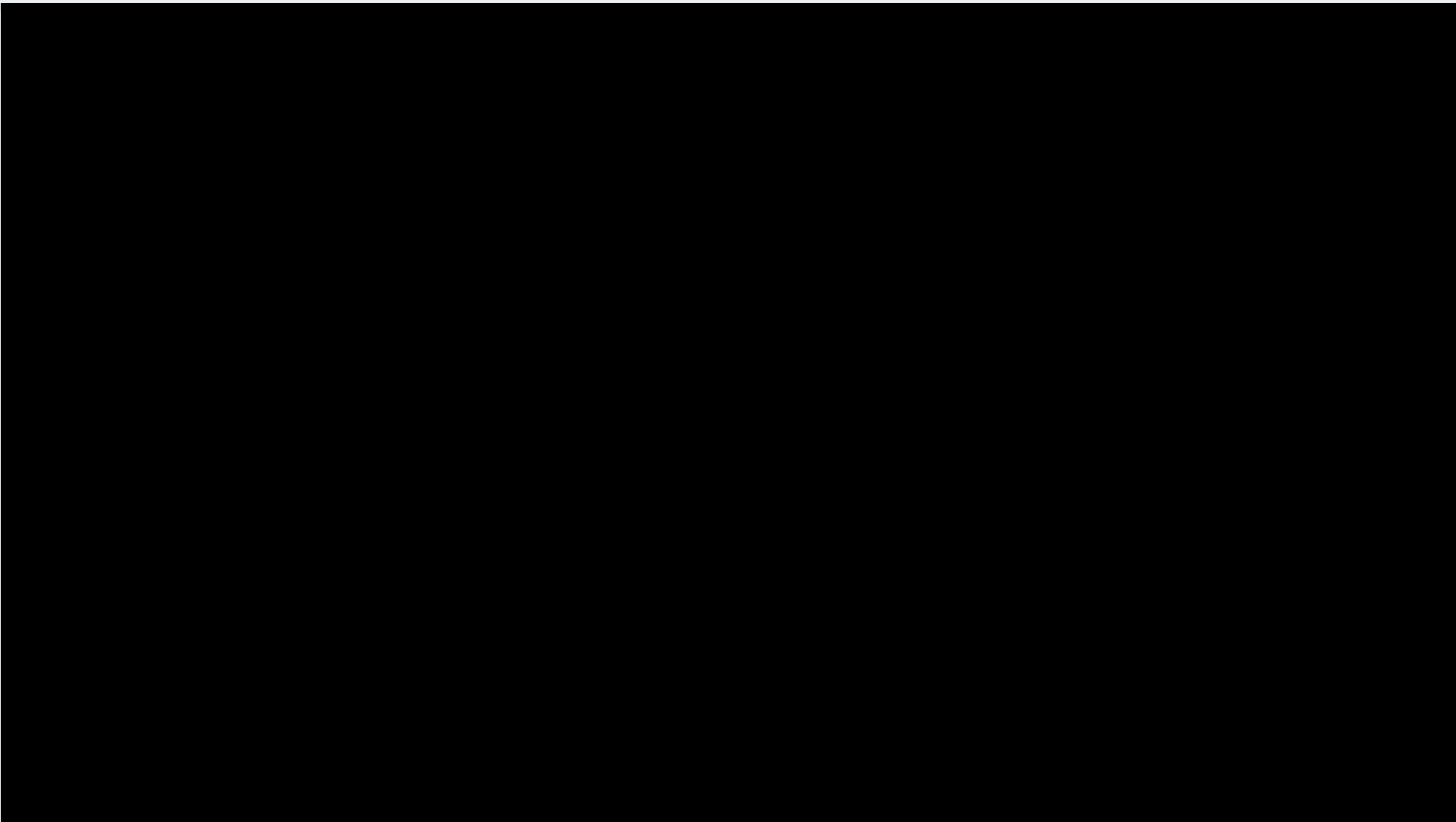
Video for the project

<https://www.youtube.com/watch?v=RRo8A1YgYAE>

Video of the project



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Phase 1

The current innovation

Study of the current **supply and demand** side for services and products in the Public Transport sector

Identification of **promising existing innovations** in PT and adjacent fields

Phase 2

The future innovation

Development of new innovative concepts in the public transport sector by means of collective intelligence (crowdsourcing and co-creation workshops)

Testing of the new ideas using advanced marketing research methods



Phase 3

Building on results

Development of the “Toolbox for Public Transport Innovation”

Leveraging of social entrepreneurship in order to validate the toolbox and improve policy recommendations

Main outcomes of CIPTEC, in as far (first year) and the involvement of citizens, experts and stakeholders

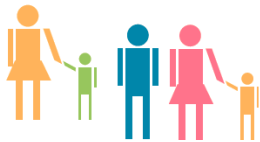
Identification of main Economic and Societal Trends and estimation of their influence on Public Transport through questionnaire survey	experts
PT transport users segmentation and identification of their needs through literature review	experts
Survey results of PT bodies needs	stakeholders
Identification, review and qualitative assessment (through a questionnaire survey and interviews) of the main existing innovations in Public Transport and in other business sectors	experts
Ongoing co-creation workshops	citizens
Design and development of the crowdsourcing platform	citizens

Major social and economic trends Which are expected to affect demand for PT services, over the next 10 years?

Sustainable Lifestyles



Transforming families and household sizes



Globalization



Environmental degradation



Urbanisation



Population ageing



Social Innovation



Corporate social responsibility



Enhancement of Urban Governance



Shared Economy



Harmonisation of EU Legislation



Innovative Technologies



Flexible Economy



Individual Empowerment



Urban Sprawl

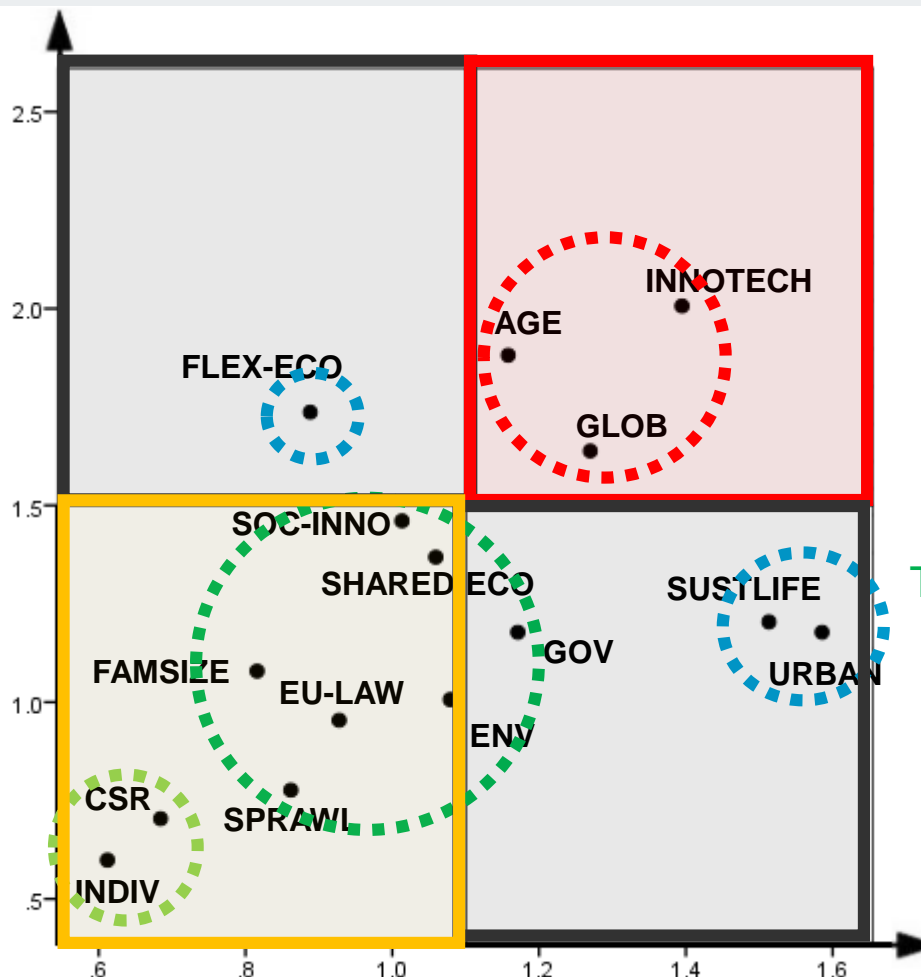


Research method: Questionnaire survey, 441 respondents (153 fully completed quest.), from 7 EU countries (April-May 2016), analysis with SPSS 23 statistics

Source: CIPTEC D1.1 'Report on major market trends, the effect of societal trends on market, and their influence on public transport'

How will major social and economic trends affect the demand for PT services, over the next 10 years?

How will the identified trends evolve over the next 10 years in a European context?



Enhancement of urban governance
Globalisation
Shared Economy
Flexible Economy
Individual Empowerment
Corporate social responsibility
Social innovation and social entrepreneurship
Population ageing
Transforming families and household sizes
Urbanisation
Urban sprawl
Sustainable lifestyles
Innovative and affordable technologies
Environmental degradation
Harmonisation of Legislation at EU level

‘How will the demand for Public Transport services evolve over the next 10 years under the influence of social and economic trends?’

Poster of main survey findings on trends



How to read this infographic

Each Market and Societal Trend with the related survey findings is presented in a known distribution. The figure on the left of the vertical bar, the greater is its expected increase over the forthcoming 10 years. The further the box lies on the horizontal axis, the greater is its expected impact on the demand for public transport services in European cities over the

forthcoming 10 years. Overall, the figure towards the upper right corner of the graphic represents the most important trends, while the figure towards the lower left corner of the picture represents the least important trends. The relative weight of each Trend is decided by the area of its box. Each box contains the following information: the name of the trend,

a brief explanation of the trend and which policy instruments should be used by European Public Transport Operators to respond effectively to the trend as a related sector policy. Silver and bronze badges

Contemporary Market and Societal Trends and their influence on Public Transport

Evolution of Trend



Information about this infographic

Influence of Trend on demand for Public Transport services

Sources:

CIPTEC Consortium, D1.1 'Report on major market trends, the effect of societal trends on market, and their influence on public transport'

CIPTEC Consortium, D1.5 'Implementation of workshops and personal interviews with experts'



PT transport users segments' needs: highlights of examples (segment based on age)

from July 2015 until Feb. 2016

Segment	Needs
19-25	High reliability High frequencies
26-45	High reliability First- and last-mile solutions High frequencies
46-64	High reliability First- and last-mile solutions High frequencies
65+	Accessibility: <ul style="list-style-type: none"> • Low-floor vehicles • Short distances to stops and end location • Readable travel information • Elevators or escalators for stations Safety and security Available seats (both in vehicles and on stops)

Source: CIPTEC Consortium, D1.2 'Report on analysis of customers' groups and users' needs per customer group'

10

Some findings derived from the questionnaire survey addressed to the members of the EMTA's network (period: from July 2015 until Feb. 2016):

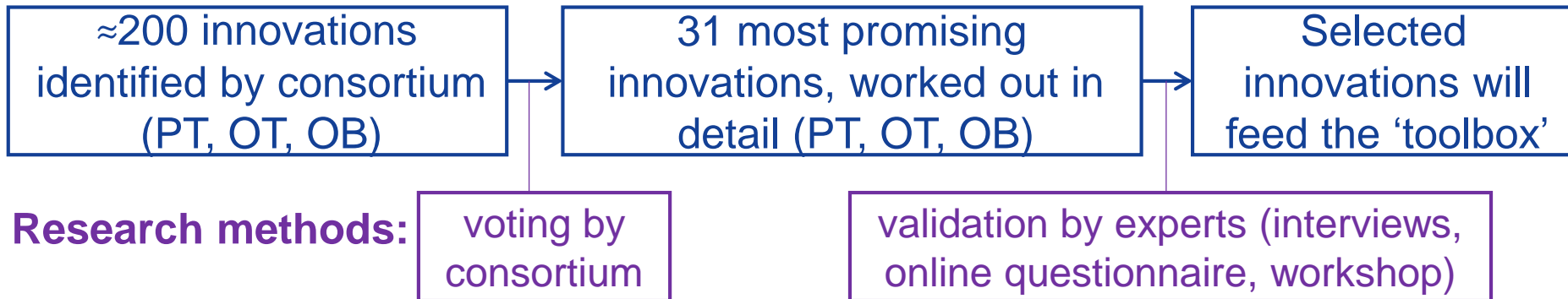
- ✓ Over 80% of the authorities have doubts concerning the **affordability** of developing and implementing innovations.
- ✓ Over 70% of the authorities noted that the propensity to innovate depends on the assessment of how a particular innovation will be adopted by the **general public and the politicians** responsible for the measures.
- ✓ **Bonus/malus systems** can lever a quality impetus to do better than the absolute minimum (e.g. with focus on achieving higher customer satisfaction).
- ✓ In certain **Northern European countries** the business environment proves to be more cooperative in pushing for smart innovation than elsewhere.

Source: CIPTEC Consortium, D1.3 'Report on PT Authorities and Operators' mapping/ typology and needs'

Identification of promising innovations & ranking

Methodological process:

From Sep. 2015 until June 2016



Research methods:

voting by consortium

validation by experts (interviews, online questionnaire, workshop)

For an innovation to succeed:

- ✓ PT of high quality and in large cities
- ✓ Innovation must make PT easier & more fun
- ✓ Barriers to overcome such as:
 - Distribution costs/benefits
 - Privacy and liability issues
 - Lack of continuity

Ranking criteria:

- ✓ Feasibility
- ✓ Transferability
- ✓ Correspondence to the PT users' needs
- ✓ Correspondence to the PT bodies' needs

Most Promising innovations:

1. Paperless Travel
2. Combined tickets
3. Mobility as a Service

CIPTEC Consortium, D2.2 'Portfolio of public transport services and "products" targeted to the traditional and new customer base, incorporating field research results'

CIPTEC Consortium, D2.3 'Portfolio of existing innovative supply from other transport systems or/and business sectors, incorporating field research results'

CIPTEC Consortium, D2.4 'Workshop on existing innovative supply'

Ongoing activities involving citizens in innovation creation

From May 2016 until March 2017

- ✓ Two specific types of collective intelligence are exploited: **crowdsourcing** and **co-creation**.
- ✓ One crowdsourcing platform, in English, accessible by any European citizen and four city based crowdsourcing initiatives, in national languages, promoted by the partners at local site

A group, in the right circumstances, can be smarter than its smartest member.

- ✓ 8 co-creation workshops (Frankfurt, Rotterdam, Thessaloniki, Southern Tuscany) aiming to stimulate the development of creative and innovative concepts (services & products) in PT.

Ongoing activities involving citizens: co-creating ideas

From May 2016 until Dec. 2016

Introduction –
first stage



Core Phase –
second stage



Evaluation –
third stage

- **An initial session** where participants are introduced to the basic concepts, ideas and goals of the respective project. In this stage participants will have the chance to get to know each other as well

- **A second session** in which participants, aided by a co-creation methodology **generate innovative concepts** that serve the objectives of the project

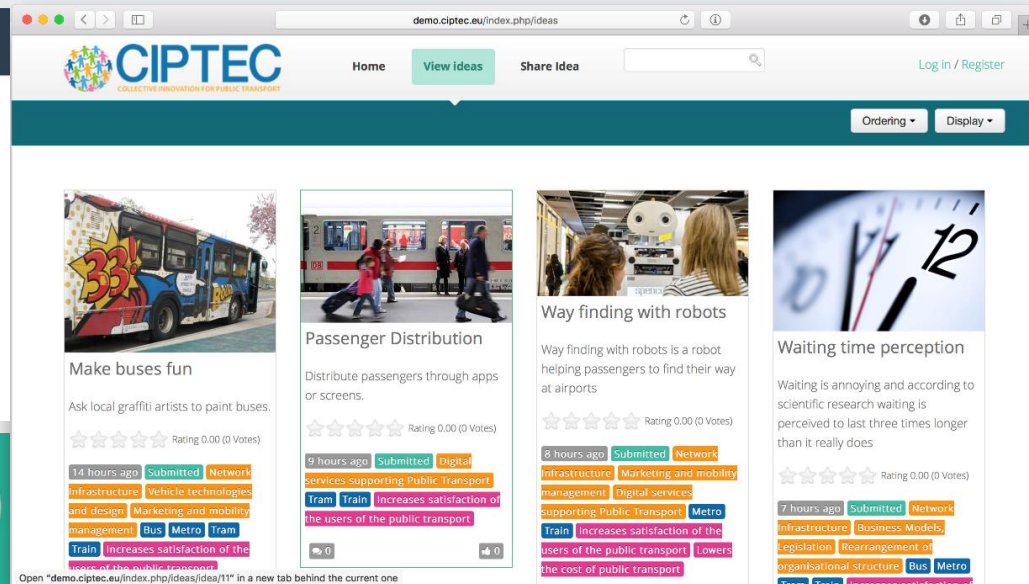
- **A final session**, where the generated concepts are assessed, mainly in terms of feasibility, potential and correspondence to the needs and trends that have emerged from WP1








- ✓ Structure: Almost every CIPTEC co-creation workshop plan is based on the structure with - more or less - the same line of activities, tailored to the specific workshop objectives and activities.
- ✓ Time-plan: all workshops are under implementation and will be concluded by the end of 2016.

Involving citizens: crowdsourcing

From Oct. 2016 until March 2017



YOUPLAN
CIPTEC CROWDSOURCING CAMPAIGNS

- ✓ Generate **innovative ideas** →  → **share ideas** 
- ✓ Stimulate **dialogue & discussion** →  → **discuss**  **& rate** 
- ✓ **Time-plan**: crowdsourcing platform has been launched. Disseminate it!

15

Thank you!

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