

## Policy brief: Collective passenger transport

Collective passenger transport not only refers to public transport but also covers car-sharing (on-street car hire schemes) and car-pooling (maximising car occupancy).

Collective transport is one of the main elements of sustainable urban transport systems and one of the main alternatives to private car use.



Photo credit: Pixabay

The highest share of CO<sub>2</sub> emissions in transport comes from the road sector; collective transport is identified by the European Commission (EC)<sup>1</sup> as a key measure that can address this issue. This is reiterated in the EC Communications ‘A European Strategy for Low - Emission Mobility’<sup>2</sup> and ‘Europe on the Move’<sup>3</sup>.

Within a broad stakeholder platform, the CIPTEC project<sup>4</sup> put forward an integrated approach to the challenges of the public transport “environment”. In the quest for new innovative concepts and ideas for public transport, CIPTEC set out to utilise “collective intelligence” i.e. the intelligence of the crowd.

The relevant actions included:

- The organisation of co-creation workshops, with different settings and a mixture of different participants.
- The organisation of crowdsourcing campaigns (via the CIPTEC crowdsourcing platform) in a series of local languages, such as German and Greek, as well as in English on a pan-European scale.

The approach draws on the best ideas from:

- marketing (customer orientation, market research, consumer intelligence);
- consumer behaviour (advanced motivational research, behavioural experimentation);
- innovation (crowdsourcing, collective intelligence, co-creation and co-design of new ideas, and a fusion of business concepts with social innovation);
- evaluation (socio-economic, technological and ethical assessment).

<sup>1</sup> <https://ec.europa.eu/transport/sites/transport/files/2018-transport-in-the-eu-current-trends-and-issues.pdf>

<sup>2</sup> <https://eur-lex.europa.eu/legal-content/en/TXT/?uri=CELEX%3A52016DC0501>

<sup>3</sup> [https://ec.europa.eu/transport/modes/road/news/2017-05-31-europe-on-the-move\\_en](https://ec.europa.eu/transport/modes/road/news/2017-05-31-europe-on-the-move_en)

<sup>4</sup> <http://cipotec.eu/>

## Policy recommendations

These aim to support decision making at the strategic level, meeting the request of policymakers for [evidence-based advice and recommendations](#) on policy and integration measures.

### User needs and social aspects

With increasing individualisation, customer needs should be at the heart of designing products and services, leading to a more attractive and frequently used public transport system. Public transport operators and social entrepreneurs should cooperate first and foremost in implementing concrete social projects that have direct and tangible impact on the user base.

- The public transport sector should **focus on user expectations**, taking into consideration the trend towards sustainable lifestyles by offering high-quality services, different options for users, and **adopt an innovative and inclusive approach**.
- This change in the focus of implementation should also be reflected in a **change in focus when measuring the effectiveness of public transport and mobility services**. This should shift from simple technical and cost-covering aspects to more complex calculations that account for the overall benefits and costs of a public transport system, e.g. environmental, societal, health, and economic ones. The different needs and preferences of different public transport users should be explored and understood in order to formulate an appropriate innovation strategy.
- The government and public transport operators and authorities should meet the social public transport-related needs of individuals by being **more transparent** and letting them contribute to decision-making.

Public transport providers should adopt and implement social responsibility processes, whilst integrating social, environmental, ethical, human rights and consumer concerns into their business operations and core strategy in close collaboration with their stakeholders.

### Scoping, Stakeholder Engagement and Regulation

CIPTEC developed detailed recommendations on the design and scoping of multimodal public transport systems. For the design of services and products, the project saw the need to involve end users and social innovators.

People's changing perceptions of social innovation and new professional supporting bodies, such as business incubators, should drive the development of social entrepreneurship in transport. If provided with the right tools, increasingly high numbers of stakeholders might decide to invest in this field. This could help to ensure that the implementation of the most promising innovations is supported.

Rather than acting as mere service providers, public transport authorities should take advantage of the scenarios provided by changes in national regulations linked to social enterprises and become the coordinating actor among different sectors and transport modes by introducing targeted social enterprises into the public transport service provision.

## Stakeholder Engagement and Cooperation

To utilise readily developed innovative and good practices, steps should be taken towards developing an integrated strategy that includes social entrepreneurship practices and social policies in the management of public transport systems. Public transport (and related) data should be made easily accessible to everyone, thus paving the way for the development of a more effective mobility ecosystem and giving rise to a completely new set of opportunities.

By leveraging the know-how of social entrepreneurs, public transport can change its image and be presented as a forum allowing multiple stakeholders to come together, discuss, and reap mutual benefits. EU countries could profit from facilitated learning with each other concerning effective innovations in public transport, which in turn would help achieve a similar level of innovation adoption across the EU.

A civic feedback platform (or similar mechanism) concerning public transport should be included on the website of relevant stakeholders, e.g. municipalities. This would allow public transport authorities to gather user input to solve the most relevant public transport problems.

## Policy and Regulation

The project recommends a **harmonisation of European and local policy-making. National laws regulating transport should be harmonised with the European legislation ([Reg. 1370/2007](#))** and should take steps towards the abolition of monopolies and restrictions in the transport industry. Local Public Transport Innovation Strategy Plans can be used by governmental authorities to support and encourage public transport authorities and operators to prepare and develop Innovation Strategy Plans based on the CIPTEC Toolbox.

Regarding land-use, it is likely that **new working practices will lead to the different spatial distribution of workplaces. Thus, the public transport sector should search for and apply effective mobility solutions that address the emerging needs in the new urban context.** Employers should be encouraged to create more 'flexible' workplaces near multimodal hubs, which are strategically located within the public transport network.

## Innovative Public Transport

New technology develops rapidly, in the process influencing public transport services and changing the way travellers use and interact with public transport. PT should take advantage of the possibilities new technology offers by trying new mobility-related concepts, such as Mobility as a Service and Demand Responsive Transport.

National governments and regional planning authorities should integrate such alternative forms of mobility into their public transport offer. In particular, **such flexible transport services should be recognised as a viable “transport solution” in public transport service planning.** A regulatory framework should be set up for flexible transport services, with explicit provisions on cooperation with social enterprises, their subsidies, responsibilities etc.

Public transport operators should carry out field experiments to test nudges designed to increase public transport use. Crowdsourcing and co-creation, both of which support the generation of innovative business concepts (services and products), should be used to create a competitive advantage for public transport and eventually increase its attractiveness and market share.

## Tools and publications

### In the document

- CIPTEC Toolbox for Public Transport Innovation, [link](#)

### Further resources

- CIPTEC collective intelligence guidelines, [link](#)
- CIPTEC advanced marketing research presentation, [link](#)
- CIPTEC crowdsourcing platform - [link](#)