

# CIPTEC CONSORTIUM

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# COLLECTIVE INNOVATION



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*Creating a favourable environment  
for Public Transport growth  
by bringing in new thinking and  
innovative solutions*

**COLLECTIVE INNOVATION for PUBLIC TRANSPORT  
in EUROPEAN CITIES**

*"Cities suffer most from congestion, poor air quality and noise exposure... The quality, accessibility and reliability of transport services will gain increasing importance in the coming years, inter alia due to the ageing of the population and the need to promote Public Transport."*<sup>1</sup>

## CIPTEC Policy Framework

CIPTEC is an EU Horizon 2020 project, addressing the challenge for 'Smart, Green and Integrated Transport'. This challenge aims to boost the competitiveness of European transport industries and achieve a European transport system that is resource-efficient, climate and environmentally friendly, safe and seamless for the benefit of all citizens, the economy and society. Horizon 2020 is the biggest EU Research and Innovation programme, reflecting the policy priorities of the Europe 2020 strategy towards smart, sustainable and inclusive growth.

CIPTEC is also a CIVITAS knowledge-generating research project in the area of 'Tackling urban road congestion'.

CIVITAS is the initiative of the European Union that helps cities to implement and test innovative and integrated strategies which address energy, transport and environmental objectives.



## Global trends affecting Public Transport, defined by CIPTEC<sup>2</sup>

- **Political:** Urban governance enhancement
- **Economic:** Globalisation, internalisation of transport external costs, shared economy
- **Social:** Individual empowerment, corporate social responsibility, social innovation
- **Demographic:** Population ageing, transformation of family /household size
- **Geographic:** Urbanisation and urban sprawl
- **Cultural:** Sustainable lifestyles
- **Technological:** Innovative and affordable technologies
- **Ecological:** Environmental degradation
- **Legal:** Harmonisation reflecting the policy

<sup>1</sup> European Commission, 2011. 'Roadmap to a Single European Transport Area – Towards a competitive and resource efficient transport system', White paper

<sup>2</sup> CIPTEC Consortium, 2015. 'D1.1 Report on major market trends, the effect of societal trends on market and their influence in Public Transport'

*"Public Transport has a mountain of challenges to surpass, imposed by global trends. A shift towards a more user-centred marketing approach can be beneficial, but Public Transport has to transcend beyond the outdated recipe of "conventional marketing for transport suppliers"."*

# CIPTEC KEY BENEFITS AND OUTCOMES

## Key outcomes

### Toolbox for Public Transport Innovation



*A toolbox to capture the generated knowledge and provide strategy advice on innovation introduction to Public Transport stakeholders*

### Crowdsourcing platform



*The crowd will submit and designate innovative concepts and incentives for increasing the share of public transport through a digital platform*

### Co-creation of new concepts



*Local experts and stakeholders from different disciplines will advance and create new concepts for Public Transport*

## Who can benefit

### Public Transport Users

- Development of new concepts and better Public Transport services serving different societal needs and expectations
- Novel Public Transport services to address the needs of currently non- Public Transport users

### Public Transport Operators

- Advanced market intelligence and knowledge about Public Transport demand and supply
- New market growth opportunities based on innovative models, services and concepts
- Cooperation with stakeholders from different transport modes and business sectors

### Policy Makers and Authorities

- Advanced market intelligence and knowledge about Public Transport demand and supply
- New, evidence-based policy advice for designing efficient Public Transport regulatory frameworks and deploying innovative services

### Business Stakeholders

- New market growth opportunities based on innovative models and services in the Public Transport sector
- Participation in blended co-creation actions with multiple stakeholders
- Advanced market intelligence and knowledge about Public Transport demand and supply

### Research Community

- Advanced market intelligence and knowledge about Public Transport demand and supply, including in-depth consumer behaviour incentives in the Public Transport sector
- New evidence on how to fuel motivation to innovate in the Public Transport environment