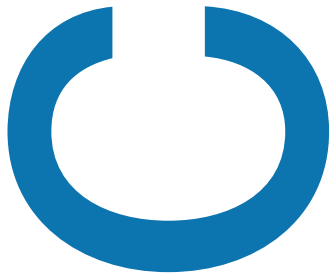
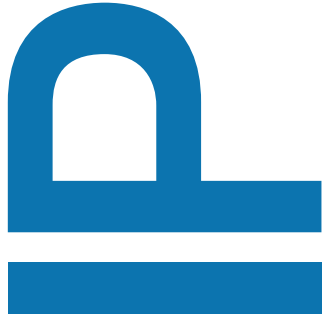
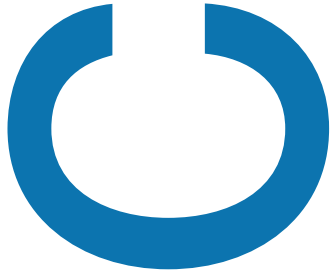




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European Union (No 636412)



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

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

# CIPTEC POLICY

*“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.” 1*

## CIPTEC Policy Framework

CIPTEC is an EU Horizon 2020 programme, 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.



# FRAMEWORK

## 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 AIMS, OBJECTIVES AND INNOVATION

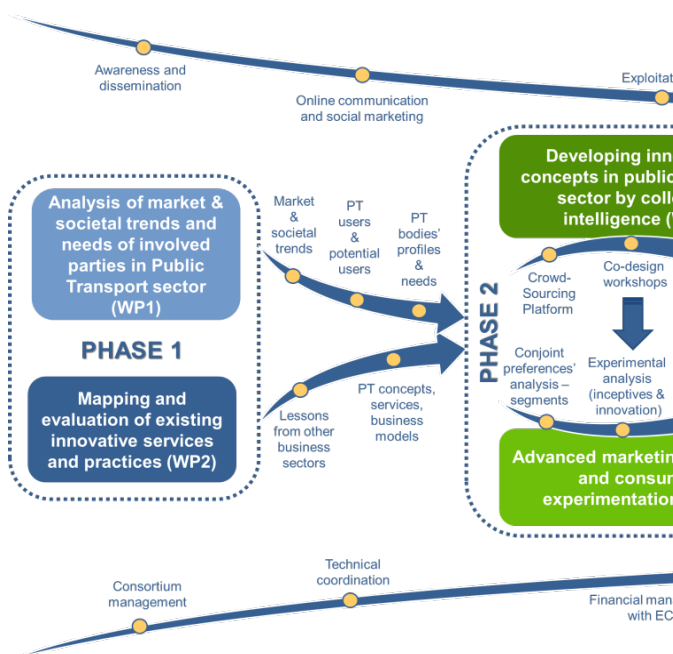
## Aim

CIPTEC aims to bring new thinking and innovative solutions for Public Transport, creating a favourable environment for the growth of Public Transport.

## Objectives

- Gather and analyse customer “intelligence” information, improving the understanding of urban **Public Transport demand**
- Collect market intelligence information, to allow the demystifying of the urban
- **Public Transport supply**  
Explore advanced motivational insights linked to **transport-related behaviour**
- Map and identify promising **innovative approaches** and co-create novel solutions and business models for Public Transport
- Translate, validate and capitalise on results through an extended platform of motivated stakeholders for **Public Transport innovation**

## Workflow



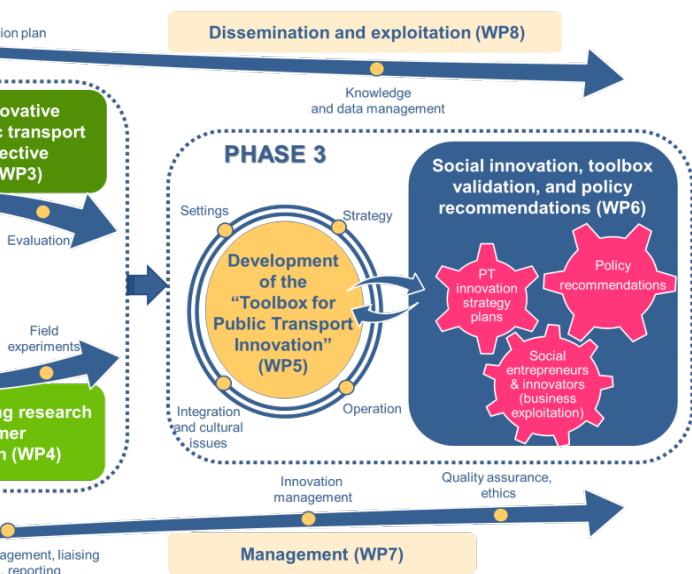
# ACTIVES, WORKFLOW TIVE ASPECTS

## Innovative Aspects

CIPTEC will provide an **overview and analysis of existing innovative approaches** in various areas, giving emphasis, among others, on customer orientation, operational service concepts and synergies with other modes.

New, innovative solutions will be suggested and evaluated through **collective intelligence methods**. A **toolbox as guidance** for introducing and integrating innovative transport approaches / services will be developed to **support Public Transport operators / authorities**. Moreover, policy and regulatory **recommendations** will be validated and presented.

The work will be accompanied by an online **platform** and special workshops **with stakeholders from different socio-economic contexts** which will be commissioned to model innovation strategic plans of sustainable and transferrable value.



# CIPTEC KEY BENEFITS

## 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*

# AND OUTCOMES

## 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

# CIPTEC CONSORTIUM

	Aristotle University of Thessaloniki- Transport Systems Research Group, Greece
	KU Leuven - The Research Centre for Marketing and Consumer Science, Belgium
	Mobycon Concordis Groep, Research Consultancy, The Netherlands
	Tero Ltd., Research Consultancy, Greece
	MemEx, Research Consultancy, Italy
	White Research, Research Consultancy, Belgium
	Ortelio, Research Consultancy, United Kingdom
	Metropolitan Region Rotterdam The Hague, Public Transport Authority, The Netherlands
	TIEMME, Public Transport Operator, Tuscany, Italy
	Local Public Transport Authority of the City of Frankfurt am Main, Germany
	European Passengers' Federation, Belgium
	European Metropolitan Transport Authorities, France

[www.ciptec.eu](http://www.ciptec.eu)



[auth@ciptec.eu](mailto:auth@ciptec.eu)



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For more information, please contact the Project Coordinator:

**Prof. Aristotelis Naniopoulos**

Transport Systems Research Group ([www.tsrg.gr](http://www.tsrg.gr))

Aristotle University of Thessaloniki,

Faculty of Engineering,

"Ktirio Edron", 6th fl. P.C. 54124, Thessaloniki, Greece

Tel: +30 2310 995796

e-mail: [naniopou@civil.auth.gr](mailto:naniopou@civil.auth.gr)