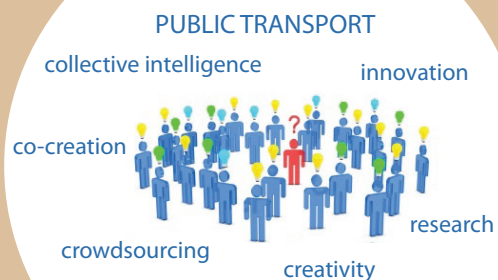


Key outcomes

Crowdsourcing Platform



Co-creation/Co-design workshops in four sites



CIPTEC Toolbox for Public Transport Innovation



Consortium

Seven (7) countries:

Germany, France, United Kingdom, Italy, the Netherlands, Belgium, Greece

Twelve (12) partners:

- Universities (research groups)
- Research consultancies
- Public Transport bodies
- European networks



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CIPTEC

COLLECTIVE INNOVATION FOR PUBLIC TRANSPORT

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

www.cipotec.eu



CIPTEC project has received funding from the European Union's
Horizon 2020 research and innovation programme

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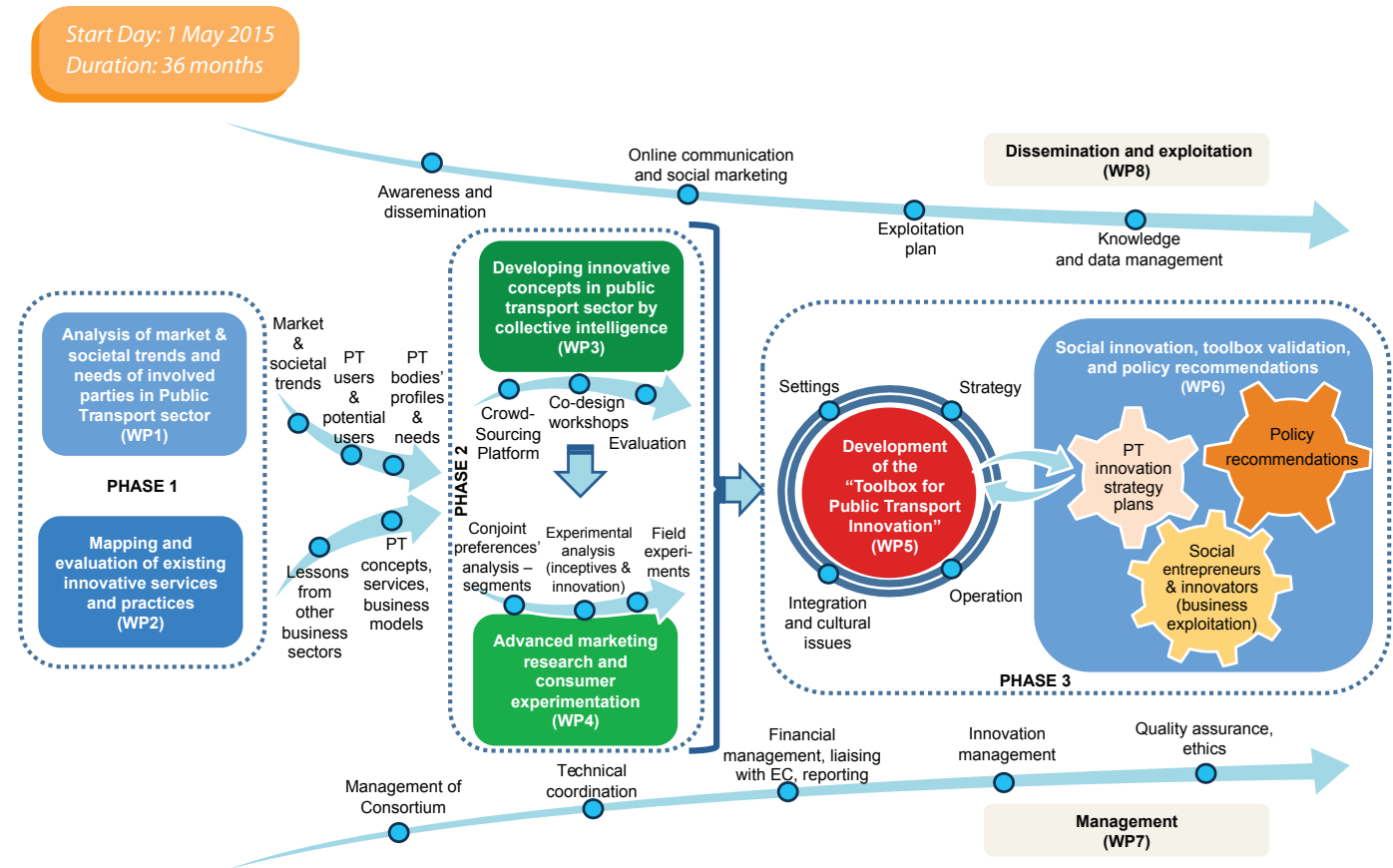
Public Transport has a mountain of challenges to surpass in order to play an even more decisive role in combating congestion. A shift towards a more user-centred marketing approach can be beneficial, but public transport has to transcend beyond the outdated recipe of "conventional marketing for transport suppliers".

An integrated approach is put forward drawing on the best ideas from:

- marketing (customer orientation, marketing research, consumer intelligence)
- consumer behaviour (advanced motivational research, behavioural experimentation)
- innovation (crowdsourcing, collective intelligence, co-creation and co-design of new ideas, fusion of business concepts with social innovation)
- evaluation (socioeconomic, technological and ethical assessment)
- co-exploitation within a wider than usual stakeholder platform

CIPTec is set to provide the scientific evidence and innovative tools to prove that we don't need a big wallet to achieve growth in the European public transport and help the sector revamp its ambition.

CIPTec Work flow



CIPTec Overview

- Studies the demand side and how its needs are affected by the continuous changes
- Looks to the supply in an attempt to recognise the needs and understand the distinct challenges PT providers face
- Identifies and map promising existing innovation from PT and adjacent fields
- Initiates a collective intelligence approach to crowdsource and co-produce novel solutions to tackle underserved needs
- Surveys public transport users to appreciate and measure the differences in preferences for the promising innovations
- Invites the broader PT community and the social entrepreneurs to build on CIPTec results
- Looks for motivation triggers able to achieve behaviour change
- Provides a toolbox aggregating our results to support stakeholders