Collective Innovation for Public Transport in European Cities

Fact Sheet

Project Information

CIPTEC
Grant agreement ID: 636412
Project website

Funded under H2020-EU.3.4.
Overall budget € 3 498 350
EU contribution € 3 498 350

Coordinated by ARISTOTELIO PANEPISTIMIO THESSALONIKIS Greece

Start date 1 May 2015
End date 30 April 2018

Objective

CIPTEC introduces an integrated approach which draws on the best ideas deriving from marketing (i.e. customer orientation, marketing research, consumer intelligence), consumer behaviour (i.e. advanced motivational research, behavioural experimentation), innovation (i.e. crowd sourcing, collective intelligence, co-creation and co-design of new ideas, fusion of business concepts with social innovation), evaluation (i.e. socioeconomic, technological and ethical) and co-exploitation within a wider than usual stakeholder platform attacking the challenges that hinder the public transport “environment” transition and re-orientation towards increasing PT market shares, thus substantially contributing to urban road congestion reduction in a sustainable manner.

In the frame of CIPTEC, we study the demand side and how its needs are affected by the continuous storm of change but we take a close look to the supply in an attempt to demystify the needs and understand the distinct challenges PT providers face in tackling the same changes. We dig out and map promising existing innovation from
PT and adjacent fields but we also put forth a collective intelligence subprogram to crowd-source and co-produce novel approaches to tackle underserved needs. We survey public transport users to appreciate the finer differences in preferences for the promising innovations but we dig deeper looking for motivation triggers able to achieve natural behaviour change – not only in the lab but in real life. We provide a translation-in-a-box of our results but we don’t wait for stakeholders to use them; we work with them to motivate and apply these insights into concrete street-action. We invite the broader community to cooperate along the value chain but we bring along an unexpected ally - social entrepreneurs - to build and apply disruptive models of sustainable and replicable value.

Our team is set to provide evidence and innovative tools for achieving growth in European public transport.

**Field of science**

/social sciences/economics and business/economics/sustainable economy
/social sciences/social and economic geography/transport
/social sciences/social and economic geography/transport/public transport

**Programme(s)**

**Topic(s)**

**Call for proposal**

H2020-MG-2014_TwoStages

**Funding Scheme**

RIA - Research and Innovation action

**Coordinator**

ARISTOTELIO PANEPISTIMIO THESSALONIKIS

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<tr>
<th>Address</th>
<th>Activity type</th>
<th>EU contribution</th>
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<td>Higher or Secondary</td>
<td>€ 539 750</td>
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<td>Septemvriou, Aristotle Univ</td>
<td>Education Establishments</td>
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<tr>
<td>Campus</td>
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<td>54636 Thessaloniki</td>
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<td>Greece</td>
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### Participants (11)

<table>
<thead>
<tr>
<th>Organisation</th>
<th>Country</th>
<th>EU Contribution</th>
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<th>Activity Type</th>
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<tbody>
<tr>
<td>KATHOLIEKE UNIVERSITEIT LEUVEN</td>
<td>Belgium</td>
<td>€ 372 800</td>
<td>Oude Markt 13, 3000 Leuven</td>
<td>Higher or Secondary Education Establishments</td>
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<tr>
<td>MOBYCON BV</td>
<td>Netherlands</td>
<td>€ 408 875</td>
<td>Hooikade 13, 2623 EW Delft</td>
<td>Private for-profit entities (excluding Higher or Secondary Education Establishments)</td>
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<tr>
<td>TERO MONOPROSOPI IKE</td>
<td>Greece</td>
<td>€ 282 800</td>
<td>Antoni Tritsi 21 Building B, 57001 Thermi</td>
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<td>MEMEX SRL</td>
<td>Italy</td>
<td>€290 875</td>
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</table>
Piazza Elia Benamozegh 17
57123 Livorno

Activity type
Private for-profit entities
(excluding Higher or Secondary Education Establishments)

Contact the organisation

WHITE RESEARCH SPRL
Belgium
EU contribution
€ 322 500

Avenue De La Toison D’or 67
1060 Saint Gilles

Activity type
Private for-profit entities
(excluding Higher or Secondary Education Establishments)

Contact the organisation

ORTELIO LTD
United Kingdom
EU contribution
€ 338 500

Puma Way Coventry
University Technology Park
CV1 2TT Coventry

Activity type
Private for-profit entities
(excluding Higher or Secondary Education Establishments)

Contact the organisation

METROPOOLREGIO ROTTERDAM DEN HAAG
Netherlands
EU contribution
€ 307 500

Grote Marktstraat 43
2511 BH Den Haag

Activity type
Public bodies (excluding Research Organisations and Secondary or Higher Education Establishments)
TIEMME SPA

Italy

EU contribution

€ 197 437,50

Address

Guido Monaco 37
5200 Arezzo

Activity type

Private for-profit entities
(excluding Higher or Secondary Education Establishments)

Contact the organisation

TRAFFIQ LOKALE NAHVERKEHRSGESELLSCHAFT FRANKFURT AM MAIN MBH

Germany

EU contribution

€ 133 250

Address

Stiftstr. 9-17
60313 Frankfurt Am Main

Activity type

Private for-profit entities
(excluding Higher or Secondary Education Establishments)

Contact the organisation

EUROPEAN PASSENGERS' FEDERATION IVZW

Belgium

EU contribution

€ 231 312,50

Address

Kortrijksesteenweg 304
9000 Gent

Activity type

Other

Website

Contact the organisation

EMTA EUROPEAN METROPOLITAN TRANSPORT AUTHORITIES

France

EU contribution

€ 72 750
Address
41 Rue De Chateaudun
75009 Paris

Activity type
Other

Last update: 31 May 2017
Record number: 193401

Permalink: https://cordis.europa.eu/project/id/636412/

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