



CIPTEC

COLLECTIVE INNOVATION FOR PUBLIC TRANSPORT

Collective Intelligence-*user co-created* *innovation-methods*



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A group, in the right circumstances, can be smarter than its smartest member'

(James Surowiecki, The Wisdom of Crowds, 2005)



Use the citizens' collective intelligence and make Public Transport more innovative, increasing its attractiveness and market share!

<https://www.youtube.com/watch?v=JxcZqg9Mk-0>

Co-create innovation! (1/2)

- ✓ **Co-creation** is a user-centered process based on the creativity of a small group of two or more people.
- ✓ A **co-creation workshop** is focused on action: participants from different backgrounds work together towards serving the objectives of the workshop.
- ✓ **CIPTec**: Implementation of **eight** co-creation workshops
- ✓ **Scope**: support the generation of innovative ideas, for increasing PT attractiveness and market share

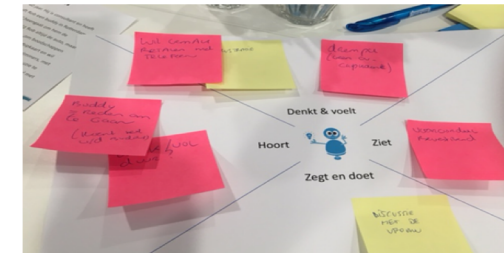


Co-create innovation! (2/2)

- ✓ Each co-creation workshop usually includes the following three phases: **introduction**, **core co-creation** and **evaluation**.
- ✓ Several methods can be applied to the implementation of each phase.

Methods in CIPTec

Brainstorming
World Café
Role playing
Conceptual mapping
Appreciative Inquiry
Problem Tree
Brand Constellation
Storytelling
Dilemma Thinking
Dot Voting
Two Dimension Axis



- ✓ A total of 165 concepts came up
- ✓ Total No of participants: 209



https://www.youtube.com/watch?v=_36HC8CnUgk

Co-create innovation - Tips!

- ✓ Define the workshop's objective
- ✓ Select a large and comfort venue
- ✓ Include a strong and experienced facilitator
- ✓ Choose the workshop's methods carefully (*participants, time, objective etc.*)
- ✓ Select appropriately the participants, heterogeneity of mixture-different types of PT stakeholders (*Age, physical condition and number of the participants should be considered*)
- ✓ Recruit and invite the participants
- ✓ Ensure adequate time for the implementation of methods



Crowdsource innovation! (1/2)

“Crowdsourcing” is a type of participative online activity in which an individual, an institution or company **proposes** to a group of individuals of varying knowledge and number, via a flexible open call, the voluntary undertaking of a task.

(Technical University of Valencia).



Outsourcing the work to the **crowd**

- ✓ **CIPTec**: 5 crowdsourcing campaigns/platforms
- ✓ **Aim**: (i) support the generation of innovative ideas for improving PT;
(ii) stimulate dialogue among all parties involved in the PT sector.
- ✓ 486 ideas submitted and 8863 visitors (in total)



Crowdsource innovation! (2/2)

If you decide to crowdsource input, for example innovative ideas on PT, from citizens, the implementation of a crowdsourcing campaign might be right up your alley!

- Step 1** Description of the campaign (challenge)
- Step 2** Definition of campaign's type and rules
- Step 3** Releasing the campaign online
- Step 4** Advertising the campaign
- Step 5** Gathering contributions
- Step 6** Evaluation process and rewards

For a successful implementation of a crowdsourcing campaign, follow these steps!



Number of visitors/page views

European-wide: Low, perhaps due to the English language barrier

Frankfurt: High, due to the strong promotion in the CIPTec workshops

Number of page views, visitors, registered users, ideas

Thessaloniki: On the top, due to the wide dissemination campaign

Southern & Western Tuscany: Traditional dissemination ways, absence of incentives



Number of ideas/visitors

Rotterdam: Higher than Thessaloniki, perhaps due to the higher actual and perceived value of the motives provided



Higher number of ideas, with less dissemination effort

Southern & Western Tuscany: Promotion among the employees of the PTO



Photos from campaigns (1/2)



Photos from campaigns (2/2)



Facebook post from Δήμος Πυλαίας-Χορτιάτη, December 28, 2016 at 8:30am.

Bus και Thess... να μοιραστείς την ιδέα σου για πιο καινοτόμα Μέσα Μαζικής Μεταφοράς στη Θεσσαλονίκη;

Με τη νέα δράση του Α.Π.Θ. οι πολίτες της Θεσσαλονίκης αποκτούν τη δυνατότητα να καταθέσουν καινοτόμες ιδέες για το μέλλον των Μέσων Μαζικής Μεταφοράς της πόλης, κερδίζοντας ώρα, στην ηλεκτρονική πλατφόρμα <http://thess.ciptec.eu>

<http://www.pilea-hortiatis.gr/.../announcements/archive/21706...&>



Crowdsource innovation - Tips!

- ✓ Nice professional design of the platform
- ✓ “Catchy” and clever name for the campaign
- ✓ Create a promotional video
- ✓ Clear and easily understandable rules for participation
- ✓ Organise special events providing technical support
- ✓ Allocate some funds for the real implementation of some of the ideas suggested by the crowd → Build trust and boost participation



- If you are interested in running a **crowdsourcing campaign**, contact CIPTTEC and take advantage of the project's platform (<http://crowdsourcing.cipttec.eu>)



- ✓ If you decide to **co-create innovative concepts/solutions** with the assistance of your city's residents and/or experts in PT look up the relevant CIPTTEC deliverables (<http://cipttec.eu>)

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