



NICHES

Mainstreaming innovation and promoting innovative mobility services

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Outline

Introduction

- Why NICHES?
- Objectives
- Approach – methodology

New Seamless Mobility Services

Conclusions and recommendations

Why NICHES?

Barriers to deploy innovative transport concepts:

- no integration with mainstream urban transport policy;
- lack of strategy for transition from R&D to common practice;
- lack of awareness among stakeholders of the mutual needs and interests;
- lack of dissemination outside their specific context;
- guidance missing regarding transferability.

NICHES Objectives

The mission of NICHES was:

to stimulate a wide debate on innovative urban transport and mobility between relevant stakeholders from different sectors and disciplines across Europe.

NICHES promoted the most promising new concepts, initiatives and projects, to move them from their current 'niche' position to a 'mainstream' urban transport policy application.



Approach - Working Groups

Working groups consisting of dedicated experts explored 4 priority areas and identified and elaborated promising concepts for further replication:

WG1: New Seamless Mobility Services (Rupprecht)

WG2: Innovative Approaches in City Logistics (PTV)

WG3: New Non-Polluting and Energy-Efficient Vehicles
(City of Stockholm)

WG4: Innovative Demand Management Strategies
(Eurocities)

WG1: New Seamless Mobility Services

User perspective

- Dispersed travel patterns (time and space)
- Need for flexible, individualised, seamless, comfortable and reliable mobility services

Urban transport policies and operators

- Need to respond to the diverse mobility needs of very heterogeneous customer groups
- High demands on service quality and seamless travelling
- Still limited mobility portfolio

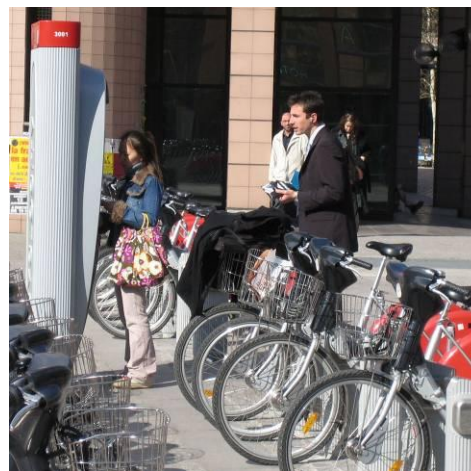
Three innovative concepts for flexible mobility

- Services perceived by the traveller as being seamless
- Filling the gap between traditional public transport and private automobile

Urban Lift Sharing Services



Public Bicycles



Call a Bus Schemes



Impact

- Impact on traffic volumes mostly still limited due to small scale application, but high potential in the mid to long-run

Direct impact

- Better accessibility and higher user satisfaction
- Cost efficient “semi-collective” transport
- Promote urban cycling and sustainable transport means

Strategic impact

- Fostering a less car dependent lifestyle
- Attractive multi-modal travelling responding to user needs
- Users and public policy: Value for money

Multimodal and flexible mobility options: The right mode for the right trip

Offering the user the “egg laying pig with woollen skin that produces also milk”



The "multi-modal menu"



Implementation of New Seamless Mobility Services

Success factors

- Cooperative arena
- Local champions
- Tailored solutions
- Business plan and funding opportunities
- Back up in start up phase
- Marketing

Challenges

- Legal and regulatory framework
- Funding
- Lack of political support
- Institutional structures

Transferability

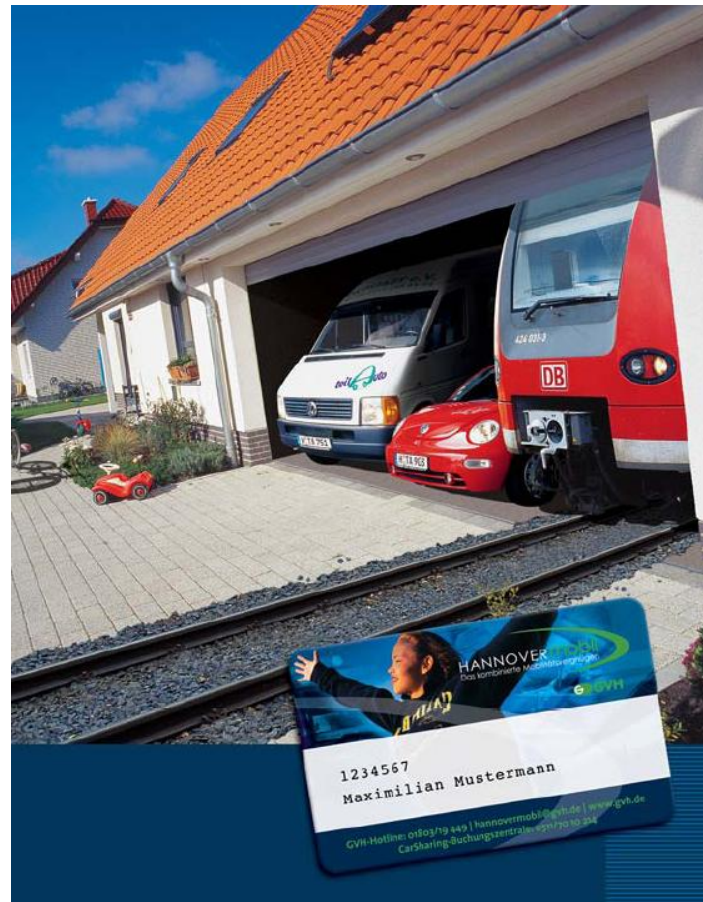
High transferability

- Mature solutions
- Concepts in general transferable all over Europe
- High public acceptance
- Transferability already proven (NICHES examples)

But: Concepts not suitable for everyone

- Individual analysis of local context and locally tailored solutions needed
- Prohibitive context conditions possible
- In many cases need to start large enough to reach a critical mass → sufficient start up resources needed

Towards the multimodal user



Research recommendations: Topics

- Assessment methodologies & decision support tools to mitigate and analyse adverse and unforeseen effects;
- Interactions urban development/ land use planning/ demographic change / urban transport;
- Change management. What makes it happen?
- Give non-motorised transport appropriate status in R&D;
- Urban freight innovation;
- Alternative fuels & market uptake;
- Profile mobility culture & enhance understanding of mobility behaviour.

Research recommendations: Perspectives

- Foster interdisciplinary approaches and strengthen intersectoral perspectives;

Formats

- Set urban transport research in its regional context;
- Better target LAs as end users of research results;
- Run more “practical experiments”;
- Make R&D more accessible (via training);
- Simplify administrative and payment procedures in EU projects.

Conclusions

NICHES methodology, involving researchers, practitioners and decision makers from across Europe, has ensured a link between the current research and innovation trends and the implementation of these innovations in the “real world”.

This allows to promote the NICHES Innovative Concepts as “solutions that work”, and not as “utopias” that decision makers are skeptic to engage in.

Further information & outlook

www.niches-transport.org

www.osmose-os.org

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THANK YOU!



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