

# TIDE – Transport Innovation Deployment for Europe

Innovative Solutions in Urban Transport  
EMBARQ Liveable Cities Symposium, Izmir, 20<sup>th</sup> November 2014

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## Outline

- **What is innovation and how to spread it?**
- **Introduction to Systematic Transfer of Innovation**
  - Policy Transfer between Cities
  - TIDE Transferability Methodology
  - Local Innovation Forums and Implementation Scenarios
  - Training & Exchange: E-Learning



# TIDE Mission Statement

- **Enhance** the broad **take-up** of 15 innovative urban transport and mobility measures throughout European cities and to establish them as mainstream
- Make a range of **new and feasible solutions** easily accessible to **address key challenges** of urban transport such as energy efficiency, demographic change, safety, access for all, and new economic and financial conditions





# Understanding Innovation



- Idea or practice that is **perceived as new** by a city or region and that provides a **better solution** to existing challenges than traditional measures in urban transport and mobility
- Higher potential to effectively respond to current challenges than already **well-established measures**
- TIDE pragmatic perspective:
  - **Mainstream** in some countries versus new in other parts of Europe
  - Comparably **new to large parts** of Europe

# Spreading Innovation

- Implemented by **innovators** (completely new solutions) or **early adopters** (already quite mature solutions with limited take-up)
- Focus on **early adopters** and **early majority stakeholders** open to evaluating whether innovative measures would fit their needs and contribute to their policy aims
- Remove perceived or real **barriers** for implementing new solutions

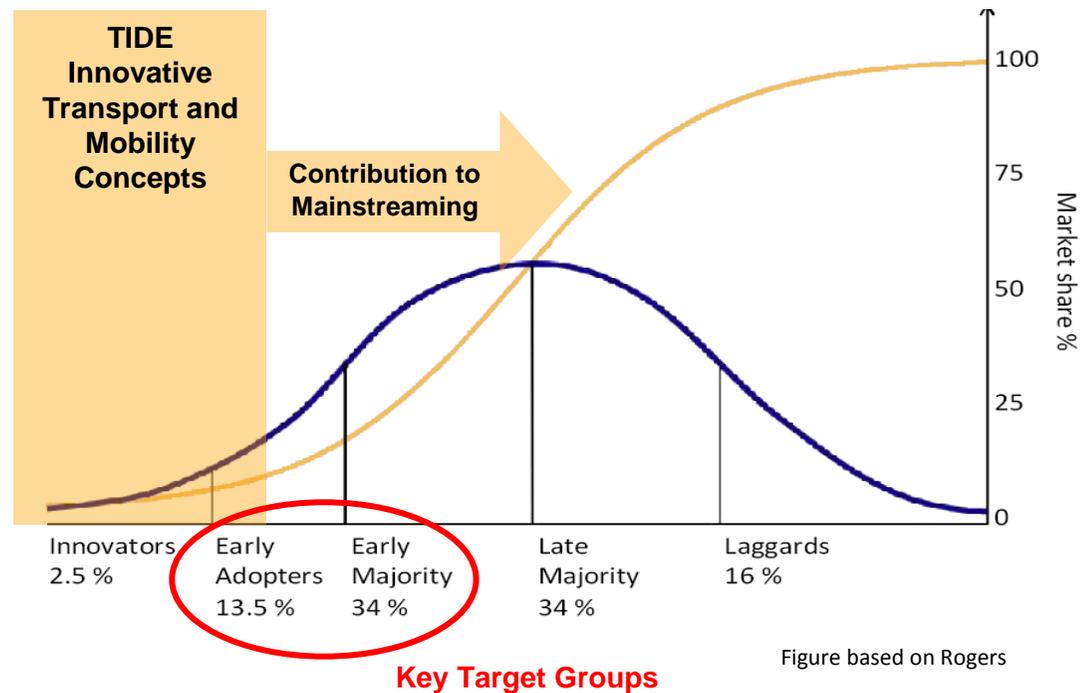
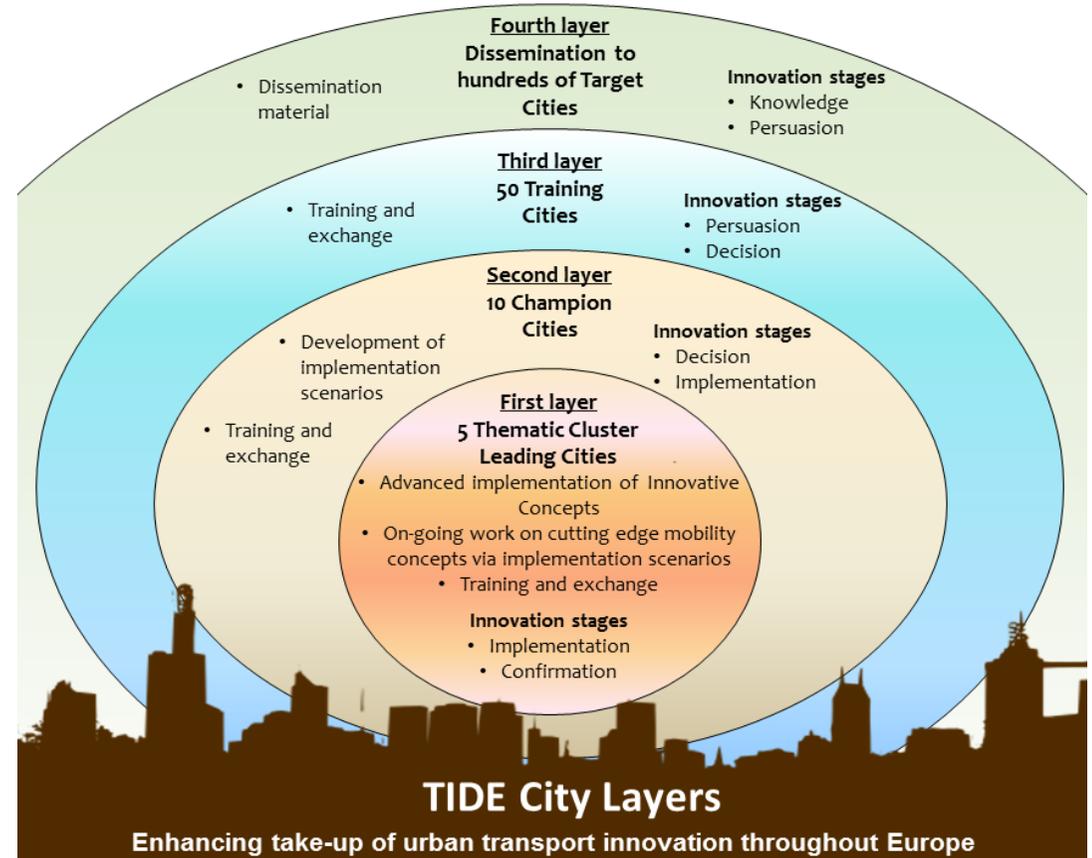


Figure based on Rogers



# Broad Impact

- Address cities and regions at **different stages** of the innovation decision process
- Enable to work on **different levels** of intensity from practical on-site support to dissemination of information
- Achieve a **broad coverage** across Europe with over 50 cities involved



# How do cities approach policy innovation?

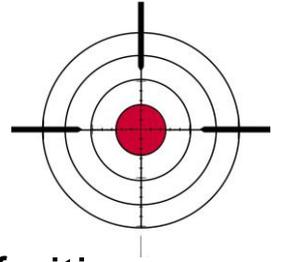
	Lee	Bre	Cop	Sto	Edi	Lyo	Nan	SFra	Dal	Sea	Van
Peer to peer contacts	✓✓	✓✓✓	✓✓	✓✓✓	✓✓	✓✓	✓	✓✓	✓✓	✓✓	✓✓
Policy networks	✓	✓✓	✓	✓	✓	✓	✓✓	✓✓	✓✓	✓✓	✓✓
Private Suppliers	✓	✓	✓	✓	✓	✓✓	✓✓			✓✓	
Consultants	✓		✓		✓✓		✓✓		✓✓	✓	
General Literature	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Academic literature				✓				✓	✓	✓	✓
Academics	✓			✓	✓			✓	✓	✓	✓

- ✓✓✓ Used significantly
- ✓✓ Often used
- ✓ Sometimes used

Marsden, G. et al (2010) *How do cities approach policy innovation and policy learning? A study of 30 policies in Northern Europe and North America.*  
*Transport Policy* 18 (2011) 501-512



## Scope of activities



- Create **networking opportunities** to bring together a wide range of cities and stakeholders for exchange on urban transport innovation
- Spread **knowledge** and provide **guidance**
- Apply a wide range of **tools** and products to encourage and enable stakeholders to work towards the **take-up** of urban transport innovations
- Focus on 'real life' by providing **practical showcases**
- Work with **cities** to demonstrate how the actual implementation of selected innovative concepts can be successfully prepared in **implementation scenarios**



**TIDE**

Transport Innovation  
Deployment for Europe

Financing models,  
pricing measures

Non-motorised  
transport

Network, traffic  
management

Electric vehicles

Public transport  
organisation



**Cluster 1:**  
Milan  
WSP

**Cluster 2:**  
San Sebastian  
Rupprecht  
Consult

**Cluster 3:**  
Reading  
Uni  
Southampton

**Cluster 4:**  
Rotterdam  
Fraunhofer IAO

**Cluster 5:**  
Budapest  
Uni Gdansk



# The concept of systematic transfer

- **Systematic policy transfer** describes the process of transferring knowledge and good practices between two political units (cities).
- Attention is allocated to the **behaviour, interplay and role of institutions and stakeholders** during the transfer process of a certain policy.
- Policy transfer does not only include **simply copying** successful solutions. Policy transfer allows for the **possibility of modification** throughout the transfer process.



# Advantages of systematic transfer

- Systematic approach to innovation
- Reduces the risk of bad decision making
- Feasibility check at an early stage
- Clearer definition of measures – What exactly is it that we want to transfer?
- Comparability between different Innovative Measures
- Don't have to reinvent the wheel
- Cost savings
- Learn from the mistakes of others
- The process itself leads to stakeholder and expert involvement

## Steps for systematic transfer

**Context Conditions: Analysis of needs and expectations**

Transferability analysis



**Local innovation forums**

Implementation Scenarios



**Training and Exchange**

E-learning

Training Workshops



# The concept of transferability

- **Transferability analysis**

A process of verifying the chances of a successful implementation of a measure from a pioneer city to the adopting city at an operational or implementation level

- **Pioneer city**

A city where an innovative measure is successfully implemented

- **Adopter city**

A city which wish to implement an innovative measure that is successfully implemented in a pioneer city



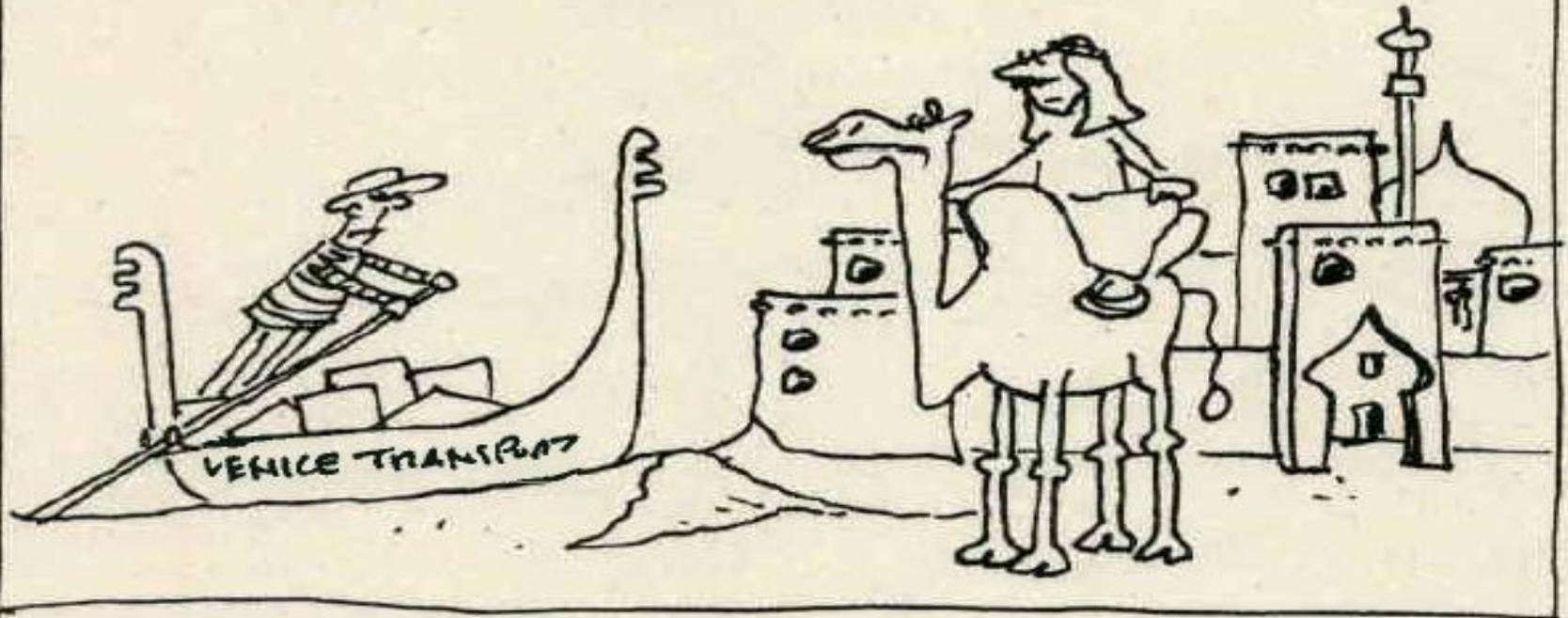
# Transferability: Identification of Context Conditions

- There are no cities with exactly the same context conditions.
- Cities can be **different from each other in many aspects** of transport and traffic conditions, geographical environmental, demographic, socio-economic and cultural backgrounds as well as **institutional and legal frameworks**.
- It is therefore important to identify those context conditions which are key to the measure's **success** and which must also be addressed in any new location.
- It is also valuable to identify those context conditions which have created **barriers** to success so that they can either be overcome or **transferability avoided where such factors exist**.



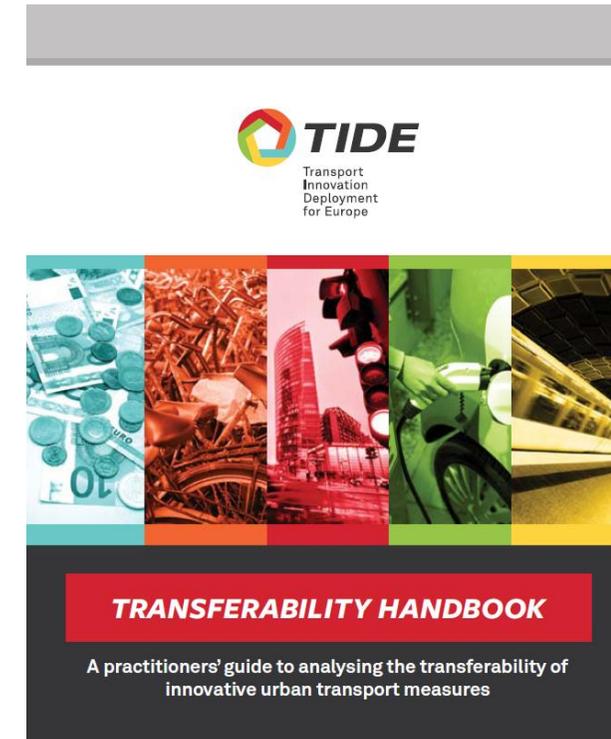
# TRANSFERABILITY

I DON'T THINK THIS IS THE IDEAL SOLUTION FOR OUR CITY



# TIDE Transferability Methodology

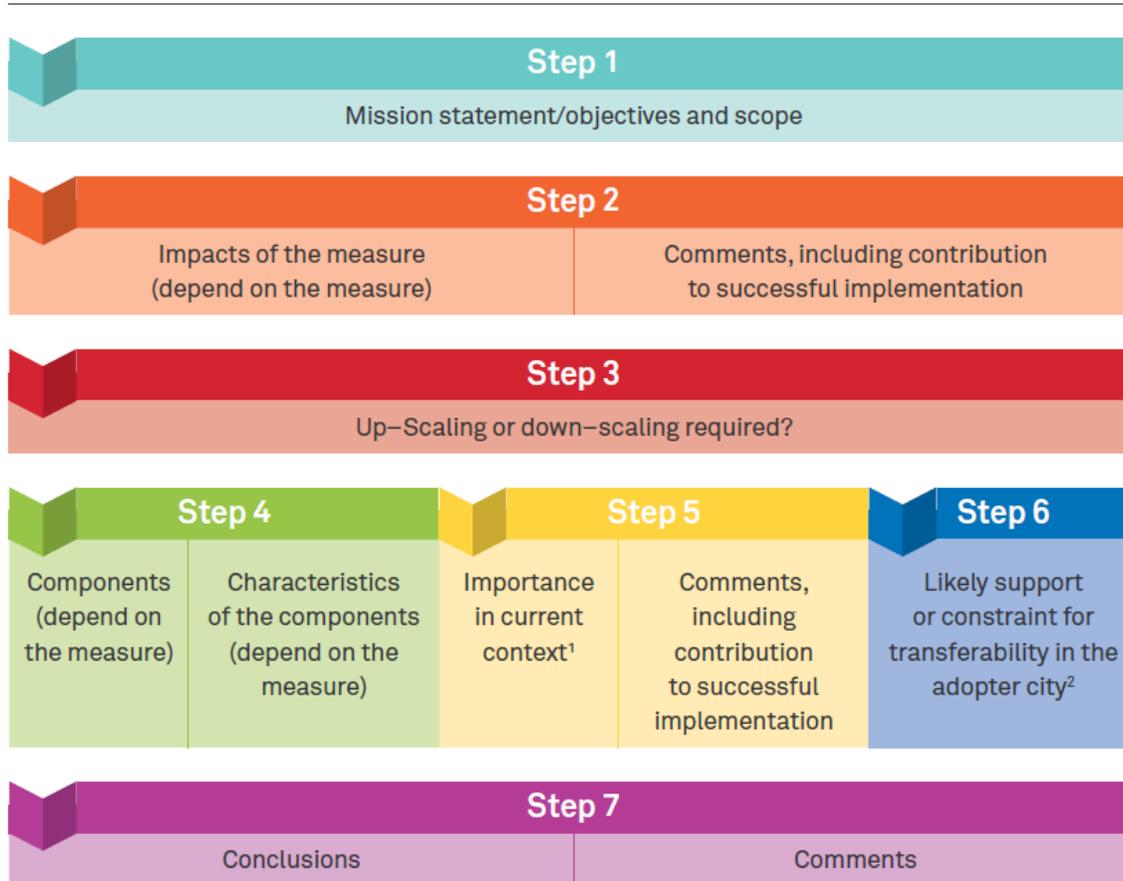
- TIDE provides a **scientifically sound methodology** to analyse and enhance the transferability of an Innovative Measures in Urban Mobility from one city to another.
- The methodology is designed **to maximise the usability for practitioners** in European cities and beyond.
- The **‘Handbook for transferability analysis in urban transport and mobility’** provides guidance to a wider range of cities interested to transfer existing solutions to their own context.
- It is a **systematic qualitative methodology** where stakeholders and experts **cooperatively** come to conclusions on introducing innovation into a city.





# TIDE Transferability Methodology

Innovative measure



# Local innovation forums

Objective: foster innovative stakeholder relations

- A successful transfer of Innovative Measures indeed needs a **strong practical component** via exchange between pioneering city and adopter cities.
- Each Local Innovation Forum produces **action plan** for specific activities related to the implementation of the innovative measure.
- Provides vital input for an **Implementation Scenario**

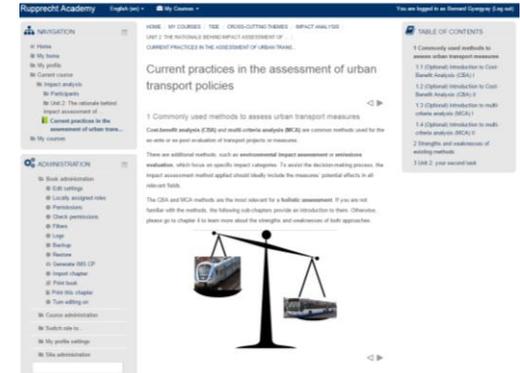
Methodology includes:

- Site visit
- Focus group meeting: City stakeholders, 1-3 external experts, a few local stakeholders, TIDE support partners



# E-learning

- 10 E-learning courses on innovative measure
- Horizontal topics: Sustainable Urban Mobility Plans and Cost Benefit Analysis
- 84 participants from 23 countries
- Focus on exchange and discussions
- Please visit [www.rupprecht-academy.eu](http://www.rupprecht-academy.eu)
- Please check the SOLUTIONS e-learning that will start soon: [www.urban-mobility-solutions.eu](http://www.urban-mobility-solutions.eu)



The screenshot shows a web browser interface for the Rupprecht Academy. The main content area displays the title 'Current practices in the assessment of urban transport policies' and a sub-section '1 Commonly used methods to assess urban transport measures'. Below this, there is a paragraph of text and a small image of a balance scale. The left sidebar contains navigation and administration menus, and the right sidebar shows a table of contents.



The screenshot shows a forum post titled 'Re: Unit 2 task: related policy' by Jelena Nikolic, dated Tuesday, 20 May 2014, 4:22 PM. The post content includes:

Hello everyone,

As I already mentioned, the City of Krusevec has no adopted strategy dealing with traffic issues. The Assembly of City of Krusevec has adopted its 2011 Sustainable development Strategy, as well as Spatial Plan of City of Krusevec. We are working on preparation of the General Urban Plan of the City and several Plans of general regulation, so in these plans could be processed subject of bicycle traffic and parking for bikes.

Also we are working on the preparation of the Local Environmental Plan, which should take into account the transport, given that a large percentage of environmental pollution and energy consumption, originate from traffic.

I like how Bert outlined bicycle traffic impacts on the social, economic and health aspect of life.

Unfortunately I think that in my city decision-makers and planners, are not aware how many citizens use the bike every day and what are the benefits. For this reason, during the reconstruction of streets or designing plans, they don't have idea about the formation of bicycle paths and bicycle parking.

In the pictures you can see that in front of some public enterprises there is a simple street furniture for parking bicycles. Many people think that this is enough. Nobody take into consideration that if you have bike path and parking, that that will encourage people to use bike more.

Below the text are two photographs showing bicycle parking areas. The first photo shows a simple street furniture with a bicycle parked next to it. The second photo shows a more structured bicycle parking area with a green-painted ground and a bicycle parked.



## How can you participate in TIDE?

- SUMP Webinar 11th December
- SUMP exchange event late February in Brussels
- Final conference in Sep 2015
- Publications:
  - 15 implementation scenarios
  - TIDE Transferability Handbook
  - TIDE Cost Benefit Analysis
- [www.tide-innovation.eu](http://www.tide-innovation.eu)
- [www.youtube.com/user/TIDEinnovation](http://www.youtube.com/user/TIDEinnovation)
- Twitter: @TIDE\_Innovation

# Teşekkür Ederim!



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