

TOWARDS USER-CENTRIC TRANSPORT IN EUROPE

Challenges, solutions and collaborations

BRUSSELS
22-23 MAY 2017

BOUCHE À OREILLE
RUE FÉLIX HAP, 11
1040 BRUSSELS



SESSION / USER CO-CREATED INNOVATION

DAY2: 23 MAY 2017 | COLLABORATIONS AND JOINT ACTIVITIES

Workshops Session B:

Workshop 1: Insights in passenger needs and (innovative) ideas through co-creation
Facilitator: **Evelien Marlier**, *European Passenger Federation*, **CIPTEC**

By attending this session you will:

1. Get tips and tricks how to involve users in their project
2. Get valuable insights in passenger needs and requirements
3. Can evaluate the best (innovative) ideas that came out of the CIPTEC-crowdsource campaign
4. Discuss these ideas with other bright and beautiful experts
5. Get to know the 'super power' of the other participants presents in this workshop
6. Networking in an informal way

Workshop 2: Making decisions about travel in the future

Facilitator: **Tom Cohen Senior**, *UCL Centre for Transport Studies*, **CREATE**

Humans are habitual creatures and make most of their journey decisions without much thought. But new transport options and increasingly sophisticated decision-support tools could change this. If your MaaS device tells you that the bus is the best option today even though you normally take the train, might you give it a try? At this workshop we'll explore how people might decide on their travel in future.

Workshop 3: New consumer behaviour - new business opportunities.

SocialCar in the sharing economy

Facilitator: **Massimo Marciani**, *FIT Consulting*, **Social Car**

By attending this session you will:

1. Get knowledge about new mobility services using collaborative economy schemes (sharing mobility)
2. Evaluate new trends of disruptive mobility models
3. Discuss and design in a collaborative process new business models for such innovative mobility services
4. Evaluate individual and collective benefits and roles to be played by public entities
5. Evaluate how to push behavioural and societal changes in future years

Please express you interest in this session while completing the [confirmation form](#). Places for each session are limited and allocations will be done on a first come first serve basis. We will do our best to meet your choice.

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